

Virginia Crossings Hotel
& Conference Center

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JUNE 16-19

2025 ANNUAL CONFERENCE

Network | Educate | Showcase

PABus.org

MONDAY, JUNE 16

11:00 am – 5:00 pm **PBA Registration Booth Open**– Jefferson Lobby – Sponsored by TEMSA

FAMS Hotel Lobby (Pre-Registration Required) [See the FAMS!](#) FAMS run concurrently!

1:00 pm – 4:30 pm **FAM 1:** Historic Henricus & Vineyard Escape **OR**
Bus Departs 12:30 pm

FAM 2: Whitewater Adventure in Richmond

6:30 pm – 9:00 pm **Opening Reception** – Sponsored by Visit Richmond!
Bus Departs 6:00 pm

Step into "Timeless Journeys: Bridging History and Horizons Through Motorcoach Travel" with an unforgettable BBQ Picnic at the [Virginia Museum of History & Culture](#).

9:00 pm – 11:00 pm **Hospitality Suite**– Terrace (Henrico Prefunction, in case of inclement weather) -Sponsored by Visit Atlantic City!

TUESDAY, JUNE 17

8:00 am – 4:00 pm **PBA Registration Booth Open** - Henrico Prefunction – Sponsored by TEMSA

7:00 am – 8:00 am **Guided Power Walk with John Bailey, Bailey Coach** *Meet at 6:50AM Hotel Lobby*

6:30 am – 8:30 am **Breakfast**– Henrico Ballroom - Sponsored by Visit Montgomery!

9:00 am – 9:30 am **PBA General Membership Meeting**– Henrico Ballroom - Sponsored by ABC Companies!

9:30 am – 10:00 am **Opening Session** *Overview of the Conference & Association Updates* – Henrico Ballroom

- Tammy Wolf-Baker Welcome and Theme of Conference
- Welcome to Richmond! *Toni Bastian, Director of Accessibility & Tourism Sales Richmond Region Tourism*

10:00 am – 11:00 am **Keynote Speaker** – Henrico Ballroom *Dr. Jon Kedrowski will show you how to approach life's storms with an "Everest Ready" mindset in "How to Be Everest Ready". In this inspirational presentation, Dr. Jon Kedrowski distills his mountain-tested techniques for being creative and staying prepared to pursue BIG goals you have in life and business.*

11:00 am – 11:15 am **Refreshment Break** - Henrico Prefunction - Sponsored by Greater Birmingham Convention & Visitors Bureau!

11:15 am – 12:00 pm **Industry Updates**– Henrico Ballroom - Sponsored by Virginia Tourism Corporation!
Ken Presley, UMA Vice President, Legislative & Regulatory Affairs & Industry Relations/COO will give an update from UMA and Lewis H. Myers, III, Director of Research, Policy, and Impact from ABA.

12:00 pm – 1:00 pm **Lunch** - Henrico Ballroom - Sponsored by Lancaster PA Tourism Alliance!

1:00 pm – 2:30 pm **Refreshment Break** – Jefferson 3rd Floor Break Area - Sponsored by Greater Birmingham Convention & Visitors Bureau!

- 1:00 pm – 2:15 pm **Industry Exposition** – Hanover - Sponsored by Lancaster PA Tourism Alliance!
Operators & Associate Members Interchange: This event is specifically designed for the motorcoach operators attending the annual conference and companies that service the motorcoach industry such as bus manufacturers, insurance, seating, technology, etc. It is an opportunity for these companies to meet one-on-one with the motorcoach operator representatives to learn about their products and how to utilize them in their operations.
- 1:15 pm – 2:30 pm **Travel Supplier Roundtable Discussion** facilitated by Amanda Thibeu, Aimbridge Hospitality - Chesterfield Room. This is a roundtable discussion for destinations, attractions, DMOs.
- 3:00 pm – 4:45 pm **“Kick the Tires” Happy Hour with Bus Display** - Courtyard - Sponsored by Prevost!
- 6:00 pm – 9:00 pm **Dine Around /Neighborhood Night** – [View options!](#)
- 9:00 pm – 11:00 pm **Hospitality Suite** - Terrace (Henrico Prefunction, in case of inclement weather) – Sponsored by Visit Richmond!

WEDNESDAY, JUNE 18

- 6:30 am – 8:30 am **Breakfast**– Henrico Ballroom - Sponsored by Visit Montgomery!
- 7:00 am – 8:00 am **Yoga with Laurie Owens from Guiding Tree Yoga**– Terrace (Powhatan, in case of inclement weather)
- 8:00 am – 9:00 am **PBA Board of Directors Meeting/Breakfast** (*Board Members only*) - Brunswick Room- Sponsored by Ohio Star Theater!
- 9:00 am- 10:45 am **Sales Retreat Session 1** – Hanover Room - Sponsored by National Aquarium & Pocono Mountains Visitors Bureau!
- 11:00 am – 11:45 am **Designing Accessible Travel: Inclusive Tours for Aging and Disabled Travelers** – **Toni Bastian, Director of Accessibility & Tourism Sales Richmond Region Tourism** - Henrico Ballroom - Sponsored by Chautauqua County Visitors Bureau!
Discover insights into accommodating the aging population and individuals with disabilities in group travel. By designing accessible spaces and offering disability etiquette training for drivers, guides, and your entire team, we can create richer, more meaningful travel experiences. Whether you are a tour operator, a destination, or an attraction, prioritizing accessibility ensures inclusivity, boosts customer satisfaction, and fosters loyalty among travelers.
- 11:45 am – 12:30 pm **Artificial Intelligence Developments and Strategies** – **Christian Riddell, CEO of The Bus Network (TBN)** - Henrico Ballroom - Sponsored by National Interstate Insurance!
Artificial Intelligence (AI) is transforming every aspect of our lives and businesses. From Google’s generative AI advancements to Tesla’s plans to compete in the group travel market, the motorcoach industry is witnessing unprecedented changes at a rapid pace. In this session, we’ll explore recent developments and provide actionable strategies to reclaim lost traffic, boost direct bookings, and future-proof your business in this evolving AI-driven landscape.
- 12:30 pm – 1:15 pm **Lunch** – Henrico Ballroom - Sponsored by MCI!
- 1:00 pm – 5:00 pm **Refreshment Break** – Jefferson 3rd Floor Break Area - Sponsored by Greater Birmingham Convention & Visitors Bureau!
- 1:30 pm – 3:00 pm **Associate Roundtable Discussion** facilitated by Jonathan Robbins ABC Companies - Chesterfield Room
 This is a roundtable discussion for vendor suppliers.
- 1:30 pm – 3:15 pm **Sales Retreat Session 2** – Hanover Room - Sponsored by National Aquarium & Pocono Mountains Visitors Bureau!
- 3:30 pm – 5:15 pm **Sales Retreat Session 3** – Hanover Room - Sponsored by National Aquarium & Pocono Mountains Visitors Bureau!
- 6:30 pm – 9:00 pm **Closing Evening Event** at [Science Museum of Virginia](#) – Sponsored by Visit Richmond!
Bus Departs 6:00 pm

THURSDAY, JUNE 19

6:30 am – 8:30 am **Breakfast**– The Glen Restaurant - Sponsored by Visit Montgomery!

7:00 am – 8:00 am **Barre Class** - Terrace (Hanover in case of inclement weather)

FAMS Hotel Lobby (Pre-Registration Required) [See the FAMS!](#) FAMS run concurrently!

9:00 am – 1:00 pm **FAM 1:** Discover Richmond: A Downtown City Tour **OR**
Bus Departs 8:30 am

10:00 am – 2:00 pm **FAM 2:** VIP Kings Dominion Experience: Exclusive Rapterra Reveal & Behind-the-Scenes Tour
Bus Departs 9:30 am