

**24-27
OCTOBER**

at 
**WIND CREEK®
BETHLEHEM**

 **Discover
LEHIGH VALLEY®**

PBA | PENNSYLVANIA
BUS ASSOCIATION
Representing the Motorcoach Industry Since 1923



**2021 ANNUAL
CONFERENCE**

Network | Educate | Showcase

We Look Forward to Having You in The Lehigh Valley!

Dear Friends,

Thank you Pennsylvania Bus Association for choosing Lehigh Valley, PA and Wind Creek® Bethlehem to host your 2021 Annual Meeting. We are excited to welcome new and familiar faces, after a long year apart, and show everyone what is Made Possible in Lehigh Valley!

Set amid gentle hills and charming country sides, Lehigh Valley, Pa. is home to Allentown, Bethlehem and Easton, as well as dozens of small towns and picturesque boroughs. The region is steeped in pre-Colonial, Early American and industrial history and is home to must-see attractions and festivals, world-class sporting events, thrilling outdoor recreation, renowned colleges and universities, and historic sites including Bethlehem, a National Historic Landmark District and nominee on the U.S. Tentative List for World Heritage Designation. Many of America's favorite brands such as Crayola®, Peeps®, Mike & Ike®, Martin Guitars, and Mack Trucks also call Lehigh Valley their home. We invite you to experience the region and explore all of the memorable attractions and dining options to fit every budget and taste.

The Discover Lehigh Valley team is here to help you feel comfortable throughout the duration of your stay. Please feel free to contact us with any questions or find more information about the region, things to do, or places to eat, visit discover-lehighvalley.com and follow @LehighValleyPa on Twitter!

The Discover Lehigh Valley Team

SCHEDULE OF EVENTS

SUNDAY, OCTOBER 24

11:00 AM - 6:00 PM PBA Registration Open—*Foyer of Monroe Room* Sponsored by ABC Companies

1:00 PM - 5:00 PM FAMS: #1 Exploring Easton; #2 Southside Bethlehem

6:00 PM - 9:00 PM Opening Reception at Dorney Park & Wildwater Kingdom
Sponsored by Dorney Park & Wildwater Kingdom

9:00 PM - 11:00 PM Hospitality Suite—*Lehigh/Northampton Room* Sponsored by TourAC/Atlantic City & Resorts Casino Hotel

MONDAY, OCTOBER 25

7:30 AM - 5:00 PM PBA Registration Desk Open—*Foyer of Monroe Room* Sponsored by ABC Companies

8:00 AM - 8:45 AM Operator-only Breakfast – *Berks Room*
Sponsored by Wind Creek Bethlehem

8:00 AM - 8:45 AM Breakfast on Your Own-Associates and Travel Suppliers

8:45 AM - 9:00 AM Opening Session-Discover Lehigh Valley—*Monroe Room*

9:15 AM - 10:15 AM Insurance Panel —*Monroe Room*
Sponsored by MCI

10:30 AM - 11:30 AM Educational Programs
Operator/Tour Planner/Associate Session—*Monroe Room*
Sponsored by Lycoming County Visitors Bureau

- Washington, D.C. Government Affairs Update - Peter Pantuso, President & CEO, American Bus Association
- PennDOT Update (ELDT, Licensing, Third Party Testing Program) - Chris Magaro, Driver Improvement and Evaluation Section Manager

Travel Supplier Session—*Bucks Room*
Sponsored by Tourism Pro Academy

- Lingo Bingo for the Travel Industry—Sally Davis Berry, Tourism Industry Speaker and Consultant

11:30 AM - 1:30 PM Industry Expo with lunch, door prizes, one-on-one time with companies servicing the motorcoach industry. - (All Delegates) Wind Creek Event Center
Lunch sponsored by Lancer Insurance

2:00 PM - 5:00 PM FAMS: #1 Main Street Bethlehem, Walking Through History; #2 Handcrafted

7:00 PM - 9:00 PM Dine-around

TUESDAY, OCTOBER 26

8:00 AM - 8:45 AM Operator-only Breakfast-*Berks Room*
Sponsored by SureStay By Best Western® (Lehigh Valley Hotel)

8:00 AM - 8:45 AM Breakfast on Your Own-Associates and Travel Suppliers

8:45 AM - 9:15 AM General Membership Meeting-*Monroe Room* (All Delegates)
Sponsored by Rohrer Bus Sales

9:30 AM - 11:30 AM Educational Sessions
Operator/Tour Planner/Associate Session—*Berks Room*

- A Blueprint for Motorcoach Success -Tom Garrity, Managing Partner & Senior Business Advisor, Compass Point

Travel Supplier Session—*Bucks Room*
Sponsored by Aimbridge Hospitality

- Tips to be Successful with the Tour & Travel Market - Amanda Thibeau, Director, National Accounts, Aimbridge Hospitality

11:45 AM - 12:45 PM Lunch/Awards Program
(All Delegates) - *Monroe Room*
Lunch Sponsored by Lancaster PA Tourism Alliance

1:15 PM - 3:00 PM Sales Retreat Group A —*Bucks Room*
Featuring one-on-one time between operator tour planners and travel suppliers.

3:15 PM - 5:00 PM Sales Retreat Group B —*Bucks Room*
Sponsored by Happy Valley Adventure Bureau
Featuring one-on-one time between operator tour planners and travel suppliers.

6:00 PM - 9:00 PM Closing Reception—*ArtsQuest Center/Blast Furnace Room* Sponsored by ArtsQuest

9:00 PM - 11:00 PM Hospitality Suite TBD

WEDNESDAY, OCTOBER 27

8:00 AM - 11:30 PM PBA Board of Director's Meeting—*Berks Room*

All Refreshment Breaks Sponsored by TEMSA