



## SUNDAY, JUNE 18

- 11:00 am – 4:00 pm **PBA Registration Booth Open** Hotel Lobby  
*Sponsored by Ohio Star Theater!*
- 1:00 pm – 4:30 pm [FAMS](#)
- 6:00 pm – 9:00 pm **Opening Reception at Chautauqua Institution and Chautauqua Belle**  
*Sponsored by Chautauqua Institution!*
- 9:00 pm – 11:00 pm **Hospitality Suite** Pre-Function/Event Patio  
*Sponsored by Visit Atlantic City!*

## MONDAY, JUNE 19

- 8:00 am – 4:00 pm **PBA Registration Booth Open** Hotel Lobby  
*Sponsored by Ohio Star Theater!*
- 7:00 am – 8:00 am **Walk Around the Lake** – Meet in the hotel lobby
- 6:30 am – 8:30 am **Breakfast** Pre-Function/Event Patio  
*Sponsored by The Chautauqua Harbor Hotel!*
- 9:00 am – 9:30 am **PBA General Membership Meeting** Pier Ballroom  
*Sponsored by Research Underwriters!*
- 9:30 am – 10:00 am **Opening Session** Pier Ballroom
  - Tammy Wolf-Baker Welcome and Theme of Conference
  - Chautauqua Team Welcome
  - Overview of the Conference & Association Updates
- 10:00 am – 10:30 am **American Bus Association Update- Peter Pantuso, American Bus Association** Pier Ballroom  
*Sponsored by Prevost!*  
*Peter is President and CEO of the American Bus Association (ABA). As CEO he is responsible for the Association's day-to-day operations. In addition to his role at ABA, he also serves as President of the National Bus Traffic Association and of the ABA Foundation. He will provide industry updates with the latest information on legislative concerns and regulatory updates as well as trends he sees in the industry. Peter is retiring in 2024, so we will be sure to wish him well while he is visiting us!*

10:30 am – 11:30 am	<b>The Comedy Code – Cindy Aronson</b> Pier Ballroom <i>Sponsored by National Interstate Insurance!</i> <i>Comedy is a powerful teacher. It ignites the power of laughter, which renews, connects, and engages us. It fuels the power of learning with a deep-dive into its greatest minds and legendary performances to discover codes of success that every profession can benefit from. It inspires the power of love. A love for one's career and craft, their team or ensemble, their audience &amp; community, and their own unique style applied to perform at their very best. Experience The Comedy-Code™. You'll laugh. You'll learn. You'll love it. All while discovering how comedy's simple and powerful code can deliver outstanding performance in your business too.</i>
11:30 am – 11:45 am	<b>Break</b> Pre-function <i>Sponsored by Bridgestone Fleet Care!</i>
11:45 am – 12:45 pm	<b>Industry Exposition</b> Pier Ballroom <i>Sponsored by Motor Coach Industries (MCI)!</i> <i>Operators &amp; Associate Members Interchange: This event is specifically designed for the motorcoach operators attending the annual meeting 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.</i>
12:45 pm – 1:30 pm	<b>Lunch</b> Pier Ballroom <i>Sponsored by Motor Coach Industries (MCI)!</i>
1:30 pm – 2:00 pm	<b>DC Fly-In and UMA Update- Scott Michael, United Motorcoach Association</b> Pier Ballroom <i>Sponsored by Prevost!</i> <i>Get industry updates with the latest information on regulatory and legislative concerns.</i>
2:00 pm – 3:30 pm	<b>Top Moves to Make Right Now on Social Media - Sheila Scarborough</b> Pier Ballroom <i>Sponsored by National Interstate Insurance!</i> <i>There is such a firehose of advice these days about what to do on each social platform in order to "go viral" or other nonsense. Let's break it down for busy travel and tourism professionals who don't have a huge budget, and don't have time for chasing shiny objects. We'll walk through the top three current best practices on each of the major social channels, boiling down what you really need to know to be successful. This can apply to large marketing teams, or Mighty Teams of One. Includes a handout to keep you focused.</i>
3:30 pm – 5:00 pm	<b>"Kick the Tires" Happy Hour with Bus Display</b> Outside <i>Sponsored by Lancer Insurance!</i>
6:00 pm – 9:00 pm	<b>Dine Around /Neighborhood Night</b> - Busing included. <a href="#">See the options!</a>

## TUESDAY, JUNE 20

6:30 am - 8:30 am	<b>Breakfast</b> Pre-Function/Event Patio <i>Sponsored by The Chautauqua Harbor Hotel!</i>
7:00 am – 8:00 am	<b>Kayaking on the Lake</b> – Meet in the hotel lobby.
9:00 am – 10:30 am	<b>PBA Board of Directors Meeting</b> (Board Members only) Columbia Boardroom <i>Sponsored by ABC Companies!</i>

9:00 am – 9:45 am	<b>Help Me Get More Out of LinkedIn – Sheila Scarborough</b> Phoenix Room <i>Sponsored by Irizar USA!</i> <i>Too many people ignore this powerful social business platform until they need work and change their LinkedIn bio to, "Looking for new opportunities," but an active personal profile AND a strong brand or business LinkedIn Page are your keys to long-term success. Let's talk about how to do it, particularly in the travel and tourism industries, plus we'll cover a bunch of new LinkedIn features that you might have missed.</i>
9:45 am – 10:30 am	<b>Sales Ninja 101 – Nicole Boyer</b> Pagoda Room <i>Sponsored by Irizar USA!</i> <i>Growing up a very shy introvert, sales was never a career path that crossed Nicole Boyer's mind once. But, life took her on a path where her entire professional career has been in sales and she has absolutely loved it. She'll never be the loudest one in the room, but has had huge success crushing sales goals, nonetheless. With almost two decades of sales experience under her belt, the Ginger Sales Ninja's ultimate goal is to help more people be authentic in the sales process (and just in life!). Nicole will be presenting Sales Ninja 101: Calm. Skillful. Confident. Effective. Being successful in sales does not require being the loudest or the flashiest. It doesn't require having the biggest personality in the room. In this session, we'll crush those stereotypes and learn how ninja-like skills can help you slay your sales goals. Consider this your first day of ninja training.</i>
10:30 am – 10:45 am	<b>Break</b> Pre-Function/Event Patio <i>Sponsored by Bridgestone Fleet Care!</i>
10: 45 am – 12:00 pm	<b>Keynote Speaker - Don Reed</b> Pier Ballroom <i>Sponsored by Visit Montgomery!</i> <i>Comedian, actor, writer, producer, voice actor and master storyteller Don Reed presents his critically-acclaimed The Never Too Late Show – an inspiring comic tale about never giving up and doing what it takes to achieve your goals. Both hilarious and heartbreaking, Don's presentation chronicles his travails and perseverance through the Hollywood gauntlet to Late Night TV, with valuable life lessons for us all.</i>
12:00 pm – 1:00 pm	<b>Lunch</b> Pier Ballroom <i>Sponsored by Chautauqua County Visitors Bureau!</i>
1:15 pm – 2:30 pm	<b>Associate Roundtable: How to Approach Sales Post-COVID</b> The Park Room <i>With many folks wearing multiple hats and not having time to see the "sales rep", discuss with your peers the best practices for getting to the decision makers.</i>
<b>Sales Retreat Groups A &amp; B</b> Travel Supplier & Tour & Bus Operator Members Interchange: Pier Ballroom <i>Both sessions provide unlimited business opportunities between PBA's motorcoach (and tour) operator members and travel suppliers. In a speed-dating like session, the travel suppliers will visit with the operators for 6-minutes each. There is plenty of time to talk about your property, attraction, venue, etc.</i>	
1:15 pm – 3:00 pm	<b>Sales Retreat Group A</b> <i>Sponsored by Visit Ithaca!</i>
3:00 pm – 3:15 pm	<b>Break</b> <i>Sponsored by Bridgestone Fleet Care!</i>
3:15 pm – 5:00 pm	<b>Sales Retreat Group B</b> <i>Sponsored by American Bus Association!</i>
6:00 pm – 9:00 pm	<b>Closing Evening Event at National Comedy Center –</b> <i>Sponsored by National Comedy Center!</i>

## WEDNESDAY, JUNE 21

6:30 am - 8:30 am	<b>Breakfast</b> Pre-function/Event patio
8:00 am – 9:00 am	<b>Yoga on the Lake on the International Day of Yoga</b> Meet in hotel lobby
10:00 am – 1:00 pm	<a href="#">FAMS</a>