

2022 Regional Meeting

MCASC-NCMA-VMA Regional Meeting and Market Place

Florence Center & Hilton Garden Inn

August 23-26

Florence, South Carolina

Tuesday, August 23

12:00 – 5:30 **Registration**

1:15 – 2:45 **MCASC Board of Directors Meeting**

3:00 – 4:30 **NCMA Board of Directors Meeting**

3:00 – 4:30 **VMA Board of Directors Meeting**

5:30 – 6:45 **Industry Update**

Panelists:

Peter Pantuso, American Bus Association

Ken Presley, United Motorcoach Association

7:00 **Early Bird Dinner:** *Farmer's Market/Farm to Table*

Sponsored by Florence Convention and Visitors Bureau

9:00 – 10:30 **Hospitality**

Wednesday, August 24

7:00 – 7:45 **Breakfast**

8:00 – 5:00 **Registration**

8:00 – 9:15 **Coach Presentations**

9:30 – 10:30 **Coach Visitation**

10:45 – 11:15 **Business Sessions: MCASC, NCMA, and VMA**

11:30 - 12:30 **Operator Session: Panel Discussion**

Panelists:

Matt Dance, Champion Coach (MCASC)

Elizabeth Kamalakis, Coachlight Tours (MCASC)

Buddy Young, Capitol Bus Lines (MCASC)

David Brown, Holiday Companies (NCMA)

Tom Crouch, Young Transportation (NCMA)

Euran Daniels, Daniels Tours (NCMA)

Roddy Mitchell, Platinum Tours (VMA)

Bill Torres, DC Trails (VMA)

12:45-1:45 **Lunch:** *Board Service Awards (MCASC and NCMA)*

2:00 - 4:15 **Operator Sessions**

2:00 - 3:00 ***Social Media Marketing***

Speaker: Chris Riddell, Deliverabilities

2:00 - 3:00 ***How to Recruit and Train Drivers***

**Speakers: Bob Crescenzo, Lancer Insurance Company
Steven O'Shea, Lancer Insurance Company**

2:00 - 3:00 **Coach Financing: What is the outlook?**

Panelists:

Tony Pederson, Dave Johnson, and Dave Mailhot, MCI

Jerry Doughty, Prevost

Gregg Goedde, ABC Companies

Ronnie Demarco and Ric Foster, Temsa

Ryan Gulan, Huntington

3:15 - 4:15 ***Customer Service (Associate Members attend this session.)***

Speaker: Melanie Hinton, American Bus Association

3:15 - 4:15 ***Steps to Attract Customers and Grow Business***

Speaker: Chris Riddell, Deliverabilities

3:15 - 4:15 **Coach Financing: What is the outlook?**

Panelists: Same as listed in the 2:00 session above.

2:00 - 5:30 **Associate Sessions**

2:00 - 3:00 **Rising Star/New Member and First Timer Orientation**

3:15 - 4:15 **Customer Service (Join Operator Session)**

4:30 - 5:30 **Associate/Operator Session**

Hollywood Squares: A "Fun Session" but Educational

6:30 **Board Coaches**

7:00 **Ice Breaker Dinner:** *Downtown Progressive Dinner*
Sponsored by Florence Convention and Visitors Bureau

10:00 - 12:00 **Hospitality after event**

Thursday, August 25

7:15 - 8:15 **Breakfast:** *Board Service Awards (VMA)*

8:30 -11:30 **Registration**

8:30 - 10:45 **Market Place I (scheduled appointments)**

11:30 **Board Coach for Golf Tournament at Traces Golf Course**

11:30 **Board Coaches for Tours** *(lunch provided on all tours)*

Tour 1: Satisfy Your Thirst

Tour 2: Oh, Nuts!

Tour 3: Kayaking Revolutionary Rivers (2 hour paddle; limit of 30 people)

Tour 4: On Overdrive

Tour 5: You Can Eat That?

6:30 **Reception hosted by 2023 Host**

7:30 **Awards Dinner**

Hospitality will be a continuation of the dinner session.

Friday, August 26

7:30 - 8:30 **Breakfast**

8:30 - 12:00 **Registration**

8:30 - 9:30 **Display Booth Visitation**

9:45 - 12:15 **Market Place II (scheduled appointments)**

12:30 - 1:30 **Lunch: Market Place Awards Presentation**

1:45 - 2:15 **Joint Board Meeting or review by Zoom post-meeting**