



2022 MCASC-NCMA-VMA Regional Meeting

August 23-26 Florence, South Carolina



Greetings!

As Executive Director of the Florence Convention and Visitors Bureau, it is my pleasure to welcome the North Carolina Motorcoach Association, Virginia Motorcoach Association, and fellow members of the Motorcoach Association of South Carolina to Florence for the 2022 Regional Meeting.

Florence has long been the preferred stopping point for visitors and buses, as it is situated at the intersection of I-95 and I-20, and it is the halfway point between New York and Miami. With nearly 5000 quality hotel rooms, more than 150 restaurants, and countless fast food options, Florence has grown in amenities year after year.

The Florence Center is well-suited for conferences, offering plentiful meeting space and top-notch catering services. The hospitality district is filled with restaurants and retail, including Magnolia Mall within walking distance. The downtown area is vibrant, and a block party with live music is planned for the evening of August 26th, giving us all a chance to celebrate after finishing our Marketplace appointments.

While you're in town, I invite you to enjoy all that Florence has to offer. Incredible restaurants, craft breweries, quaint shops, and a Southern hospitality-filled community await you.

Best wishes for a rewarding convention,

Holly Beaumier

Hotel Reservations



2671 Hospitality Blvd.
Florence, SC 29501

Call **843-432-3001** to make
reservations.

Group Code: MA2022

Be sure to reserve a room by
August 10 to receive the group rate
of **\$115** per night + tax.

Airport Information

FLORENCE

Florence has a regional airport serviced by American Airlines only through Charlotte, NC. There are three flights daily. The airport is approximately 3 miles from the Florence Center and Hilton Garden Inn, host hotel.

MYRTLE BEACH

Another option is the Myrtle Beach Airport serviced by Allegiant, American, Delta, Southwest, United, Frontier, and Spirit. Myrtle Beach is located 70 miles from Florence. At publication of registration material there are no plans to provide an airport shuttle from Myrtle Beach.

Regional Meeting Market Place

In an attempt to respond to member feedback, market place will return to scheduled appointments in 2022! In addition, operators will have the option to choose between a traditional marketplace table and a shared round table. This option was well received in 2021, and we look forward to being able to offer it again. The rounds will be shared by two or more noncompeting operators and visited by associates for a more informal, casual sharing of information. The traditional booths will be set up as they have been in the past for more private conversation. Check the option you prefer when you register for the meeting. Operators and associates will also have the option to write in their top three preferences for appointments, and we will do our best to accommodate those requests.

The regional meeting will be held in the Florence Center where we will have more than adequate market place space. Staff and members will be happy to have the coach display inside the Center as well.

All members are encouraged to consider a sponsorship at any level. Watch the website for updates to the sponsor listing.

We welcome any questions you may have and hope that you will all choose to participate in this year's marketplace!

Questions: Contact Linda Morris at 888-376-1150 or Linda@motorcoachassociation.com.

Tentative Schedule of Events

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)*

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, Motor Coach Industries
 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

7:30 – 8:30

Breakfast:

Board Service Awards (NCMA and VMA)

8:30 -11:30

Registration

8:45 - 11:15

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 (2hr paddle)

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

Registration Costs

OPERATORS

First two employees \$150/person
Additional employees \$125/person

Operator registration fee is reimbursed to the operators who participate in all operator education and market place sessions.

ASSOCIATES

Member of 1 Association: \$899
Member of 2 Associations: \$849
Member of 3 Associations: \$799

FAMILY MEMBER GUEST

\$150

GOLF

\$70

Registration Confirmation

Your registration confirmation will be emailed to you shortly after you register. Be sure to review the confirmation for accuracy according to what you submitted.

If you signed up for a tour and find that your plans change, be sure to notify association staff as quickly as possible. Guaranteed numbers are given to host sponsors beginning about two weeks in advance of the regional meeting.

The operator and associate registration list will be published in electronic form two weeks prior to the regional meeting, unless the association office has been notified to send it by mail.

Display Booths (\$250)

The MCASC-NCMA-VMA regional meeting and market place will offer booth space for those associates who wish to bring a display. The displays will be placed convenient to the market place and other meeting events. There is a dedicated time to visit booths on Wednesday, August 26 from 8:30am - 9:30am.

It is estimated that as many as 15 display booths, space permitting, will be available. They will be reserved on a first-come, first-served basis. If interested, select the display booth option on the registration form and necessary paperwork will be emailed to you. Display booths present an excellent opportunity for a prize drawing to promote your product as well. You will be responsible for the drawing and delivery of your prize. If you have questions, please contact Julia at 888-376-1150 or email julia@motorcoachassociation.com.

IMPORTANT!

In order for market place appointments to be scheduled, it is imperative that members register by August 1.

Members registered after August 1 will not be guaranteed scheduled appointments.

SPONSORSHIP OPPORTUNITIES

Being sensitive to the budget restraints every member is experiencing, we hope that you will consider the opportunity to be a sponsor for the meeting. Sponsorships allow us to offer the lowest possible registration fee; and therefore, encourage greater member participation. Visit the website (www.scmotorcoach.org) to become a sponsor!