

# **MARKETPLACE**

**it's money in the bank**



## **EDUCATION BROCHURE**

**ABA MARKETPLACE 2009**

**Jan. 7– 12**

**Charlotte, NC**

# ★



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## WEDNESDAY, JAN. 7

3:00 pm - 4:00 pm

### ADA MADE EASY: AN OVERVIEW OF DISABILITY IN THE BUS INDUSTRY

SPEAKER: Glenn McIntyre

ROOM: 213 CD

This fast-paced seminar will provide attendees with the education and motivation necessary to embrace people with disabilities in everyday work situations. Using the “when things get heavy, lighten up” approach, topics covered will include terminology, formula for initial contacts, problem solving, ADA definitions made easy, reasonable accommodation, hiring, communication tools, attitudinal awareness, leadership skills, and assistance dogs. Leave confident and prepared to address all persons in your professional and personal life.

*Sponsored by Pigeon Forge Department of Tourism*

3:00 pm - 4:00 pm

### CAPTURING THE MULTICULTURAL MARKET

SPEAKER: Lenora Billings-Harris, CSP

ROOM: 217 A

Are you losing opportunities to close sales with members of the expansive multicultural market? Are you only prospecting and selling to people who are “just like you?” This program is for people who know the steps of selling, but are looking for ways to increase sales and marketing results with a diverse market through effective relationship-building techniques.

As a result of applying the principles and skills presented, you can identify key behaviors that often increase trust, respect, and cooperation across diverse groups including Asian, African American, and Latino.

4:30 pm - 5:30 pm

### COLLABORATION: THE SECRET INGREDIENTS TO A SUCCESSFUL SCHOOL TRIP

MODERATOR: Michael Palmer, Executive Director, SYTA

ROOM: 217 A

Join a panel of leading Tour Operators as they discuss roles and responsibilities of Tour Operators, Motorcoach companies and school groups to ensure successful school group trips. The discussion will include what roles each group plays, safety factors that must be considered, and other components involved in creating a successful student trip.

*Sponsored by the Student Youth Travel Association*

4:30 pm - 5:30 pm

### TEAMBUILDING: THE 7 MOST VALUABLE ASSETS FOR SUCCESS

SPEAKER: Glenn McIntyre

ROOM: 213 CD

Discover the knowledge and inspiration necessary to bring successful teambuilding techniques to your team members. The seven most valuable assets necessary for a successful team member will be defined, and action plans will be created to ensure team member development. The focus

will be on interactive group exercises and will feature true-life stories and humorous visuals.

*Sponsored by Pigeon Forge Department of Tourism*

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## THURSDAY, JAN. 8

8:30 am - 10:00 am

### COFFEE TALK

SPEAKER: Joe Veneto, CSP

ROOM: 217 A

This must-attend session engages both Suppliers and Operators in spirited discussions and cross-sharing of trends, practices, needs, and opportunities. It's the perfect vehicle for measuring the pulse of the marketplace and preparing yourself for the ABA Marketplace. Whether you have years of industry experience or you are a first-time attendee, you will gain valuable insights from this high-energy dialogue.

*Sponsored by Best Western International*

9:00 am - 10:00 am

### CAPTURING THE LARGEST UNTAPPED MARKET: PEOPLE WITH DISABILITIES AND THEIR FAMILIES

SPEAKER: Glenn McIntyre

ROOM: 213 CD

According to the U.S. Census, there are approximately 54 million people with disabilities in the U.S. And, if you count their immediate family members and close friends, there are approximately 125 million persons

who are not specifically marketed to. This fast-paced seminar will provide attendees with the information and motivation necessary to capture this group known as "the largest untouched market in the world." Specific media, conferences and places that reach this market as well as persons who are elderly, will be discussed.

*Sponsored by Pigeon Forge Department of Tourism*

10:30 am - 11:30 am

### MAXIMIZING OPPORTUNITIES IN TODAY'S SHIFTING MARKETPLACE

SPEAKER: Bill Geist

ROOM: 213 CD

You may have a handle on the changing marketplace...but how do you capitalize on the opportunities? Bill Geist takes many concepts and breaks them down into recommendations for the motorcoach industry. From youth to niche markets, Bill will offer breakthrough ideas that you can implement within months if not weeks.

2:30 pm - 3:30 pm

### FROM ADVERSARIES TO ALLIES: GENDER COMMUNICATION IN THE WORKPLACE

SPEAKER: Lenora Billings-Harris, CSP

ROOM: 217 A

This fun presentation will help you improve your communication skills with the opposite gender. By practicing techniques that recognize communication differences without value judging or gender bashing,

you will discover your own hidden communication strengths. As a result of applying the principles and skills presented, you will be able to identify the three major male and female communication tendencies; explore the five habits that hinder effective communication; and manage gender conflict more effectively.

**2:30 pm - 3:30 pm**

### **TODAY'S TRENDS ARE TOMORROW'S DOLLARS**

**SPEAKER:** Bill Geist

**ROOM:** 213 CD

Marketing maverick Bill Geist shares the latest consumer and lifestyle trends that are powering travel choices. From generational shifts to the realities of a volatile economy, and from the way consumers search for experiences to the changing face of destination marketing, you will be able to identify the opportunities that lie ahead.

**4:00 pm - 5:00 pm**

### **THE LITTLE BLACK BOOK OF CONNECTIONS**

**SPEAKER:** Brian Parsley

**ROOM:** 217 A

All things being equal, people want to do business with their friends. To climb the ladder of success, you don't need more techniques and strategies, you need more friends. Connecting is all about your friendliness, your ability to engage, and your willingness to give value first. This session will

teach you the 6.5 principles to help you understand how to build rich relationships, brand yourself, network your way to success, and dominate your market.

*Sponsored by Cabarrus County CVB*

**4:00 pm - 5:00 pm**

### **PUTTING TOGETHER A GREEN TOUR**

**SPEAKER:** Michele Wierzgac, MS, CMM

**ROOM:** 213 CD

Green and sustainable business practices are more than a fad – they are a necessity. Customers are demanding that companies and organizations embrace and help the environment and the world in which we live. This interactive seminar will show you how to incorporate easy to difficult green business strategies into your tours that are economically, environmentally, and socially beneficial.

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## **FRIDAY, JAN. 9**

**9:30 am - 10:30 am**

### **HIGH-FIVE STRATEGIES FOR WEBSITES**

**SPEAKER:** Philippa Gamse

**ROOM:** 217 A

More than 80% of buyers research products online before making a phone call or walking into a store. Is your website attracting this lucrative traffic and generating quality leads for you? Or is your site losing business you don't even know about? You will discover how

to promote your website in and beyond the search engines, integrate appropriate targeted e-mail marketing campaigns, and mine your traffic reports for those crucial “gold nuggets” that will help grow your site even further.

*Sponsored by Ohio Tourism Division*

**9:30 am - 10:30 am**

## **MAXIMIZING OPPORTUNITIES IN TODAY'S SHIFTING MARKETPLACE**

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**11:00 am - 12:00 pm**

## **CUSTOMER LOYALTY**

**SPEAKER:** Brian Parsley

**ROOM:** 217 A

Customer satisfaction is worthless, customer loyalty is priceless. Loyal customers are the key to repeat business and positive word-of-mouth marketing. Participants will gain a deeper understanding of the difference between a satisfied customer and a loyal customer, and will leave with the ability to solve problems, create memorable experiences, and WOW the customer every day.

*Sponsored by Cabarrus County CVB*

**1:30 pm - 2:30 pm**

## **PRODUCT DEVELOPMENT RUNWAY**

**SPEAKER:** Joe Veneto, CSP

**ROOM:** 217 A

Hitting the runway to re-invention is essential to meeting the ever-changing demands of today's travelers. Discover what your organization must do to test and develop new products, services, and experiences. Learn how to segment customers and investigate new opportunities for clients that will provide insights to increase your runway success.

*Sponsored by Alaska Travel Industry Association*

**1:30 pm - 2:30 pm**

## **PUTTING TOGETHER A GREEN TOUR**

**SPEAKER:** Michele Wierzgac, MS, CMM

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Green and sustainable business practices are more than a fad – they are a necessity. Customers are demanding that companies and organizations embrace and help the environment and the world in which we live. This interactive seminar will show you how to incorporate easy to difficult green business strategies into your tours that are economically, environmentally, and socially beneficial.

3:00 pm - 4:00 pm

## **NEW AND EMERGING MARKETS**

**SPEAKER:** Joe Veneto, CSP

**ROOM:** 213 CD

The demographics and psychographics of the group travel market continue to shift with healthier, wealthier, and more educated travelers than previous generations. Uncover marketplace changes that are affecting customer travel decisions. Explore niche segments and affinity interest groups that are new and emerging markets for travel customers.

*Sponsored by Alaska Travel Industry Association*

3:00 pm - 4:00 pm

## **HIGH-FIVE MARKETING FOR WEBSITES**

**SPEAKER:** Philippa Gamse

**ROOM:** 217 A

The Internet is constantly changing, new online marketing tactics are appearing, and current ones are evolving. How do you know which ones are right for you, and set your budget accordingly? This program explores the most appropriate priorities and marketing activities for your business. You'll learn how to define key target markets for your website and develop compelling content, copy and navigation to engage the visitor. You will also create interaction and evaluate new online marketing tactics and opportunities.

*Sponsored by Ohio Tourism Division*

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## **SATURDAY, JAN. 10**

9:30 am - 10:30 am

## **THE ESSENTIALS OF EXPERIENTIAL TOUR AND TRAVEL PACKAGING**

**SPEAKER:** Joe Veneto, CSP

**ROOM:** 217 A

Tour operators, travel suppliers and DMO's must develop compelling and innovative travel experiences to keep customers coming back. Uncover the elements of creating and crafting UFE's (UnForgettable Experiences) that engage and immerse customers. Explore different experiential attributes to tie to your organization's brand and products to craft new offerings. Finally, learn about organizations that have successfully created new experiences for the market and how you can translate their successes into your business.

*Sponsored by Alaska Travel Industry Association*

11:00 am - 12:00 pm

## **HIGH-FIVE CONNECTIONS FOR WEBSITES**

**SPEAKER:** Philippa Gamse

**ROOM:** 217 A

To sell effectively in the 'real world,' we're told to anticipate our customers' needs, to show that we "feel their pain," and to respond to hidden clues in their body language and tone of voice. Many websites fail to create the crucial emotional connections with their visitors which can significantly enhance their response, sales, customer retention, and ongoing return on investment. In this program, you

will learn the five critical emotions for creating and sustaining productive online relationships, tools and techniques for making these emotional connections on any website, and key tips to avoid destroying or diluting the connection.

*Sponsored by Ohio Tourism Division*

**11:00 am - 12:00 pm**

### **NOTABLE NICHE...ROUND 3**

**SPEAKER:** Alf Nucifora

**ROOM:** 213 CD

Perennial favorite Alf Nucifora returns for Round 3 of this informative program which details the importance of opportunistic and fast-growing niche markets and trend groups that have been virtually ignored by the motorcoach industry. New markets including foodies, groupies, and greenies will be explored. We will analyze these markets and others who represent growing consumer numbers and/or high-index propensity to travel.

*Sponsored by Cedar Fair Entertainment Company*

**2:30 pm - 3:30 pm**

### **PRODUCT DEVELOPMENT**

#### **RUNWAY**

**SPEAKER:** Joe Veneto, CSP

**ROOM:** 213 CD

Hitting the runway to re-invention is essential to meeting the ever-changing demands of today's travelers. Discover what your organization must do to test and develop new products, services, and experiences. Learn how to segment

customers and investigate new opportunities for clients that will provide insights to increase your runway success.

*Sponsored by Alaska Travel Industry Association*

**2:30 pm - 3:30 pm**

### **HIGH-FIVE RETURNS FOR WEBSITES**

**SPEAKER:** Philippa Gamse

**ROOM:** 217 A

Your website visitor reports contain a goldmine of information. They help you refine your site, develop new products and services for your customers, and increase visitor response. If you don't review these regularly, you're missing critical clues to how user-friendly your site is, how effectively your message is reaching your visitors, and what needs they have that you aren't meeting. In this program you'll learn how to interpret the critical information in your website visitor and search engine reports. You can apply this information in refining your site, e-mail marketing, and customer service and use it to develop new strategies, products, and services.

*Sponsored by Ohio Tourism Division*

**2:30 pm - 3:30 pm**

### **DO YOU HAVE A 21st CENTURY CRISIS MANAGEMENT PLAN?**

**MODERATOR:** Norm Littler

**ROOM:** 217 D

This panel discussion is aimed at operators, product and service providers, manufacturers, and even destinations. It is designed to help ABA member

companies adopt best practices for following safety protocols, including the importance of developing and updating a current company policy manual. Discussion also includes the importance of routine maintenance; service and inspection procedures; how to prepare and handle a crisis situation as a team; and how to deal with the media in a crisis communications scenario.

*Panelists include Charlie Corder of Coach USA discussing "The Importance of Having A Current Company Policy Manual;" Al Smith of Greyhound Lines addressing "The Team Approach In A Crisis;" Chris Crean of Peter Pan Bus Lines reviewing "The Tabletop Exercise -- Practice, Practice, Practice;" and ABA Senior Vice President for Communications, Marketing & Media Relations Eron Shosteck sharing tools for "Dealing With The Media In Today's World."*

*Sponsored by the Bus Industry Safety Council*

**4:00 pm - 5:00 pm**

## **THE 2010 EPA REGULATIONS: CLEANER DIESELS, CLEANER AIR**

**MODERATOR:** Jay Thompson

**ROOM:** 213 CD

The Environmental Protection Agency regulations slated for 2010 will make today's clean diesel systems in new motorcoaches even cleaner, as the ultra-low sulfur diesel fuel operators have used in their coaches since 2006 will power a new generation of ultra-clean engines. How are these new engines different from the revolutionary clean diesel powerplants introduced in 2007?

From fuel economy, to engine maintenance, to emissions control, learn from leading motorcoach engine manufacturers what these new regulations mean for your business.

*Panelists include Doug Weatherly, Detroit Diesel; Robert Hitt, Prevost Division of Volvo Group Canada Inc.; and Tom Hodek, Cummins.*

*Sponsored by Turning Stone Resort & Casino*

**4:00 pm - 5:00 pm**

## **DECODING YOUR COMPUTER'S SECRETS FOR GREATER PRODUCTIVITY**

**SPEAKERS:** Alf Nucifora and Clyde Lerner

**ROOM:** 217 A

Marketing expert Alf Nucifora and computer guru Clyde Lerner will conduct an online clinic and demonstration of computer tips, programs, processes and productivity tools aimed at helping the novice, average, and even expert user get the most out of their computer. You'll learn about automatic back-up, clean-up and recovery procedures, databases, effective email distribution, spam filtering, anti-virus protection and security management, office productivity tools, and much, much more. Attendees will be able to ask questions during the course of the program and will be able to interact with the instructors in a Q & A format.

*Sponsored by Cedar Fair Entertainment Company*

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## SUNDAY, JAN. 11

9:30 am - 10:30 am

### FUEL FOR THOUGHT ON DIESEL, ALTERNATIVE POWER SOURCES, PUMP PRICES AND MAXIMIZING MILEAGE

SPEAKER: Jay Thompson

ROOM: 217 D

This special session focusing on fuels will provide insight into the many variables affecting the fuel that goes into every motorcoach tank. Topics will include Ultra Low Sulfur Diesel, ethanol, Biodiesel and renewable diesel fuel; the relationship between crude and pump price; Diesel Exhaust Fluid (Urea) for Selective Catalyst Reduction exhaust systems; and fuel savings tips to benefit every operator.

*Sponsored by Turning Stone Resort & Casino*

9:30 am - 10:30 am

### DECODING YOUR COMPUTER'S SECRETS FOR GREATER PRODUCTIVITY

SPEAKERS: Alf Nucifora and Clyde Lerner

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Marketing expert Alf Nucifora and computer guru Clyde Lerner will conduct an online clinic and demonstration of computer tips, programs, processes and productivity tools aimed at helping the novice, average, and even expert user get the most out of their computer. You'll learn about automatic back-up, clean-up and recovery procedures, databases, effective

email distribution, spam filtering, anti-virus protection and security management, office productivity tools, and much, much more. Attendees will be able to ask questions during the course of the program and will be able to interact with the instructors in a Q & A format.

*Sponsored by Cedar Fair Entertainment Company*

9:30 am - 10:30 am

### BUILDING YOUR TEAM FOUNDATION

SPEAKER: Brian Blasko

ROOM: 213 CD

Is your team running on all of its cylinders? Would you feel comfortable in the car for an 8-hour journey with your co-workers? Come join Brian Blasko as he shares his team building strategies for success. A team of co-workers is like a Pit-Crew — everyone is important. In this high-energy program, participants will gain a wealth of practical tips for team cohesiveness.

11:00 am - 12:00 pm

### BUSINESS LEADERS FORUM

MODERATOR: Dale Moser, Coach USA

ROOM: 217 D

Hear from the country's most innovative motorcoach operators in a lively panel discussion about the entrepreneurial challenges facing the motorcoach industry. Learn how leading operators have made their businesses excel, and how to grow

yours by better marketing motorcoach travel as an experience — empowering customers by offering choices, and differentiating yourself from the competition.

*Panelists include Michael Colborne, Pacific Western; Don DeVivo, DATTCO; John Meier, Badger Coaches; and Charles Young, Capitol Bus Lines.*

*Sponsored by the American Bus Association*

**11:00 am - 12:00 pm**

## **PROJECT MANAGEMENT FOR THE NOT-SO DUMMIES**

**SPEAKER:** John Kennedy

**ROOM:** 217 A

Whether you are new to the industry or a seasoned pro, join John Kennedy as he shows you the ropes of project management. John will take a relevant project in our industry, dissect it, break it into pieces and then glue it back together...one step at a time. This seminar will help you identify the “triple considerations” of every successful project, build capacity to breakdown any given project into “task-level” steps, and manage the big picture without losing site of the brush stroke.

**2:00 pm - 3:00 pm**

## **PROJECT 2010: BRIDGING BORDER-TO-BORDER BY BUILDING BUSINESS-TO-BUSINESS**

Presented by the American Bus Association and Ontario Motor Coach Association

**ROOM:** 217 A

ABA and OMCA have partnered together for Project 2010, envisioned to be the premier online internet application in real time for the searching and booking of hotels, attractions, food services, transportation and related components of packaged travel by tour operators. It will also serve as a source of information, networking, training and education for its users. Ultimately, Project 2010 will provide a portal for connecting the two organizations’ operators, travel partners, and other product and service providers in North America. This presentation promises an informative glimpse into the next wave of travel 2.0 applications on the web.

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## **MONDAY, JAN. 12**

**9:30 am - 10:30 am**

## **TAKING THE ANGST OUT OF CONTRACT NEGOTIATION**

**MODERATOR:** Alf Nucifora

**ROOM:** 217 D

What the operator wants is quite often not what the supplier has in mind... and vice versa. In the turbulent post-911 period, where inequality in

the negotiating process was the norm, contract negotiation became a high-stakes game fraught with insecurity and powerlessness, depending upon which side of the fence you stood. In this compelling session, moderated by Alf Nucifora will provide the inside scoop on contract negotiation ... how to do it and how not to do it; what works and what doesn't; how to address the needs of both parties in a document that satisfies both; and how to cancel a contract when the need arises or the deal falls apart.

*Sponsored by Cedar Fair Entertainment Company*

**9:30 am - 10:30 am**

## **LEADERSHIP ON THE EDGE**

**SPEAKER:** John Kennedy

**ROOM:** 213 CD

Based on the "greatest survival story of all time," John invites you to learn about true leadership at its core. Earnest Shackleton set out to be the first man to cross the Antarctic in 1914. Two years later, he became by far the best example of human endurance and heroism. John walks you through this amazing story with visual support from IMAX and a realistic exercise that will force you to make an unbelievable choice of life or death...chose right...live... chose wrong and risk the lives of 27 crew members that are your direct responsibility.

Are you up for the challenge? You will walk away with a sound understanding of true leadership against all odds, an ability to learn the skills of successful

problem-solving and prioritization, and a perspective of how truly fortunate your life really is in spite of adversity.

**9:30 am - 10:30 am**

## **TAKE THE RIDE OF YOUR LIFE**

**SPEAKER:** Joyce Weiss

**ROOM:** 217 A

Successful leaders make work/life balance a part of their mission statement. They see a direct correlation between productivity and work/life balance. Joyce will teach you how to add more humor at work and home, reinforce the importance of taking time for yourself, and discover the importance of setting boundaries. You will realize that you need to let go of things you can't control and that making time for yourself is a necessity, not a luxury.

**11:00 am - 12:00 pm**

## **INDUSTRY LEADERS PANEL**

**MODERATOR:** Peter Pantuso

**ROOM:** 217 D

ABA President & CEO Peter Pantuso moderates a lively panel discussion about the present and future challenges facing the group travel industry on a national scale. Topics will include how to better market motorcoach travel from the perspectives of both operators and destinations, how to take advantage of more people choosing domestic leisure travel because of the economic downturn and week dollar overseas, how to leverage the soaring price of gas into more

motorcoach passengers, and other critical business issues facing everyone in the motorcoach, tour and travel community.

*Panelists include Mike Butts, Visit Charlotte; Darren Berg, MTR Western; Roger Miller, Hospitality Ventures; and Patrick Scully, Daimler Buses North America.*

*Sponsored by the American Bus Association*

11:00 am - 12:00 pm

## HOW TO BUILD A BETTER YOU

SPEAKER: Bryan Dodge

ROOM: 217 A

Bryan Dodge will help you focus on the most essential aspects of life by inspiring you to reach your full potential with your family and your career. Learn the stair-step method on how top producers and effective leaders keep on the cutting edge and achieve excellence. Bryan's message focuses on three key areas. First, he will show you how to have your best year ever. Second, he will coach you on how to create consistent upward growth in your life. Third, he will train you how to harness the power of personal energy and tap its unlimited supply. All resulting in a better you!

11:00 am - 12:00 pm

## TIME IS ON YOUR SIDE... MANAGING MULTIPLE PRIORITIES

SPEAKER: Brian Blasko

ROOM: 213 CD

Have you ever experienced a stressful workday? Do you have projects and deadlines knocking at your door? If

you just answered yes, then this is the session for you! This session will focus on examining strategies and techniques that will help you more effectively manage your workday. Are you the person who complains that there is not enough time in the day? The time is there but many times we do not use it wisely. This session helps you put time back on your side.

2:30 pm - 3:30 pm

## POSER TO CLOSER

SPEAKER: John Kennedy

ROOM: 213 CD

Whether you are attending Marketplace for the first time or you are a veteran delegate, you need to make the best of it. Whether it's the last appointment on the first day or the first appointment on the last day, there's never a second chance to make a lasting impression. John lets you in on the secrets to landing and keeping great relationships from ABA's Marketplace and making the most of your investment. You will learn the importance of value positioning in your message, and how to walk away with business.

2:30 pm - 3:30 pm

## GETTING FRIENDLY WITH SOCIAL MEDIA

SPEAKER: Alf Nucifora

ROOM: 217 A

"YouTube," "Facebook," "MySpace," "Twitter," "LinkedIn," "Blogging."

Feeling intimidated by the avalanche of online networking tools, buzzwords and

jargon reminiscent of a foreign language to you, but ever so familiar to your kids? It's all part of the wonderful world of social media, an inescapable trend that's fast turning into a viral universe where all of us, the corporate world included, will communicate, meet, share opinions, transact and get to know each other as friends, mates, prospective employees, marketers, and customers. In this informative session, trend marketing expert Alf Nucifora will bring you up-to-date on this new phenomenon, define the landscape, explain the terms, and show you how and why social media must play an important role in your future marketing plans.

*Sponsored by Cedar Fair Entertainment Company*

**4:00 pm - 5:00 pm**

## **HOW TO BUILD A COMPLETE SALESPERSON**

**SPEAKER:** Bryan Dodge

**ROOM: 217 A**

Bryan will help guide, coach, and encourage you to master a new level of professionalism and show you how to develop the characteristics of a professional salesperson. Discover which questions all top producers answer the same. Master the seven tools of the sales profession. Learn why everyone in sales needs to keep honing their skills. You will take away some very practical do's and don'ts of establishing a good first impression. Whether you are a veteran sales professional or new to the field, you will gain many valuable ideas from this workshop.

**4:00 pm - 5:00 pm**

## **BE DIRECT WITH RESPECT**

**SPEAKER:** Joyce Weiss

**ROOM: 213 CD**

Competition is brutal. It is more important than ever to keep our customers coming back. Sometimes, we need to treat our customers with kid gloves even when they are being difficult. This powerful session will show participants how to become personally direct and truthful, expressing themselves in a concise and respectful manner. You will learn how to work with difficult people, build mutually beneficial relationships with employees and customers, and improve relationships by reducing conflict and finding solutions. Once you have learned to communicate honestly and tactfully, your client relationships will improve.

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Competitive Edge

Enroll in **CTIS**



**2009**

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Specialist Program

## ABA's CTIS Program

gives direction to successful  
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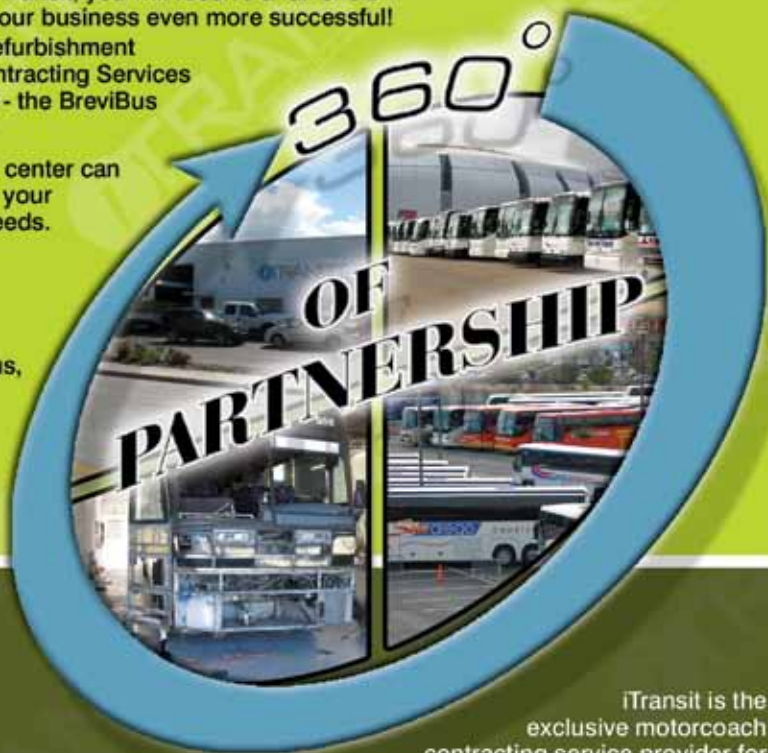


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Our five bay collision center can handle any and all of your motorcoach repair needs. No job is too big or too small!

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