



2024 ANNUAL CONVENTION

June 2-5, 2024

Host Hotel: Holiday Inn, Johnson City, TN

TENTATIVE SCHEDULE OF EVENTS

SUNDAY, June 2

12:00 pm – 4:00 pm Registration
Clement Room/Ball Room Foyer

3:00 pm – 5:00 pm TMCA Board of Directors Meeting
101 W Lounge

4:30 pm – 5:30 pm Vendor Set Up – All Associate members registered for a table.
Taylor Ballroom

5:30 pm – 6:30 pm Mix and Mingle with Suppliers **Sponsorship Available**
Taylor Ballroom
This is the perfect opportunity to showcase your company. Come and join us for networking, appetizers, and libations all in an informal setting. Operators Be sure to stop and visit our many valued vendor partners! The group will receive a warm welcome from Johnson City's Mayor, Dr. Todd Fowler

Dinner on Your Own

8:30 pm Networking Social
Hotel Bar

MONDAY, June 3

Breakfast on your own

7:30 am – 10:30 am Driver Competition at Winged Deer Park, 4137 Bristol Hwy, Johnson City, TN 37601

Driver Competition Materials Sponsored by: United Motorcoach Association

8:30 am – 12:00 pm Registration available at Winged Deer Park

11:30 am – 12:30 pm Driver Competition Awards & Pig Pickin Lunch at Winged Deer Park
Sponsorship Available

2:30 pm – 6:30 pm FAM Tour of Jonesborough, TN and Area,
Depart from Holiday Inn





6:00 pm – 8:00 pm Dinner – Downtown Jonesborough, TN
Sponsored by Jonesborough CVB






8:30 pm Meet me at the Bar

ALL TIMES ARE TENTATIVE BASED ON AVAILABILITY & WEATHER

TUESDAY, June 4

- 7:00 am
Clement Room/Ballroom Foyer
Registration Open
- 7:30 am – 8:30 am
Taylor Ballroom
Breakfast with the Suppliers **Sponsorship Available**
Operators be sure to stop and visit our many valued vendor partners!
- 8:45 am – 10:00 am
Taylor Ballroom
Marketplace I
Marketplace offers the opportunity for one-on-one interaction between associate attendees (sellers) and operator/tour company representatives (buyers). Operator/Tour Representatives will be seated at the tables and Associate Representatives will move around the room and visit on a one-on-one basis in 5-minute increments.
Timekeeper – Vera Ann Myers
- 10:00 am
Coffee Break **Sponsorship Available**
- 10:15 am – 11:15 am
Taylor Ballroom
Motorcoach OEM Presentations
Motorcoach manufacturer representatives will have 10 minutes to provide attendees with updates on the company's products and services. Competing companies will not be in the meeting room at the same time. Tour & Travel Partners are encouraged to attend this event to gain insight into this end of the business and rub shoulders with the operators.
- 11:30 am – 12:30 pm
Taylor Ballroom
Educational Session – Owner/Operator
Tire Construction & Best Practices for Tire Maintenance and Safety.
Session revolves around tire construction, maintenance and monitoring, and tire wear and safety.
Presenter: Bridgestone 
- 11:30 am – 12:30 pm
101 West
Education Session – Tour & Travel
Emerging Trends In Tour & Travel and the Value of Networking
Presenter: Michael Vescio, Discover DeKalb 
- 12:45 pm – 1:45 pm
Taylor Ballroom
Lunch & Motorcoach Mania **Sponsorship Available**
- 1:45 pm – 2:45 pm
Taylor Ballroom
Educational Session - Owner Operator
Nashville Rules & Regulations & TDOT Updates
Presenter(s): Stephanie Mann, Division Administrator, TN Division, FMCSA
- 1:45 pm – 2:45 pm
101 West
Educational Session - Tour & Travel Partners
On The Run & Having Fun
A panel discussion on emerging trends in tour & travel
Moderators:
Melinda Hughey, RH Factor 
Sharon Cole, Sharin' The South Tours 

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| 3:00 pm | Board Coach for off-site activities. <i>Coach returns to hotel after dinner.</i> | |
| 3:30 pm – 4:30 pm | Tour Bristol Motor Speedway |  |
| 4:30 pm | Depart Bristol Motor Speedway | |
| 5:00 pm – 6:00 pm | Tour Birthplace of Country Music |  |
| 6:00 pm | Depart Birthplace of Country Music | |
| 7:00 pm – 8:30 pm | Dinner at General Morgan Inn |  |
| 9:30 pm | Open Networking | |

WEDNESDAY, June 5

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| 8:00 am – 9:00 am Taylor Ballroom | Breakfast Sponsorship Available | |
| 9:30 am – 10:30 am Taylor Ballroom | Educational Session - Owner/Operators TSA Risk-Based Program. Designed to identify security vulnerabilities within the highway transportation network and offers options for reducing threats. In this session participants will get an overview of opportunities available for their organizations including Improvised Explosive Devices (IED's). <i>Presenter(s): TSA Speakers TBD</i> | |
| 9:30 am – 10:30 am 101 West | Educational Session – Tour & Travel Partners What Is Customer Service, and What Makes It Excellent? Understanding the need for good customer service should be instinctive but unfortunately that's not always the case. These sessions take aways will be some basic key components to assist you and your team in achieving this goal. <i>Presenter: Mark L Szyperki, On Your Mark Transportation</i> |  |
| 10:30 am | Coffee Break Sponsorship Available | |
| 11:00 am – 12:30 pm | Marketplace II - Continued | |
| 12:45 pm – 2:00 pm Taylor Ballroom | Awards Luncheon & Annual Business Meeting Sponsorship Available All attendees welcome. TMCA Board Election and Awards. | |
| 2:00 pm | Vendor Tear Down | |

-CONVENTION CONCLUDES-