



2026 ANNUAL CONVENTION

January 25 – 28, 2026

Hilton Cincinnati Airport

7373 Turfway Road, Florence, KY 41042

TENTATIVE SCHEDULE OF EVENTS

Operators – **Suppliers** – All Together



SUNDAY, JANUARY 25, 2026

Early Bird Arrivals

12:00 pm – 2:00 pm Registration & Silent Auction Items Set-Up - Your donations will support the local Cincinnati, OH, Non-Profit New Perceptions, a local organization dedicated to enriching the lives of those with intellectual/developmental disabilities.

Organizer: *Vera Ann Myers, Myers Farm*

Rm: Triple Crown 4 & 5

2:00 pm—5:00 pm Registration Opened

Registration Bags Sponsored By: Sardo Upholstery

TMCA Convention Badges Sponsored By: Dollywood Parks and Resorts

Rm: Triple Crown 4 & 5

2:00 pm – 3:00 pm Vendor Set-Up NOTE: Displays are to remain intact until the closing of the convention

Rm: Triple Crown Foyer

2:30 pm – 4:30 pm Board Meeting

Board Refreshments Sponsored By: Hilton Cincinnati

Rm: Lexington

3:30 pm – 4:00 pm **First Timers Session** – This session is perfect for the first-time attendee and will provide an overview of the TMCA Marketplace and update you on some new and exciting things with TMCA and the industry. All are welcome to participate.

Leader: Stacy Barry, Sharin' the South Tours

Rm: Frankfort

4:30 pm – 5:00 pm **Meet the Mentors** - An energetic, fast-paced session where you'll connect directly with top industry leaders. Get real-world advice, fresh ideas, and quick-fire insights to elevate your business. A must-attend for anyone looking to grow, learn, and level up—fast!

Rm: Triple Crown Ballroom

5:00 pm Silent Auction Opens

Rm: Triple Crown 4 & 5

5:00 pm—5:30 pm New Member/First-Time Attendee Mixer—All new members and invited operators are encouraged to attend this event to welcome our new members and first-timers to Mix and Mingle!

Sponsorship Available

Rm: Kentucky Crave (hotel restaurant & bar)

5:30 pm – 6:30 pm Reception with the Vendors – Each Operator will receive a “Bingo” card upon registration to get initialed at the Vendors’ table for a chance to win Prizes. Vendors, keep your door prizes at your table, and we will collect them at the end of the event to be handed out later. (NEED A THEME) And decorate your tabletops accordingly. “Have Some Fun”

Sponsored By: MCI

Rm: Triple Crown Ballroom Foyer

7:00 pm Buses Depart

Transportation Provided By: Olympus Car and Coach & JAYCO Limousine & Transportation

7:30 pm – 9:00 pm *Dine Around Discover Dining at The Banks – Cincinnati's Riverfront Hotspot*
Looking for the perfect place to eat, drink, and gather in Cincinnati? Head to The Banks, the city's lively riverfront district between Great American Ball Park and Paycor Stadium. With dozens of restaurants, bars, and breweries, it's the go-to destination for visitors craving variety and atmosphere. From local favorites like Moerlein Lager House with its craft brews and skyline views, to crowd-pleasers like Taste of Belgium and Yard House, to lively stops like Jefferson Social, Condado Tacos, and the Holy Grail, The Banks offers something for every taste and occasion.

9:00 pm Bus Departs

Transportation Provided By: Olympus Car and Coach & JAYCO Limousine & Transportation

9:30 pm Networking Social at the bar – “Let's meet at the Bar” for a quick drink and a chance to catch up. All attendees are welcome. (Drink tickets will be handed out at the door.)

Sponsored By: Quicks Bus Service

Rm: Kentucky Crave (hotel restaurant & bar)

MONDAY, JANUARY 26, 2026

7:30 am – 11:30 am Registration Opened

Registration Bags Sponsored By: Sardo Upholstery

Updated 12/2/25 MP

TMCA Convention Badges Sponsored By: Dollywood Parks and Resorts

Rm: Triple Crown 4 & 5

7:30 am—8:30 am Breakfast with the Vendors—Operators, please take a moment to visit with any vendors you didn't have a chance to meet at the reception and complete your “Bingo” card. Cards will be collected at the end of breakfast. Any cards not completed will not be entered into the door prize drawings.

Sponsored By: Lancer Insurance

Rm: Triple Crown Ballroom

8:30 am – 9:30 am **Operator Educational Session - “Staying Road-Ready & Audit-Strong in 2026** - This essential session gives motorcoach operators the latest compliance insights to stay safe, prepared, and ahead of regulatory shifts. What this session will cover:

- **Most Common Out-of-Service Items** - A concise breakdown of the top vehicle and driver violations found during roadside inspections—and what operators can do to prevent them.
- **FMCSA Updates from the Past 12 Months & What’s Coming Next** - An overview of the most significant regulatory changes, new guidance, and policy developments impacting motorcoach operations, along with a look at upcoming proposals on the horizon.
- **Current FMCSA Audit Focal Points** - Clear guidance on what auditors are prioritizing, from DQ files and clearinghouse compliance to maintenance documentation and ELD accuracy—plus practical steps to improve audit readiness. A focused, actionable session designed to help operators strengthen safety, reduce risk, and operate confidently in 2026.

Presenter(s): Sergeant Jared F. Newberry, Kentucky State Police

9:45 am – 10:30 am Marketplace I—*Operators/Tour Operators will be seated at individually assigned tables, while suppliers circulate and meet for 7 minutes. A list of registered buyers will be provided before the Convention, allowing suppliers to do their homework.*

Marketplace Binders Sponsored By: Visit Lawrenceville

Timekeeper: Vera Ann Myers, Myers Farm

Rm: Turfway

10:00 am – 10:30 am Coffee Break

Sponsored By: Bridgestone

Rm: Triple Crown Ballroom Foyer

10:30 am– 11:30 am Educational Session (All Together) TSA Cyber Security Exis Workshop
The TSA's Exercise Information System (EXIS) assists security planners in building and managing exercise planning teams, as well as sharing best practices and lessons learned. The system provides users with resources to design, document, and evaluate exercises for all modes of transportation.

Presenter(s) TSA

Rm: Triple Crown Ballroom

11:30 pm Board Bus

Transportation Provided By: Olympus Car and Coach & JAYCO Limousine & Transportation

12:00 pm Lunch at **Hofbräuhaus Newport** - their award-winning menu has something for everyone...whether it's a traditional Bavarian favorite like schnitzel or bratwurst...or one of the best burgers around! Finish it off with one of their vast, delicious cream puffs!

Sponsored By Prevost

1:15 pm Depart for FAM Tour

Updated 12/2/25 MP

Transportation Provided By: Olympus Car and Coach & JAYCO Limousine & Transportation

2:00 pm – 4:30 pm FAM Tour – ***The Ark Encounter***, featuring a full-size Noah’s Ark, built according to the dimensions given in the Bible. Spanning 510 feet long, 85 feet wide, and 51 feet high, this modern engineering marvel amazes visitors, young and old. As you enter Noah’s world aboard the massive Ark, you’ll tour three decks filled with scores of world-class exhibit bays. These stunning exhibits allow you to experience what Noah’s life may have been like.

Sponsored By: Cincy Region

4:30 pm Return to the hotel

Transportation Provided By: Olympus Car and Coach & JAYCO Limousine & Transportation

5:00 pm – 6:00 pm Free Time to enjoy the facilities or rest and prepare for the evening activities.

6:30 pm – 7:30 pm Dinner at host hotel & Legislative & Industry Updates with ABA & UMA

Sponsored By: Cincy Region

Rm: Triple Crown Ballroom

7:30 pm – Till Networking Social at the bar - *All attendees are welcome. (Beverages are on your own)*

Rm: Kentucky Crave (hotel restaurant & bar)

TUESDAY, JANUARY 27, 2026

7:00 am – 4:00 pm Registration Opened

Registration Bags Sponsored By: Sardo Upholstery

TMCA Convention Badges Sponsored By: Dollywood Parks and Resorts

Rm: Triple Crown 4 & 5

8:00 am – 9:00 am Breakfast and Keynote Speaker – **Don’t Miss the Bus: What Pausing for Travel Can Teach Us About Exceptional Motor Coach Service** - Service excellence is at the heart of every successful motor coach operation - from dispatch to drivers, from safety teams to leadership. In this high-energy presentation, Tim Richardson brings powerful lessons from the road - including insights from his recent journey to Greenland—and connects them directly to the challenges and opportunities facing today’s motor coach professionals.

Through compelling stories, striking visuals, and real-life examples of both outstanding and disappointing service, Tim will inspire attendees to “look for the yes” in every situation. He’ll highlight practical ways to lead with empathy, flexibility, resilience, and teamwork - qualities that directly influence on-time performance, customer satisfaction, safety culture, and overall team morale.

Participants will walk away with a renewed perspective on their role in delivering an exceptional travel experience. It’s a call to pause, reflect, and recommit to making every interaction count - on the road, in the office, and with every passenger and partner you serve.

Presenter: Tim Richardson, Certified Speaking Professional

Sponsored By: London Laurel County Tourism Commission

Rm: Triple Crown Ballroom

9:00 am – 10:30 am Marketplace II – Continued

Marketplace Binders Sponsored By: Visit Lawrenceville

Timekeeper: Vera Ann Myers, Myers Farm

Updated 12/2/25 MP

Rm: Turfway

Coffee Break

Sponsored By: National Bus Sales

Rm: Triple Crown Foyer

10:30 am – 11:30 pm Operator Educational Session – Cannabis in the Workplace: Navigating Compliance and Safety in a Changing Legal Landscape

Changing cannabis laws are driving a shift in labor and employment practices related to employee workplace drug policies and testing practices. The rapidly evolving landscape has left employers struggling to keep up as they review their own drug use policies in the context of workplace health and safety. This session will offer best practices and guidance on how employers can stay ahead of the curve in response to a rapidly changing environment, particularly when many non-driver employees also occupy safety-sensitive functions.

Presenter: Kimberlee Bissegger, CDS, AIS, AVP Loss Control, Lancer Insurance Company

11:30 am—12:30 pm Operator Educational Session - Get ready to unlock the full power of the “Big Beautiful Bill” - This high-impact session dives deep into one of the most talked-about opportunities in our industry. We’ll explore exactly how this groundbreaking legislation benefits motorcoach operators, from easing financial burdens to opening new paths for growth and stability. You’ll also discover several unexpected perks for your drivers—advantages that can boost morale, strengthen retention, and enhance your overall team culture.

But that’s not all. We’ll walk through real-world examples, practical applications, and the long-term financial advantages your company can gain by fully understanding and utilizing the elements of this bill. Whether you’re focused on operational savings, compliance confidence, or setting your business up for a stronger future, this session delivers the insight you need. Join us and learn how the “Big Beautiful Bill” can transform your company’s financial picture and position you for success in the months and years ahead!

Presenter: Tracy Fickett, CPA, BUSBooks.

Rm: Triple Crown Ballroom

10:30 am – 11:30 am Supplier Educational Session - “How Much Does It Cost to Get Your Business?” - Understanding Value, Pricing, and What Today’s Buyers Really Expect**. Industry partners often ask, *“What will it take to earn your business?”* But behind that question lies an even more important one: *“What does it cost to get your business—and are we investing in the right things?”*

This insightful session breaks down the real costs, perceived costs, and value drivers that influence how operators choose destinations, attractions, hotels, and service providers. It goes far beyond price tags, uncovering what truly moves the needle for group travel planners.

Participants will explore:

- The hidden costs of acquiring a new customer versus retaining one
- What operators consider “high value” when selecting partners
- How pricing, packaging, and flexibility impact buying decisions
- The difference between cost, value, and experience—and why it matters
- What investments make the biggest impression (and which ones don’t)
- How to avoid unnecessary spending while still standing out
- The role of incentives, comps, and added amenities in group travel sales

Through candid discussion and real-world examples, attendees will gain a clear understanding of what operators expect—and what they *don't* want to pay for. You'll learn how to balance your budget with strategic value-adds that speak directly to motorcoach operators and group tour decision-makers. Walk away with practical insights that help you spend smarter, sell stronger, and invest in the areas that genuinely help you win business.

Introductions: Lorey Hall, Leisure Sales Manager, Cincy Region

Presenter: Eddie Lutz, Director of Attraction & Resource Sales, The Ark Encounter

Rm: Frankfort

12:30 pm – 1:30 pm **Awards Lunch & Annual Business Meeting** - Join us for great food, meaningful connections, and a celebration of excellence!

Sponsored By: Bush Beans

Rm: Triple Crown Ballroom

1:30 pm – 2:30 pm Supplier Educational Session - “How Do I Keep Your Business?” A Conversation That Drives Loyalty & Long-Term Partnerships**. In today's competitive tourism landscape, operators, attractions, hotels, DMOs, and service providers are all asking the same essential question: **“How do I keep your business?”** This dynamic session digs into the heart of client retention, exploring what truly influences buying decisions—and what keeps partners coming back year after year.

Participants will gain insight into the expectations of tour operators, group leaders, and motorcoach companies, including the key factors that determine whether a destination or supplier becomes a long-term partner or a one-time stop. Through real-world examples, open discussion, and practical takeaways, this session will spotlight:

- What suppliers need to understand about today's operators
- How to identify friction points before they become deal-breakers
- The power of communication, follow-through, and relationship building
- Pricing expectations and how transparency builds trust
- Simple, high-impact ways to add value without adding cost
- How to position your business as “the easy yes”

Whether you're a tourism professional looking to secure more operator groups or an operator wanting to strengthen partnerships, this session will help you refine your approach, exceed expectations, and keep the groups coming back. Walk away with actionable strategies you can use immediately to retain business, strengthen relationships, and become the partner every operator wants.

Introductions: Lorey Hall, Leisure Sales Manager, Cincy Region

Moderator: James Murphy, Art Henry Tours

Rm: Frankfort

1:45 pm – 3:00 pm Coach Presentations – Manufacturers will each have 15 minutes to review the finer points on their equipment, after which we will head outside to view those demo coaches that are available.

Rm: Triple Crown Ballroom & Parking Lot

2:30 pm – 3:30 pm Supplier Educational Session – “How Do I Get Your Business”? – A Candid Panel Discussion with Tour Operators. This interactive panel brings together experienced tour operators to share exactly what they look for when choosing partners—from hotels and attractions to restaurants and destinations. Learn what wins their business, what turns them away, and how to build lasting, successful relationships in the group travel market.

Topics Include:

- *Key decision factors for operators*

Updated 12/2/25 MP

- *Common deal-breakers*
- *How to make your offerings stand out*
- *Real examples of what works—and what doesn't*

Get honest answers to the “How do I get your business?”—straight from the source.

Introductions: Lorey Hall, Leisure Sales Manager, Cincy Region

Panel Leader: Vera Ann Myers, Myer Farm

Rm: Frankfort

3:30 pm - 4:30 pm Educational Session (All together) – How AI Is Reshaping Sales Success - Teams in transportation deal with constant pressure. Trip inquiries come in quickly. Group details change at the last minute. Customers ask the same questions again and again. Quotes need a fast turnaround, or the business goes somewhere else. Follow-up messages fall through the cracks because the workload is nonstop.

This session shows how AI can take the repetitive and time-heavy parts of the sales process and make them faster and easier. Rachel walks through how AI fits naturally into each part of the sales funnel. She shows how to prepare clear responses, organize trip information, clean up messy notes, send stronger follow-ups, and create better quotes without starting from scratch every time.

If your team is stretched thin or your sales process feels heavier than it should, this session gives simple and practical tools to help you move customers through the funnel with less effort and more consistency.

Guest Speaker: Rachel Jones, Commercial Lines Producer, Newman & Tucker Insurance

Sponsored By: TMCA Board of Directors

Rm: Triple Crown Ballroom

4:30 pm – 5:30 pm Educational Session for Operators – The FMCSA Compliance Audit: What You Need to Know - A Comprehensive Overview for Motor Coach Operators. The prospect of an FMCSA (Federal Motor Carrier Safety Administration) audit can be daunting for any motor coach operator. These audits, designed to ensure compliance with the Federal Motor Carrier Safety Regulations, can significantly impact your business if not handled correctly. However, with proper preparation, knowledge, and organization, you can not only survive but thrive through the process. This presentation provides an overview of what an FMCSA audit entails, what auditors look for, and how you can best position your company to come out on top.

- Understanding FMCSA Audits
- Why Audits Happen
- Preparing for an Audit
- What to Expect During the Audit
- Common Audit Focus Areas
- During the Audit: Best Practices
- After the Audit: Next Steps
- Tips for Maintaining Ongoing Compliance
- Conclusion

Take away a clear understanding of the safety regulations for your operation!

Presenters: Kim Claytor Compliance Director, Val Conner, and Rick Fore, Compliance Specialist and CVSA Certified Haz/Mat Trainer, FleetSafe.

Rm: Triple Crown Ballroom

4:30 pm – 5:00 pm LAST CHANCE to place bids on your Silent Auction Items!

Rm: Triple Crown 4 & 5

6:00 pm – 7:30 pm Dinner & Motorcoach Mania – *Get ready to **WIN BIG!** Brush up on FMCA's Rules & Regulations—operators will be quizzed on industry handbook content, while suppliers test their tourism know-how. And that's not all... we're turning up the excitement with a **live auction** full of surprises. Don't forget to **bring your credit card**—this is one event you won't want to miss!*

MC: Vera Ann Myers, Myers Farm

Sponsored By: Greene County Partnership, General Morgan Inn, and Myers Farm

Rm: Triple Crown Ballroom

7:30 pm Silent Auction Winners Announced – Please be prepared to pay for your silent auction items upon pick-up.

Announcer: Vera Ann Myers, Myers Farm

Rm: Triple Crown Ballroom

8:00 pm - Till Networking Social at the bar – *One last drink, and we conclude the convention. All attendees are welcome. (Drink tickets will be handed out at the door.)*

Sponsored By: Ole Smokey Distillery

Rm: Kentucky Crave (hotel restaurant & bar)

**CONVENTION CONCLUDES
SAFE TRAVELS HOME AND THANK YOU FOR COMING**

NOTE: All sessions and times are subject to change