

2026

ANNUAL CONVENTION

January 25 – 27, 2026

TMCA



Tennessee Motor Coach Association



Hilton Cincinnati Airport

7373 Turfway Road, Florence, KY 41042

CINCY REGION

WHERE NORTH AND SOUTH CONNECT



AMERICAN SIGN MUSEUM



NATIONAL UNDERGROUND RAILROAD FREEDOM CENTER



CINCINNATI MUSEUM CENTER



NEWPORT AQUARIUM



BB RIVERBOATS



ARK ENCOUNTER

The Cincy Region is the intersection of the **North and the South**, where cultural encounters provide a spirited adventure. Perfect for a long stay group experience or a short stay stop over, the region will wow with historical, artistic, and memorable group offerings.

Check out our **Quick Reference Guide** for helpful information for all stages of planning a trip to the Cincy Region



Visit CINCY



Lorey Hall
Cincy Region Leisure Sales Manager
lorey.hall@cincyculture.com
D: 859-655-4151
O: 859-261-4677
visitcincy.com/groups



Scan to learn more
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GroupTours.com

CINCY REGION

GROUP BENEFITS

- Welcome Gifts for all passengers delivered to your host hotel when arranged before arrival.
- Many hotel partners offer complimentary bus driver accommodations and generous complimentary room allotment.
- Itinerary planning services available for unique step-on guide offerings or city tours.
- Single point of contact for both sides of the river in this unique multi-state destination.

SEASONAL EVENTS

SPRING

Explore the wonder of nature rebirth at the **Krohn Conservatory** each spring in Cincy with their award-winning butterfly show. Make plans to attend the **Cincinnati Reds Opening Day** in March as America's first baseball team takes the field and Cincy celebrates with a parade and street party.

SUMMER

Enjoy Newport like a local at the annual **Goettafest** on the riverfront. Celebrate the 4th of July with events like **Red, White and Boom at Riverbend** and enjoy fireworks with a side of symphony. The last weekend in July always sings with the **Cincinnati Music Festival**.

FALL

Art comes alive with light during **BLINK**, the Cincy-only light, art and culture show, held every other year in October. Spooky times abound in the Cincy region during October with the **USS Nightmare** haunted ship on the riverfront, or delight at the myriad of regional pumpkin patches.

WINTER

The holidays come to life in Cincy at the **Ark Encounter** and **Creation Museum** Christmas displays. Enjoy 12 different winter wonderlands at **Kings Island Winterfest**, while model train fans can adore the wonderful holiday exhibit at the **Cincinnati Museum Center**. Don't forget to stop by the **Cincinnati Zoo & Botanical Garden** for their annual **Festival of Lights**.

Welcome from the MAYOR



Dr. Julie Metzger Aubuchon, Mayor

July 28, 2025

Tennessee Motor Coach Association
PO Box 37
Capon Bridge, WV 26711

Dear Members of the Tennessee Motor Coach Association,

As the Mayor of Northern Kentucky's leading city for shopping, entertainment, business, and diverse housing options, it is my pleasure to welcome you to my hometown, Florence, Kentucky. We are honored to host your association this January and excited to have you experience all that our city and region have to offer.

Your conference presents a valuable opportunity to come together, connect with peers, exchange ideas, and gain new insights. We hope you find the sessions meaningful, the networking beneficial, and your time here both productive and enjoyable. We also hope you take some time to explore and enjoy our community during your stay.

Florence is a place where family fun meets a lively nightlife, and where tradition and innovation go hand in hand. Our location connects the energy of urban Cincinnati to the charm of Kentucky's countryside and of course, our iconic water tower proudly reminds everyone that this is our town, where it all comes together. That is what it means to be Florence "Y'all." We truly have it all.

While you are here, I encourage you to visit local attractions like the Florence Y'all stadium, our beautiful parks, World of Golf, and local dining. Don't forget to stop by our iconic Florence Y'all Water Tower and if you do, snap a photo and send it my way!

Thank you for visiting. We are proud to welcome you and hope your time in Florence is filled with learning, connection, and warm Northern Kentucky hospitality.

Sincerely,

A handwritten signature in blue ink that reads "Julie Metzger Aubuchon".

Julie Metzger Aubuchon, OD
Mayor, City of Florence, KY

8100 Ewing Boulevard • Florence, Kentucky 41042-7588 • (859) 647-8177 • Fax: (859) 647-5411
www.florence-ky.gov

SUNDAY, January 25

EARLY BIRD ARRIVALS

12:00 PM – 2:00 PM

TRIPLE CROWN 4 & 5

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

2:00 PM – 5:00 PM

TRIPLE CROWN 4 & 5

Registration Opened

REGISTRATION BAGS SPONSORED BY: SARDO UPHOLSTERY

TMCA CONVENTION BADGES SPONSORED BY: DOLLYWOOD PARKS AND RESORTS

2:00 PM – 3:00 PM

TRIPLE CROWN FOYER

Vendor Set-Up

NOTE: Displays are to remain intact until the closing of the convention

2:30 PM – 4:30 PM

LEXINGTON

Board Meeting

BOARD REFRESHMENTS SPONSORED BY: HILTON CINCINNATI

3:30 PM – 4:00 PM

FRANKFORT

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: SHARON COLE, SHARIN' THE SOUTH TOURS

4:30 PM – 5:00 PM

TRIPLE CROWN BALLROOM

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!

5:00 PM

TRIPLE CROWN 4 & 5

Silent Auction Opens

5:00 PM – 5:30 PM

KENTUCKY CRAVE

(HOTEL RESTAURANT & BAR)

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!

SPONSORED BY: HYPERION PARTNERS LLC

5:30 PM – 6:30 PM

TRIPLE CROWN BALLROOM FOYER

“Boots Bourbon & Brew” 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. And decorate your tabletops accordingly. “Have Some Fun”

SPONSORED BY: MCI

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

KENTUCKY CRAVE
(HOTEL RESTAURANT & BAR)

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

MONDAY, JANUARY 26

7:30 AM – 11:30 AM

TRIPLE CROWN 4 & 5

Registration Opened

REGISTRATION BAGS SPONSORED BY: SARDO UPHOLSTERY

TMCA CONVENTION BADGES SPONSORED BY: DOLLYWOOD PARKS AND RESORTS

7:30 AM – 8:30 AM

TRIPLE CROWN BALLROOM

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

8:30 AM – 9:30 AM

Allocated time for Vendors to get ready for the marketplace and place your bids for the wonderful Silent Auction items.

8:30 AM – 9:30 AM

Operator Educational Session – “Motor Coach Industry Standards and Best Practices”. Covering Hours of service, safe carriage of passengers, and common regulation issues within the industry.

PRESENTER(S): SERGEANT JARED F. NEWBERRY, KENTUCKY STATE POLICE

9:45 AM – 10:30 AM

TURFWAY

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 prior to the Convention, enabling suppliers to conduct their due diligence.

MARKETPLACE BINDERS SPONSORED BY: VISIT LAWRENCEBURG

TIMEKEEPER: SHARON COLE, SHARIN’ THE SOUTH TOURS

10:00 AM – 10:30 AM

TRIPLE CROWN BALLROOM FOYER

Coffee Break

SPONSORED BY: BRIDGESTONE





10:30 AM – 11:30 AM
TRIPLE CROWN BALLROOM

Educational Session (All Together) TSA Cyber Security Exis Workshop

The TSA's Exercise Information System (EXIS) helps security planners build and manage exercise planning teams, as well as share best practices and lessons learned. The system provides users with resources to design, document, and evaluate exercises for all modes of transportation.

PRESENTER(S) KEISHA BRADEN, CYBER TSI

11:30 AM

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

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
TRIPLE CROWN BALLROOM

Dinner at host hotel & Legislative & Industry Updates with ABA & UMA

PRESENTERS: LEW MYERS, ABA FOUNDATION'S DIRECTOR OF RESEARCH, POLICY, AND IMPACT & SCOTT MICHAEL, PRESIDENT & CEO, UMA

SPONSORED BY: CINCY REGION

7:30 PM – TILL**KENTUCKY CRAVE****(HOTEL RESTAURANT & BAR)**

Networking Social at the Bar – All attendees are welcome. (Drink tickets will be handed out at the door.)

SPONSORED BY: TEMSA

TUESDAY, JANUARY 27

7:00 AM – 4:00 PM**TRIPLE CROWN 4 & 5**

Registration Opened

REGISTRATION BAGS SPONSORED BY: SARDO UPHOLSTERY

TMCA CONVENTION BADGES SPONSORED BY: DOLLYWOOD PARKS AND RESORTS

8:00 AM – 9:00 AM**TRIPLE CROWN BALLROOM**

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



9:00 AM – 10:30 AM

TURFWAY

Marketplace II – Continued

MARKETPLACE BINDERS SPONSORED BY: VISIT LAWRENCEBURG

TIMEKEEPER: SHARON COLE, SHARIN' THE SOUTH TOURS

TRIPLE CROWN FOYER

Coffee Break

SPONSORED BY: NATIONAL BUS SALES

10:30 AM – 11:30 AM

TRIPLE CROWN BALLROOM

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

TRIPLE CROWN BALLROOM

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.



10:30 AM – 11:30 AM

FRANKFORT

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

11:30 AM – 12:30 PM

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

Vendors can use this time to catch up on phone calls and be sure to get your bids in for the silent auction items.

12:30 PM – 1:30 PM
TRIPLE CROWN BALLROOM

Awards Lunch & Annual Business Meeting – Join us for great food, meaningful connections, and a celebration of excellence! The Board of Directors elections will be concluded during this meeting.

SPONSORED BY: BUSH BEANS

1:30 PM – 2:30 PM
FRANKFORT

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

1:45 PM – 3:00 PM
TRIPLE CROWN BALLROOM
& PARKING LOT

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.

2:30 PM – 3:30 PM
FRANKFORT

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
- 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



3:30 PM – 4:30 PM
TRIPLE CROWN BALLROOM

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

4:30 PM – 5:30 PM
TRIPLE CROWN BALLROOM

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.

4:30 PM – 5:00 PM

TRIPLE CROWN 4 & 5

LAST CHANCE to place bids on your Silent Auction Items!

6:00 PM – 7:30 PM

TRIPLE CROWN BALLROOM

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

7:30 PM

TRIPLE CROWN BALLROOM

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

ANNOUNCER: VERA ANN MYERS, MYERS FARM

8:00 PM - TILL

KENTUCKY CRAVE

(HOTEL RESTAURANT & BAR)

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

CONVENTION CONCLUDES

SAFE TRAVELS HOME AND THANK YOU FOR COMING

NOTE: ALL SESSIONS AND TIMES ARE SUBJECT TO CHANGE



2026 Annual Convention
Florence, KY



Hilton
Cincinnati Airport

LANCER
INSURANCE
The Difference is Our Attitude.

PREVOST

MEALS
EVENTS

CINCY REGION

MCI



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Morgan Inn
& Conference Center*



Eldon, Vera Ann, Ethan & Emily

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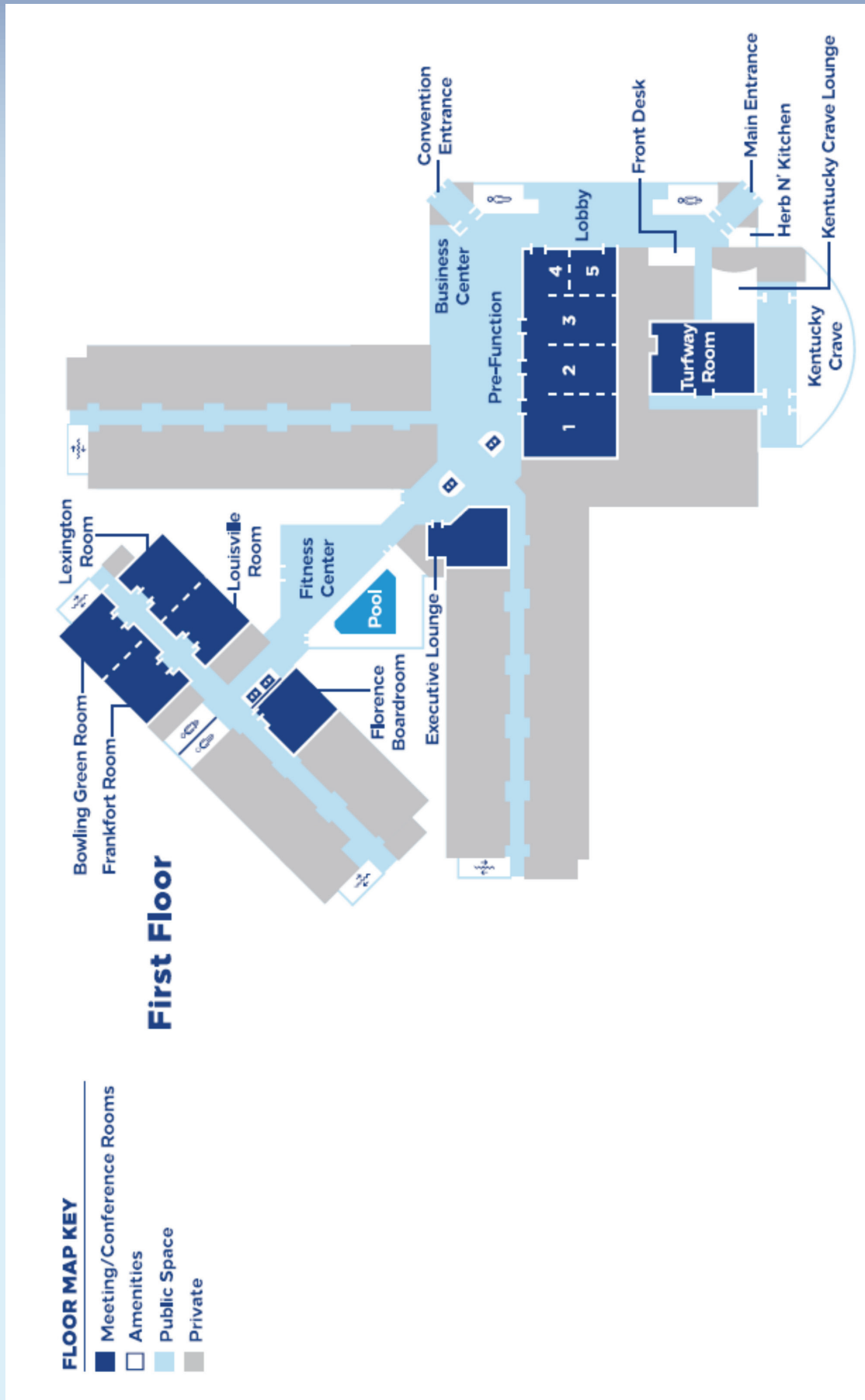
TRANSPORTATION



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CONVENTION MAP

ANNUAL CONVENTION



Proudly Protecting the Motorcoach Industry for 40+ Years

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SAVE THE DATE!

January 10 - 13, 2027

**JOIN US AS WE HOST THE TMCA CONFERENCE IN
GREENEVILLE, TN – JANUARY 10-13, 2027.**

MARK YOUR CALENDARS!



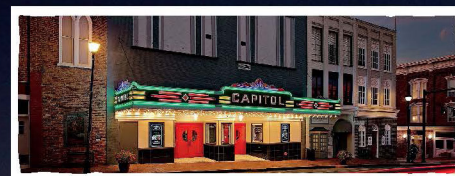
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