

PBA BUS Digest

PENNSYLVANIA BUS ASSOCIATION • 4405 North Front Street • Harrisburg, PA • 17110 717-236-9042 • FAX 717-236-1391 • www.pabus.org

AUGUST 2010

2010 Annual Meeting - Chesapeake, VA

“The Annual Meetings Keep Getting Better and Better……”

Beautiful and sunny.....was the weather at PBA's 2010 Annual Meeting in Chesapeake, VA where everyone had a fantastic! **Janet Wenger, Susan Drewery (photo on right) and the Chesapeake Conventions & Tourism** planned many enjoyable functions including FAM trips, receptions, dinners and hospitality suites. **Our third annual Industry Expo** gave the bus manufacturers and industry suppliers an opportunity to showcase their buses and product/services to the numerous bus operators in attendance. The **Sales Retreat** was a great opportunity for the bus operator member Tour Planners and Travel Suppliers to have one-on-one time to drum up new business opportunities. In addition to the various networking opportunities, there were educational programs and official business during the General Membership Meeting.

PBA would like to thank the many sponsors who helped make this annual meeting possible. We appreciate their generous contributions:

Chesapeake Conventions & Tourism
Chesapeake, VA (FAM)
Chesapeake Conference Center
Chesapeake Marriott
Geisha Japanese Steakhouse
Great Dismal Swamp National Wildlife Refuge
Hampton, VA (FAM)
Hilton Garden Inn Chesapeake
Homewood Suites
Hyatt Place Chesapeake
Jillian's
LAP Management
Marshall Hotels & Resorts
Nautilus
Newport News (FAM)
Norfolk, VA (FAM)
Norfolk Convention & Visitors Bureau
Norfolk Botanical Gardens
Paradock's East Coast Grille

Passion The Restaurant
Portsmouth, VA (FAM)
Richmond CVB & Partners
Riverfront Holiday Inn Express
Rover Cruises
Suffolk Division of Tourism
Surf Rider Restaurant
Virginia Beach Convention & Visitors Bureau: Naval Air Station Oceana Officer's Club event, and a FAM
VA Tourism Commission
Williamsburg, VA CVB FAM

See Page 2 for more photos and sponsoring companies who made the 2010 Annual Meeting such a success.



Susan Drewery and Janet Wenger of Chesapeake Conventions & Tourism were PBA's contacts at the annual meeting and did a phenomenal job in securing all the wonderful sponsors mentioned here. What a pleasure to work with two very organized and "can do" individuals. Thank you so much from PBA.



Meet one classy lady. Flora Bonzo, Group Tour Coordinator for Corning Museum of Glass in Corning, NY won the hand-made American flag afghan made by PBA's Tammy Linn. She turns right around and gives it to the Red Rippers who hosted PBA at the Officer's Club at the Oceana. This was a touching moment and one of the highlights of the annual meeting.

THIS ISSUE INCLUDES

Page	Item
2	Annual Meeting Photos
3	Chair's Article
4	Executive Director's article
5	2011 Marketplace
6	Linda Mauzy, Travel Supplier Board Rep; Member Highlights
7	UCR Article
10	Bus Museum Article
11	Member Renewals, New Members
13	IFTA Article, 511 PA
15	ABA's Marketplace

2010 Annual Meeting Highlights

Motivational Speaker Steve Gilliland Sponsors

*Prevost PLATINUM SPONSOR
ABC Company • Motor Coach Industries
Daimler Buses North America
Tropicana Casino & Resort*

Overall Sponsors

*Seneca Niagara Casino & Hotel
American Bus Association
United Motorcoach Association*

Sales Retreat Sponsors

*Dutch Apple Dinner Theatre
Pigeon Forge Dept of Tourism
Toby's Dinner Theatres
Atlantic City Convention &
Visitors Authority
Pennsylvania Laurel Highlands
National Aquarium*

Demo Buses Provided By

*ABC Companies
Anderson Bus Sales
Arcola Bus Sales
Daimler Buses North America
Motor Coach Industries, Inc.
Prevost Car (US) Inc.
Stallion Bus Industries*



Chris Harrower, Dutch Apple Dinner Theatre, wins Patriotic Dress Contest....of course...who could beat him?

Report of the Chairman



*Jim JeBran, Trans-Bridge Lines
Bethlehem, PA*

Board of Directors 2010-2011

Sue Anderson-Nicklin
Anderson Coach & Travel

John Bailey
Bailey Leasing, Inc.

David Benedict
David Tours & Travel

Amy Brooks
Susquehanna Trailways

Patrick Cole
Cole Transportation, Inc.

Mike Fleischhauer
Greyhound Lines, Inc.

Nelson Floyd
Perkiomen Tours

Jim Garman
Advance Coach

Don Hagey
Hagey Coach

Scott Henry
Martz Trailways

Jim JeBran
Trans-Bridge Lines, Inc.

Wayne Klein
Klein Transportation

John Kowalski
Bieber Transportation Group

Brian Kurtz
Elite Coach

Linda Mauzy
PA Laurel Highlands
(Travel Supplier Representative)

Dale McMichael
Executive Coach

David Myers
Myers Coach Lines

Jay Newswanger
R & J Transportation

Jay Oakman
ABC Companies
(Associate Representative)

Dennis Warner
Red Lion Bus Company, Inc.

Aerial Fullington Weisman
Fullington Trailways

Tammy Wolf-Baker
Wolf's Bus Lines, Inc.

Lessons Learned at the Annual Meeting This Year

Our recent visit to Chesapeake, VA, which hosted our 2010 Annual Meeting, was a huge success. Our registrants enjoyed visiting the beautiful and historic Chesapeake Region on some of the many FAM trips offered and were also treated to some terrific social events. Again, special thanks to Janet Wenger and Susan Drewery of Chesapeake Conventions and Tourism for their tremendous efforts in putting this event together. If you missed this year's meeting, your opportunity to participate awaits you in Niagara Falls, NY, which plays host in June 2011.

While our experience in Chesapeake left us with many lasting memories, the messages from our guest speakers throughout our Educational Program and General Membership meeting were quite intriguing. The insightful remarks from both **Steve Gilliland** and **Ross Born** captured our attention span, and, in addition, **Clyde Hart of ABA** and **Ken Presley of UMA** kept us tuned into the developments of our ever changing industry.

Perhaps the most important update came from **Tim Cotter of the Federal Motor Carrier Safety Administration** who briefed the Operator Members on Comprehensive Safety Analysis (CSA) 2010, a new initiative to improve the effectiveness of the agency's compliance and enforcement program. With implementation later this year, CSA 2010 will replace SafeStat with a new safety measurement system that measures roadside violations and crash data. Its goal is to achieve a greater reduction on bus crashes, injuries and fatalities, while maximizing the resources of FMCSA and its state partners.

CSA 2010 is made up of three key elements: Measurement, Safety Evaluation and Intervention.

Measurement. Organized by seven behavior analysis and safety improvement categories: unsafe driving, fatigued driving, driver fitness, controlled substances/alcohol, vehicle maintenance, cargo related, and crash indicator. Every month, the on-road safety performance will be measured to identify candidates for intervention to determine

specific safety problems and monitor whether they are improving or getting worse.

Safety Evaluation. Carriers would get a rating of Unfit, Marginal, or Continue Operation based on their on-road safety performance data and major safety violations. The rating would be updated on a monthly basis.

Intervention. This process is designed to improve unsafe behavior early and to reach more carriers through warning letters or, if necessary, onsite comprehensive investigations. These tools enable safety investigators to move beyond fact-finding and verification of violations to a deeper exploration of why they occurred and how they can be corrected.

For more information about CSA 2010, visit <http://csa2010.fmcsa.dot.gov>. I encourage you to start reading up on this important topic since it will have a large impact on your business practices. Individuals with specific questions can contact Tim Cotter directly in Harrisburg at the Federal Motor Carrier Safety Administration (717) 221-3702.

CALENDAR OF EVENTS

January 9-15, 2011

American Bus Association Marketplace
Philadelphia, PA

January 19-23, 2011

United Motorcoach Association Expo
Tampa, FL

March 22, 2011

PBA Board Meeting & PBA Awards Program
Holiday Inn Grantville, PA

March 23, 2011

PBA Marketplace, Harrisburg, PA

June 4, 2011

Bus Museum of Transportation
Spring Fling, Hershey PA

June 14-17, 2011

PBA Annual Meeting
Seneca Niagara Casino & Resort
Niagara Falls, NY

Report of the Executive Director

PBA EXECUTIVE COMMITTEE

Chair

James A. JeBran
Trans-Bridge Lines, Inc.

Vice Chair

Nelson Floyd
Perkiomen Tours

Secretary

Patrick Cole
Cole Transportation

Treasurer

Aerial Fullington Weisman
Fullington Trailways

Scott Henry (Past-chair)

Martz Trailways

Amy Brooks

Susquehanna Trailways,
Inc.

Brian Kurtz

Elite Coach

PBA STAFF

Executive Director

Elaine Farrell, CAE

Executive Assistant

Tammy K. Linn

PBA Bus Digest is published 4 times a year. Advertising opportunities are available by contacting PBA at 717-236-9042 or go to our web-site at www.pabus.org.

Contact us:

**Pennsylvania Bus
Association**
4405 North Front Street
Harrisburg, PA 17110
(717) 236-9042
Fax (717) 236-1391
www.pabus.org
pba@pabus.org

Elaine Farrell, CAE

Memories and Makings.....

There is a great deal that goes into planning for PBA's annual meeting..... then all of a sudden it comes and it is over....just like that! Chesapeake, VA's meeting was fun to plan with a terrific chair (Sue Anderson Nicklin, Anderson Coach & Travel) and a great planning team. Susan Drewery and Janet Wenger of the Chesapeake Conventions & Tourism were organized, creative, and made things happen. I would like to personally thank them for this dedication.

The education component takes the longest to plan but we start early and things generally fall into place. Motivational speaker Steve Gilliland did his usual spectacular job and was exceptionally generous with his time by providing a special session for the travel suppliers in attendance. The industry representatives including Clyde Hart of ABA, Ken Presley of UMA, Tim Cotter of FMCSA's Pennsylvania office, and Ross Born of Just Born, Inc. (PEEPS candies) all played a vital role in this year's annual meeting and we thank them for a great partnership with their organizations.

The Industry Expo was absolutely FUN this year. Held outside under a tent with a DJ and music, good food, and great vendors, everyone enjoyed the two hours. You have no idea how nervous we were about "the tent". Would it rain, be too hot, or windy to absolutely play havoc with the event....but Mom Nature was good to us that day (it rained the next day). The Sales Retreat participants wrapped up by 1:00 pm and everyone came away with potential new business to book.

Jim JeBran and I headed up to the site of PBA's 2011 Annual Meeting, Niagara Falls, New York, right after Chesapeake, VA. With everything still fresh in our mind, we planned many of the details on the ride home and will initiate our meeting conference calls in September. PBA has selected the beautiful Seneca Niagara Casino & Resort which is a short walk to the Falls. This is exciting. It is a property owned by Native Americans and they did a phenomenal job in making the

facility warm, and inviting with the many earth tone colors. You will love the property.

While these events were taking place, PBA was in direct contact with our lobbyists to closely follow the Governor's budget preparations and several bills that we have been working on. The first is clarification of the Vehicle Code's wording "Special school related event" which allows motor-coaches to transport school students. With much confusion a year ago by the State Police enforcement, it took a meeting with Senator Rafferty and key individuals to straighten it out. A permanent fix is making the necessary correction to the Vehicle Code wording which we are making headway on.

The second legislative issue is the ongoing need to get "buses" out of the control of the Philadelphia Parking Authority. Although this has not been an issue lately, PBA continues to let legislators know of our interest in clarifying that "buses" were never intended to be under PPA's operating authority and to permanently change the statute. Both these issues will probably be handled in the fall since the legislature recessed for the summer.

Moving ahead, the Marketplace co-chairs met recently with PBA staff very soon to discuss survey results and the 2011 event. Down the road, we want to make sure the Marketplace is meeting everyone's needs. I would like to see a big flipchart on the wall and several individuals dissecting the marketplace and sales retreat to see how it can work effectively. I will be reaching out to my counterparts nationwide, also, to see how they handle these types of events. There is a great deal of competition with other shows and PBA needs to take care that what we offer is unique and beneficial to all who participate.

Have a wonderful summer.





2010 Annual Meeting Sponsorship Recognition Continued

Industry Expo Bus Displays

ABC Companies
Anderson Bus Sales
Arcola Bus Sales
CH Bus Sales
Daimler Buses North America
Motor Coach Industries, Inc.
Prevost Car (US), Inc.
Stallion Bus Industries

Industry Expo Supplier Displays

American Seating
Bergen Auto Upholstery Co., Inc.
Distinctive Systems, Inc.
Easy Bus, Inc.
Elite Application Services
GroupConnect – An ABA and OMCA
Company
HMS Company/First Observer
Program
Lancer Insurance Company
National Bus Sales
National Seating Company/CVB
National Transportation Insurance
Solutions
P.A. Post Agency, LLC
Paradigm Technology Consulting
Perfect Body Co.
REI
Research Underwriters
Sardo Bus & Coach Upholstery
United Motorcoach Association

2011 Marketplace

March 22, 2010 • Pennsylvania Farm Show Complex
Harrisburg, PA

2011 Marketplace Co-Chairs
Amy Brooks, Susquehanna Trailways
*Heather Colache, Atlantic City Con-
vention & Visitors Authority*

Thank you to everyone who com-
pleted the SurveyMonkey on the 2010 Mar-
ketplace last March. The co-chairs, along
with PBA staff, reviewed the many great
suggestions and will incorporate several
into the 2011 marketplace.

THEME. The theme will once again be
“Reach for the
Sky...Sun, Moon &
Stars” so that our ex-
hibitors can “reuse”
their displays. With
this theme in mind, a
“Shining Star” will be
selected on each mo-
torcoach arriving at
the Marketplace. This



will be accomplished by including a Star
Ribbon in the supply of Marketplace Direc-
tories sent to the motorcoach company.
The lucky group leader will be first off the
motorcoach, display the ribbon and receive
a Shining Star gift bag from items donated
by exhibitors interesting in participating.

SHOPPING BAGS. PBA has a supply of
shopping bags the group leaders use dur-
ing Marketplace. This year, however, we
will be asking our travel supplier members
if they are interested in shipping reusable
bags they may have. Great promotion op-
portunity, too.

SPONSORSHIPS. Several of the sponsor-
ship categories have been modified with
the Platinum receiving a complimentary
booth, and some of the other categories
including a half page instead of quarter
page ad in the Directory.

MARKETPLACE SEMINAR. PBA took a
break this year from the Marketing to the
Motorcoach Industry Seminar that we have
held for many years. The attendance was
down and it was obvious we needed to
look at the core topics to see if they needed
to be updated. A SurveyMonkey was dis-
tributed to our travel supplier members and
great suggestions came back in terms of
their needs. The Seminar will be con-
densed to a one day session to keep eve-
ryone’s hotel costs down, and PBA is
checking with the PA Farm Show Complex
to see a meeting room is available. That

way after the Seminar, the registrants can
set up their Marketplace Booth.

GROUP LEADER NAME BADGES. This
year PBA will email a template to the mo-
torcoach companies inviting group leaders
to the Marketplace. This way they can
merge over their list onto a name badge
template. We will also be researching
name tags group leaders use to identify
their shopping bag. Several ideas are in
the works here.

**MOTORCOACH ARRIVALS AND DE-
PARTURES.** With the condensing of Mar-
ketplace hours in 2010, motorcoach arri-
vals and departures were a bit of a chal-
lenge. PBA is looking at ways to improve
this so buses are not stacked and “stuck”.
The PA Farm Show Complex has a great
ramp on one side of the Hall PBA will be
utilizing so we may ask the buses to drive
there to load all the shopping bags.

SUB-COMMITTEES. PBA and the co-
chairs will be starting to contact the sub-
committees to help kick-off the 2011 mar-
ketplace event. Interested in the Market-
place Committee? Feel free to email
Tammy Linn at tlinn@pabus.org to express
your interest. Marketplace’s volunteers are
a necessity and we welcome your interest!

REGISTRATION MATERIALS. Registra-
tion materials will be available on PBA’s
web-site in early August. Once again, an
early bird deadline of October 15th will be
offered with several benefits to the exhibi-
tor.

PBA will also be sending a Marketplace
postcard announcing the date and where to
obtain the Registration Forms, General
Information, Sponsorship Opportunities,
Marketplace Directory Ads and Articles,
etc. Watch your mailbox for the information
or check PBA’s web-site at www.pabus.org
weekly. We will make sure Marketplace
information is a prominent place.

Advance thanks to all interested travel sup-
plier members who continue to support
PBA’s Marketplace event. PBA continues
to strive to obtain qualified group leaders
so that everyone’s time and goal of in-
creasing business opportunities are met.
Group Leaders are looking for places to
travel, and our travel suppliers have all the
answers!

How Do You Realize Your All-important Return on Investment?



Linda Mauzy, PBA Travel Supplier Board Member

We belong to numerous associations, go to many trade and travel shows, do sales call appointments and build those essential and valued relationships with tour companies, their planners and, through them, their clients or group leaders.

Our goal is to realize those investments by visits to our regions or properties. But how do we know for sure?

The ultimate is when we communicate directly with the planners or companies and realize they took us seriously, allowing us to assist and then choose us as a destination.

The importance of reporting a visit can mean so much when justifying our re-

turn on our investments. Showing ROI results to our management that time spent on trade and travel, dues to associations, and registration fees will allow us to keep those that work in our budgets.

In many cases, marketing dollars or funding is determined by the most productive revenue generating programs. If we are not able to justify or show results, our funding may be in jeopardy and the group marketing efforts will be affected.

In this fast paced industry and with so many people to respond to, our goal to 'track' visits is an ever present challenge to a DMO, Destination Marketing Organization, CVB, TPA (Tourist Promotion Agency).

Was an association member's property considered for a tour? Or was a non-association property the recipient of

our efforts because of what they offered? Partnerships are essential and we as PBA Association members welcome them!

Moral of the story...if a group visits your property and you are a member of a Visitors Bureau, let them know. If you are the tour company and take a tour to a destination, send a quick email and let that Bureau know. Your privacy is respected and information is *never* shared with others. This allows destination marketing to benefit and expand.

Help us help you by partnering and communicating. Being there for each other can only make this association a stronger one. Thanks to those properties willing to assist in communicating visits to your respective bureaus. A special thank you to the companies who bring tours to we suppliers as a result of PBA!

Member Highlights & FYI

Margaret A. Marzen



Mrs. Margaret A. Marzen, 87, of Jim Thorpe, died May 28, 2010 in the Gnaden Huetten Memorial Hospital, Lehighton. She was the wife of **Leonard F. Marzen Sr.** They would have been married 60 years on July 15.

She was formerly a Switchboard Operator at Sacred Heart Hospital, Allentown and more recently the Secretary of **Jim Thorpe Transportation Co.** and **Jim Thorpe Tours Bus Companies.** Margaret was a member of St. Joseph's Catholic Church, Jim Thorpe, the Catholic Daughters of America Assoc. and the Jim Thorpe American Legion Auxiliary. Surviving are sons, Leonard F. Jr. and his wife JoAnn of Whitehall, Thomas G. and his wife Kathy of Chester, VA; four grandchildren; and brothers, Paul, Stephen, Francis, Vincent and Michael Krajcir. She was predeceased by brothers, Bernard and Joseph Krajcir and sister, Elizabeth Duffy. Contributions in her name can be made to St. Joseph's Catholic Church, 526 North St., Jim Thorpe.

Fullington Trailways Customers Provided with Upgraded Ride!

On June 9th, public intercity travelers in smaller central Pennsylvania markets got an upgraded ride as Fullington Trailways put the area's first publicly-privately funded intercity coach into service. Equipped with Wi-Fi, seatbelts, wheelchair accessibility and other conveniences, the coach made its official debut on June 9th with a ribbon-cutting ceremony attended by PennDOT, officials, Fullington execu-

tives, elected officials and transportation VIPs.

The new coach was purchased with 80% funding from PennDOT through a Federal Transit Administration grant and 20% funding from Fullington. It was bought with Section 5311(f) assistance to benefit underserved rural areas, especially those without rail or smaller airlines. Stimulus funds were added to 5311(f) under the American Recovery and Reinvestment Act.



Manufactured by MCI, the new intercity coach additionally features overhead parcel racks, individual air-flow controls, reading lights and power outlets to charge digital devices. The coach is powered by clean-diesel engine technology.

CVSA ENCOURAGES UCR ENFORCEMENT BEGINNING JULY 15

Washington, DC (July 1, 2010)

The Commercial Vehicle Safety Alliance (CVSA) is encouraging all jurisdictions throughout North America to begin enforcement of the Unified Carrier Registration (UCR) for the 2010 registration year to begin effective July 15, 2010. All motor carriers (for-hire, private and exempt) – as well as brokers, freight forwarders, and leasing companies operating in interstate or international commerce are subject to the UCR. Entities based in Canada and Mexico that are involved in interstate or international commerce in the United States also are subject to UCR. Forty-one states are participating in UCR for the 2010 calendar/registration year and will serve as UCR base states.

“Revenue generated from UCR helps fund safety and enforcement programs which in turn goes a long way to ensuring safer roads and

saving lives,” said Stephen A. Keppler, CVSA’s interim executive director.

For more information on the states participating, or questions about the program, please visit the Unified Carrier Registration Center’s web site at www.ucr.in.gov.

CVSA is an international not-for-profit organization comprised of local, state, provincial, territorial, and federal motor carrier safety officials and industry representatives from the United States, Canada, and Mexico. Our mission is to promote commercial motor vehicle safety and security by providing leadership to enforcement, industry and policy makers. The Alliance actively monitors, evaluates, and identifies solutions to potentially unsafe transportation processes and procedures related to driver and vehicle safety requirements most often associated with commercial motor vehicle crashes. In addition, CVSA has several

hundred associate members who are committed to helping the Alliance achieve its goals; uniformity, compatibility and reciprocity of commercial vehicle inspections, and enforcement activities throughout North America by individuals dedicated to highway safety and security. For more on CVSA, visit www.cvsa.org.

For more information contact: Laura Zabriskie, Director, Communications & Marketing at lauraz@cvsa.org 301-830-6152

2010 UCR Fees Payment

To pay, go to www.ucr.in.gov. Payment by VISA or MC, or electronic check (ACH)

On-line payment started May 3, 2010

DEMO \$ALE

ARGOLA
BUS SALES

This is the **ONLY MID-SIZE BUS** for you.

2009 Caio 3400

Plush super-wide Esteban seats
Full multiplex electronics
Modular composite lavatory
REI 6 monitor A/V System
Carrier 353 roof top HVAC
38 Passengers plus tour guide
22,000 miles

Call Jan

201-681-3350

www.ArcolaSales.com



BUILT TO PROTECT PASSENGERS, DRIVERS AND BOTTOM LINES.



Prevost
35 Gagnon Blvd.
Ste-Claire QC
G0R 2V0 CANADA
USA 1-877-773-8876
Canada 418-883-3391

The Volvo 9700 has a look that communicates quality and style. But beneath the sleek exterior is a business machine built to protect your income and lower your operating costs -- all while giving your passengers a first-class motorcoach experience. The entire vehicle is designed for dependable performance that takes uptime to the next level.

The Volvo 9700. Safety and comfort for your driver and passengers.
Affordability and productivity for your bottom line.

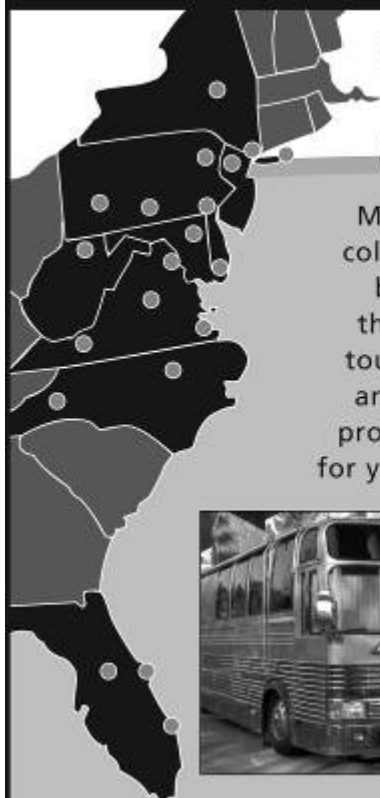
Volvo motorcoaches are distributed by Prevost, a fully owned subsidiary of Volvo Bus Corporation.
Please contact your Prevost Regional Sales Manager for more information.



www.prevostcar.com

VOLVO BUSES. WHEN PRODUCTIVITY COUNTS.

Marshall Hotels and Resorts – Continually Providing Exceptional Service to the Tour and Travel Market with World Class Hotels and Resorts



QUALITY HOTELS ARE A MUST FOR ANY ITINERARY OR EVENT.

Marshall Hotels & Resorts manages a collection of hotels in the Eastern U.S., both independent and franchised, that ideally suit the needs of today's tour companies. Comfort, convenience and value combined with service and professional staff to assure a smart stay for your escorts, group leaders and guests.



MARSHALL HOTELS & RESORTS INC.

2010-2011 OPPORTUNITIES

- New York City
- Beach Vacation
- Gettysburg Battlefield
- Disney/Universal Studios
- Pocono Mountain Escapes
- Baltimore Downtown
- Washington DC Metro
- Smokey Mountain Adventures
- Philadelphia
- Spas & Resort Packages
- Golf Packages
- Group Specials

For Information Call: 410-749-8464 • Visit: www.marshallhotels.com



VISIT *Norfolk*

The heart of the Virginia Waterfront.™

visitnorfolktoday.com | 1-800-368-3097

The Norfolk waterfront is the perfect destination for fun, dynamic group tours. From museums to harbor cruises, live entertainment to outdoor recreation, there's always something unique and interesting to be found in the heart of the Virginia waterfront. To plan your itinerary, visit us online or contact Melissa Hopper, Associate Director of Tour & Travel.

Museum of Bus Transportation Hosts "Spring Fling" June 4 & 5, 2010

The 2010 "Spring Fling", with attendance and vendors down from 2009's record breaking numbers, was still a success. We were able to keep more accurate attendance records this year, especially of those who rode the shuttle buses to the Annex from The Museum. Armbands were issued to 337 people in two days and this number, coupled with vendors and MBT staff, produced an estimated total crowd of about 360. Last year we had over 400 people on hand – we chalked up the reduced numbers, in part, to the general economy.

Buses at the Museum itself were units from the New Jersey Transit Heritage group, Greyhound, Capital Area Transit, Trans-Bridge Lines, Coach Tours, Eagleways, Flagship Trailways, and several "conversions" including an interesting MC-8 which stopped by for a brief period on its way to nearby Lancaster county. At one point we had three interesting Eagles on hand and all of them in actual revenue service.

Visitors were able to view the buses actually on display in the Museum during the day.....MBT members were admitted free which, by the way, applies all year long (just present your membership card). Others received a \$2 discount.

With events taking place at both locations we approached the Museum management about holding the entire event at the Museum in the future. As a result, for 2011 the flea market will be held on the

lower level of the Museum next to our bus display. We will have a large area, which will easily accommodate up to 50 vendor tables and we'll be in air conditioned comfort. The Museum has restroom facilities on two floors and we'll be able to dispense food either inside in the canteen area or outside by the front entrance in a special tent which the Museum maintains for large events. Our vendors will also have additional floor traffic from the general public visiting the Museum on a typical June day (an average of 230 visitors).

All in all, the 2010 Fling was fun and rewarding for us (recall, it is one of our two "fund raisers") Thanks, again, to all who participated and supported it.

This annual event has been one of the few "bus oriented" shows and flea markets and has been very popular. The Museum of Bus Transportation has been proud to host it in its constant effort to highlight the motorbus industry.

Membership information is available by calling 717-566-7100 X 119 or www.busmuseum.org



The PBA Endorsed Workers' Compensation Program

PBA has teamed up with Sackett Cook and The PMA Insurance Group to bring you a cost-effective way to manage your insurance costs. With the insurance marketplace fluctuations, the program offers you a level of security and a consistently competitive program.

Program Benefits for you:

- Fully insured competitive insurance product with a dividend potential.
- Workers' compensation insurance provided by PMA, one of the leading workers' compensation insurance experts in the US--in business for over 90 years with seven offices in Pennsylvania.
- Access to PMA risk control services that are typically reserved for larger accounts and proactive claims services.
- Risk control service tailored for association members.
- Access to one of the largest directly-contracted Workers' Compensation Medical Networks in the US.
- Access to comprehensive Managed Care including Medical Bill Review, Pharmacy Benefit Program, Out of Network Service.

For details contact: Ben Cook at Sackett Cook & Associates/TIB, 800-858-2877 or bcook@tibinsurance.com.

Program is open to all PMA contracted agents.



PBA Membership Renewals

PBA is very grateful for the support of our travel supplier and associate members through their dues renewal efforts and participation at PBA's main events. We encourage our motorcoach members to utilize these great organizations in their business ventures.

April Renewals

Arcola Bus Sales - North American Caio
Genetti Hotel & Suites Convention Center
Graceland and Elvis Presley's Heartbreak
Hotel
Hampton Convention & Visitors Bureau
Hudson River Cruises
Jamestown - Yorktown Foundation
Lake George Steamboat Company
Mid Atlantic Tours and Receptive Services
Newport News Tourism Development
Office
Ober Gatlinburg, Inc.
Oil Region Alliance of Business, Industry
& Tourism
Oneida County Tourism
Palmetto Tour & Travel
Shenandoah Caverns Family of Attractions
Theatre Direct & Broadway.com
Toby's - The Dinner Theatre of Columbia
and Baltimore
Tri-Cities Tennessee Travel Connection
WonderWorks Tennessee LLC
Zanesville-Muskingum County Convention
& Visitors Bureau

May Renewals

Byers' Choice, Ltd
Comfort Suites
Country Junction "World's Largest
General Store
Greater Williamsburg Chamber & Tourism
Alliance
Hershey's Chocolate World
National Constitution Center
New York City Ballet
Paradigm Technology Consulting, LLC
Pennsylvania Dutch Convention & Visitors
Bureau
Perfect Body Company
Quebec Casinos
Radisson Lackawanna Station Hotel
Scranton
Seralago Hotel & Suites Main Gate East
Statue Cruises
The Carolina Opry
The Inn at Pocono Manor

PBA Welcomes New Members April-June 2010

PBA proudly announces the following new members received recently.

ASSOCIATE MEMBERS

All Tickets, Inc.

2460 Lemoine Avenue, Suite 205
Fort Lee, NJ 07024
(201) 224-7400 www.allticketsinc.com
All Tickets has been specializing in group sales since 1980 and licensed in New York State as a Receptive Tour Agent. We are also fully insured and bonded. Whether your group is organizing a "Broadway Night Out", fundraiser, or spending a weekend in the Big Apple, our friendly experienced staff can customize your event and get you the lowest prices. We do it all, Hotels, Restaurants, Tours, Transportation. Just call us, and we will do the rest!

Distinctive Systems Inc.

928 Broadway, Suite 1000
New York, NY 10010
(646) 448-9981
www.distinctive-systems.com
Distinctive Systems is a software vendor specializing in products for the motorcoach and travel industries. Our products are coach manager, vehicle maintenance system and tour booking system. All of our products utilize the hottest Microsoft technologies and are therefore easy to use and very powerful applications.

TRAVEL SUPPLIER MEMBERS

Adams County Winery

251 Peach Tree Road
Orrtanna, PA 17353
(717) 334-4631
www.adamscountywinery.com
Gettysburg's oldest and funnest winery. Tours and tasting fully HC accessible. Motorcoach friendly. Concret parking pad. See the word's largest haging grapevine wreathe. Partnering with Hickory Bridge Restaurant.

Frank Lloyd Wright's House on Kentuckknob

PO Box 305
Chalk Hill, PA 15421
(724) 329-1901 www.kentuckknob.com
High atop a bluff overlooking the Youghiogheny River Gorge stands a Frank Lloyd Wright masterpiece, the House on Kentuckknob. The home is comprised of native sandstone, lidewater red cypress.

Mount Snow Resort

39 Mount Snow Road
West Dover, VT 05356
(802) 464-6680
www.mountsnow.com

Nestled in the southern Green Mountains, Mount Snow is your closet Vermont resort. All four seasons enjoy the southern Vermont scenery, the New England charm, the shopping, the festivals, and a relaxed friendly feel that's pure VT

Philadelphia Belle

PO Box 43799
Philadelphia, PA 19106
(888) 868-7764

www.philadelphiabelle.com

The majestic Philadelphia Belle is the ultimate Philadelphia experience offering scenic views of historical sites from the water. Choose from many cruises: a three course buffet lunch, grand brunch, elegant four course dinner or moonlight and sightseeing cruises all with menus representing a 'Taste of Philadelphia,' celebrating many local favorites.

Sleep Inn & Suites

631 Eisenhower Boulevard, Building A
Harrisburg, PA 17111
(717) 564-8888 www.sleepinn.com
Brand new hotel conveniently located near all Harrisburg and Hershey attractions. You may enjoy our free morning medley breakfast, relax in our indoor pool, workout in our modern fitness room, and enjoy a wonderful night in your beautiful room with 37" flat screen TV.

Turkey Hill Experience Center

2601 River Road
Conestoga, PA 17516-9630
(717) 872-5461 www.turkeyhill.com
Turkey Hill Experience – opening Spring 2011. 20,000 sq ft interactive visitor destination showcasing the art of making Turkey Hill Ice Cream and Teas. Enjoy a free sample at the end of your tour. Hours vary. Visit www.turkeyhillexperience.com for additional information.

222 NORTH 20TH STREET, PHILADELPHIA, PA 19103

www.fi.edu



"The exhibition is powerful."

-The New York Times

CLEOPATRA

· THE SEARCH FOR THE LAST QUEEN OF EGYPT ·

An exhibition from NATIONAL GEOGRAPHIC Supported by HILF FOUNDATION

UNRAVEL THE MYSTERY

NOW - JANUARY 2, 2011

DISCOUNTS FOR GROUPS! CALL 1-800-285-0684



Official Airline



Community Sponsor



Media Partners



IN THE MANDELL CENTER



THE FRANKLIN INSTITUTE

UNRAVEL THE MYSTERY

The world of Cleopatra, which has been lost to the sea and sand for nearly 2,000 years, surfaces in a new exhibition, *Cleopatra: The Search for the Last Queen of Egypt*, making its world premiere at **The Franklin Institute in Philadelphia.**

The exhibition features never before seen artifacts, and takes visitors inside the present-day search for Cleopatra, which extends from the sands of Egypt to the depths of the Bay of Aboukir near Alexandria. Produced by the same team that captivated Philadelphia and the nation with *King Tut in 2007*, *Cleopatra: The Search for the Last Queen of Egypt* includes remarkable treasures from her reign, many of which have been recovered from her

incredible royal palace, sunk in the Mediterranean. From the smallest gold pieces to colossal 15-foot tall statues, to the black granite statue of the queen pulled from the sea...her mystery unfolds at The Franklin Institute.

Experience the world of Cleopatra from an insider's view of two ongoing archeological explorations. See an impressive showing of materials recovered by Dr. Zahi Hawass, Egypt's pre-eminent archeologist and Secretary General of the Supreme Council of Antiquities, and others from dig sites near Alexandria, and important pieces retrieved by Franck Goddio, the French underwater archeologist whose careful research located Cleopatra's palace, as well as submerged cities

that once rimmed the Egyptian coast.

Give your group the royal treatment and plan your visit to **Cleopatra today! Unravel The Mystery June 5, 2010 - January 2, 2011** and remember – discounts are offered for groups of 15 or more. Just call 1.800.285.0684, Monday - Friday, 8:30AM to 5:00PM to reserve your tickets.

IFTA Compliance Tips for Motor Carriers

The International Fuel Tax Agreement (IFTA) audit procedures employed by the PA Department of Revenue when a motor carrier lacks proper mileage records or proof of fuel purchases almost guarantee a substantial assessment, even for a carrier with modest operations. While we have resolved many IFTA audit assessments by negotiated settlement after an appeal to the Commonwealth Court, a carrier willing to implement strict procedures can limit its tax exposure in the event of an IFTA audit by following the guidelines discussed below. Under IFTA, all mileage and fuel records must be maintained for a period of four years from the due date of the IFTA return, or the date the IFTA return was filed, whichever is later.

Documentation of Fuel Purchases

A motor carrier **must maintain proper receipts for all fuel placed into qualified motor vehicles.** If fuel receipts cannot be produced, credit for the tax paid on such fuel purchases will be disallowed at audit. Records should include fuel data on each individual vehicle and be recapitulated in monthly fleet summaries, with separate totals for each fuel type. Fuel receipts should contain the date of purchase, the name and address of the seller, the number of gallons (or liters converted to gallons) purchased, the type of fuel purchased, the price per gallon (or liter), the unit number of the vehicle into which the fuel was placed, and the purchaser's name.

The Department will accept an invoice, a credit card receipt or verifiable microfilm/microfiche.

In the case of bulk fuel facilities maintained by a carrier, detailed disbursement records should be maintained for each withdrawal, identifying the date, the number of gallons (or liters) withdrawn, the fuel type and the unit number of the vehicle into which the fuel was dispensed. Purchase records must also be maintained to verify that tax was paid on the fuel placed into the bulk fuel tank.

Leasing Arrangements

Carriers entering into lease agreements should carefully review the Department's rules regarding reporting requirements for leased vehicles. **All lease agreements should be in writing and should designate which party is responsible for reporting and paying the tax.** It should be noted, however, that the obligation to report and pay fuel taxes pursuant to short-term leases of 29 days or less can be imposed on the lessee only in limited circumstances.

Mileage Records

Mileage records should include distance data on each vehicle for each trip and be recapitulated in monthly fleet summaries. Acceptable source documents would include the date(s) of each trip, the origin and destination, the routes of travel, beginning and ending odometer readings,

total trip miles, distance by jurisdiction, and the vehicle unit number.

"Extra" IFTA Decals

Motor Fuel Tax Bulletin 2008-01 issued by the Department provides that "[decals that are purchased but unused during the registration year should be kept in the licensee's files for four years for auditing purposes." In the event of an IFTA audit, a company that disposes of unused IFTA decals will likely be assessed tax for each decal that is unaccounted for, with the tax computed by application of a 4.0 m.p.g. factor to the average miles traveled by the carrier's fleet during the relevant periods.

Disposition of Decaled Vehicles

Carriers should also be sure to notify the Department's Bureau of Motor Fuel Taxes when a vehicle to which IFTA decals have been affixed is sold, traded or otherwise disposed of, or passes from the carrier's control through lease or otherwise. Motor Fuel Tax Bulletin 2008-01 provides that tax liability will remain with the licensee until the Bureau receives proper notification of disposition or loss of control of the licensed vehicle.

The Pennsylvania Bus Association's legal counsel is the McNees law firm. They are pleased to submit this article from their Tax Law News July Newsletter.

PennDOT's Traveler Information System at www.511pa.com

From traffic conditions to carpooling information to route planning, there has never been a more convenient way to find travel information in a one - stop - shop format. 511 Pennsylvania is designed to provide users with real - time traffic information, transportation alternatives and links to tourism hotspots across the Commonwealth. Internet and phone service offering real - time traffic alerts, road conditions and other alerts are part of the integrated 511 Pennsylvania system.

Before 511, there were more than 300 different phone numbers across the

nation providing some sort of highway or public transportation - related information. Recognizing that travelers needed one number to call for travel information, regardless of where they were, the U.S. Department of Transportation petitioned the Federal Communications Commission on March 8, 1999, to designate a nationwide three - digit telephone number for traveler information and 511 was born.

With 511, travelers can find such information such as:

- Traffic conditions
- Live traffic camera feeds

- Highway construction updates
- Winter road conditions
- Weather conditions and alerts
- Transit information
- Carpool, vanpool and rideshare information

511 Pennsylvania will continually evolve, so look for other services in the future.

- Bus Wrap
- Design Creation
- Printing
- Installation
- Removal
- After Sales Services
(PSP Part Simplicity Program)

Turbo
IMAGES

Fleet Graphics
solutions provider



1.888.219.8872
esther@turbo-images.com
www.turbo-images.com

Proud Member of:



Scotchprint
Graphics



A HIGHWAY SECURITY PROGRAM

JOIN US - BECOME A FIRST OBSERVER

In late 2008 the Department of Homeland Security, awarded the HMS Company a \$15.5 million grant to provide program management, planning and support services for its Trucking Security Program (TSP). The program is operated under the name of "First Observer".

First Observer affords highway professionals the opportunity to **OBSERVE - ASSESS** - and - **REPORT** risks and potential security breaches. Our mission is to promote the security of our critical infrastructure through the sharing of information by industry participants who are trained and concerned - those who want to **MAKE A DIFFERENCE** for our country!

We want every commercial driver to Join us and become a **First Observer**. What does it mean to be a **First Observer**?

When you encounter suspicious activity on the roadway call **888-217-5902**. This number will connect you to the nation-wide, 24/7 **First Observer** call center.

Help us to Ensure the Security of America's Highways!!

Become a "First Observer"™ today

Call 888-217-5902 or

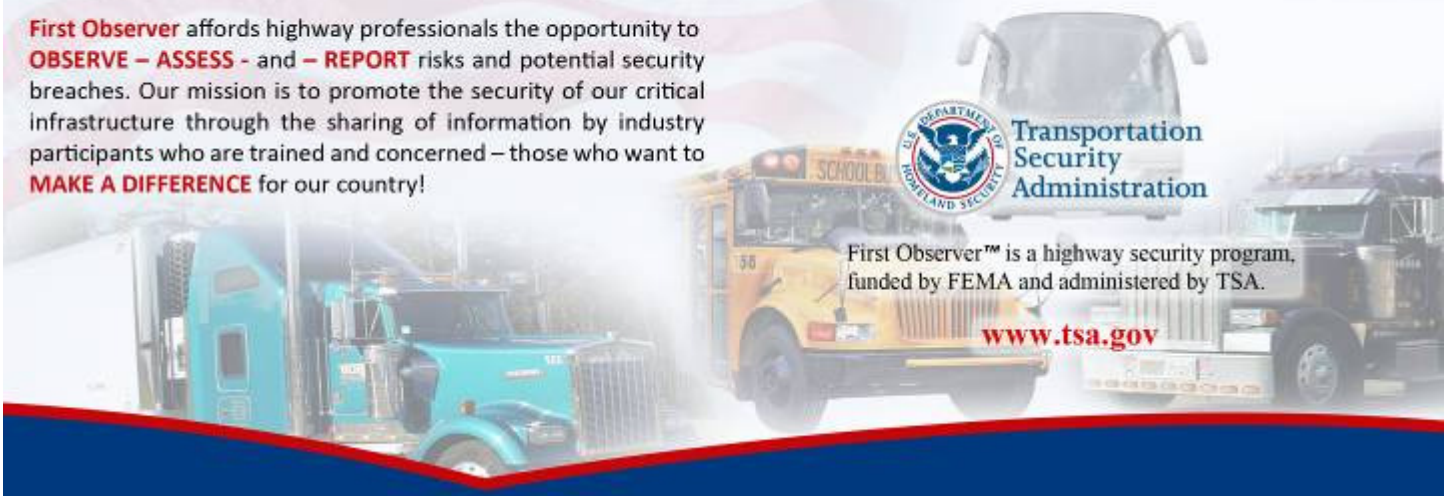
Visit our website www.FirstObserver.com



Transportation
Security
Administration

First Observer™ is a highway security program, funded by FEMA and administered by TSA.

www.tsa.gov



2011 Marketplace Familiarization and Sightseeing Tours to Showcase Pennsylvania, New Jersey and Delaware

Registration packets containing brochures describing pre-and-post ABA Marketplace 2011 FAMS (familiarization tours) and sightseeing tours were recently mailed to members of the American Bus Association.

The FAM brochure contains five tours (four pre-Marketplace and one Post-Marketplace tour) and four-hour night tours that showcase cities and counties throughout Pennsylvania, New Jersey, and Delaware.

- On the **Pennsylvania Pursuits – a Journey Across the State** tour, participants will be transported across Pennsylvania, beginning in Pittsburgh, then visit sites and attractions in the Laurel Highlands and the Hershey-Harrisburg area.
- The **Farms, Battlefields and Factories** tour will travel from the Amish farms of Lancaster County

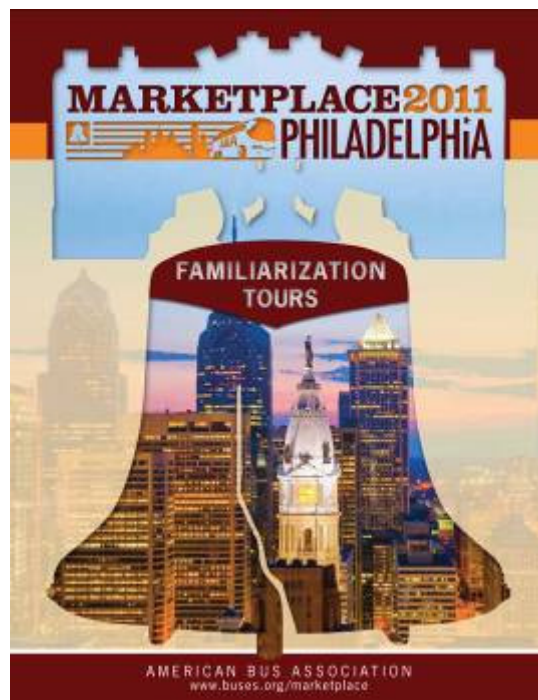
to the battlefields of Gettysburg, to York, the “Factory Capital of the World,” and the bucolic Brandywine Valley.

- Another tour will visit the north-eastern part of the state to visit **Six Counties in Less than 170 Miles** showcasing the Philadelphia’s Countryside, including Bucks County and Valley Forge and the Pocono Mountains.
- **A Shore Thing** includes everything from late night gambling and evening entertainment in Atlantic City to daytime shopping, winery tours, and a tour of Cape May.
- The fifth choice highlights sites and attractions in Delaware, **America’s First State** and includes shopping, NASCAR, historical attractions, a winery, and an air force base.

The sightseeing brochure features 12 unique tours showcasing the Philadelphia region’s attractions. The four-hour tours, which take place from noon to 4 p.m. on Saturday, January 8, are themed and include sports, history, culture, off-the-beaten path attractions, multicultural Philadelphia, shopping, museums, gardens, experiential tours and more.

The FAM and sightseeing brochures (including registration forms) can be viewed and downloaded at www.buses.org.

Stay tuned for more ABA 2011 Marketplace updates in upcoming issues of the PBA Newsletter.



To learn more about the sightseeing tours and FAM tours that will be offered at ABA’s marketplace this January, go to ABA’s website at www.buses.org and view these two brochures.

Plan now to register for one or more of these tours.



2011 Annual Meeting



June 14 - 17, 2011

Meet Co-Chairs **John Bailey, Bailey Coach** (left in sun glasses) and **Sue Nicklin, Anderson Coach & Travel**, right. Mark your calendars because Niagara Falls, NY is waiting for your arrival. Interested in being on the planning team? Contact Elaine Farrell at efarrell@pabus.org.



REMINDER MC 150 Forms

All motor carriers operating commercial motor vehicles in interstate commerce are required to file a Motor Carrier Identification Report, Form MCS-150 **every 2 years**. Go to the web-site www.fmcsa.dot.gov to check the status of your company's filing.

Court Sets Schedule For Murray Amendment Appeal

(ABA Press Release July 14, 2010)

ABA and UMA have successfully challenged the "Murray Amendment," which exempted King County, Washington Metro from enforcement of the charter rules by the FTA. A federal court judge in Washington, D.C. has ruled that the Murray Amendment is unconstitutional. That decision is now on appeal to the U.S. Court of Appeals for the D.C. Circuit. Yesterday the court of appeals set out a schedule for filing briefs in the case. Once briefing is completed, the court will hold an oral argument before a panel of three judges. ABA expects that the court will issue a final decision in the appeal sometime in late September.

Meanwhile, the court of appeals has issued a "stay" of the lower court's decision. That means that the FTA may not enforce the charter rule against King County Metro while the appeal is under consideration. On July 16 ABA filed a complaint with the FTA over charter service provided by KCM; now that complaint will not be processed until the appeals court issues a final decision.

PENNSYLVANIA BUS ASSOCIATION
4405 North Front Street
Harrisburg, PA 17110-1709

AUGUST 2010 Bus Digest