



2024 ANNUAL CONVENTION

June 2-5, 2024

Host Hotel: Holiday Inn, Johnson City, TN

TENTATIVE SCHEDULE OF EVENTS

SUNDAY, June 2

- 1:00 pm Registration Opens
Clement Room/Ball Room Foyer
- 3:00 pm – 5:00 pm TMCA Board of Directors Meeting
101 W Lounge
- 3:00 pm – 5:00 pm Vendor Set Up – All Associate members registered for a table.
Taylor Ballroom
- 5:00 pm – 6:30 pm Mix and Mingle with Suppliers **Sponsorship Available**
Taylor Ballroom
This is the perfect opportunity to showcase your company. Come and join us for networking, appetizers, and libations all in an informal setting. The group will receive a warm welcome from Johnson City's Mayor, Dr. Todd Fowler
- 6:45 – 8:30 Dinner
Sponsored by: Visit Johnson City 
- 8:30 pm Networking Social
Hotel Bar

MONDAY, June 3

- Breakfast on your own
Registration available at Winged Deer Park
- 7:30 am – 11:30 am Driving Competition at Winged Deer Park, 4137 Bristol Hwy, Johnson City
 
- 11:30 am – 12:30 pm Driving Competition Awards & Pig Pickin Lunch at Winged Deer Park
Sponsorship Available
- 1:00 pm Depart from Holiday Inn
- 1:20 – 3:30 Bristol Motor Speedway Visit 
- 3:30 Depart
- 4:00 Jonesborough tours
- 6:30 pm – 8:00 pm Dinner at International Storytelling Center
Sponsored by Jonesborough CVB 
- 8:00 pm Depart to hotel
Open time

ALL TIMES ARE TENTATIVE BASED ON AVAILABILITY & WEATHER

TUESDAY, June 4

7:00 am

Clement Room/Ballroom Foyer

Pace car viewing

Registration Open

7:30 am – 8:30 am

Taylor Ballroom

Breakfast with the Suppliers

Operators opportunity to visit valued vendor partners!



8:45 am – 10:00 am

Taylor Ballroom

Marketplace I

Marketplace offers the opportunity for one-on-one interaction between associate attendees (sellers) and operator/tour company representatives (buyers). Operator/Tour Representatives will be seated at the tables and Associate Representatives will visit each table for 5-minutes.

Timekeeper – Vera Ann Myers

10:00 am

Coffee Break



10:15 am – 11:15 am

Taylor Ballroom

Motorcoach OEM Presentations

Motorcoach manufacturer representatives will have 10 minutes to provide attendees with updates on the company's products and services. Competing companies will not be in the meeting room at the same time. Tour & Travel Partners are encouraged to attend this event to gain insight into this end of the business and rub shoulders with the operators.

11:30 am – 12:30 pm

Taylor Ballroom

Educational Session – Owner/Operator

Tire Construction and Best Practices



Presenter: Brady Evans, Bridgestone

11:30 am – 12:30 pm

101 West

Education Session – Tour & Travel

Emerging Trends In Tour & Travel and the Value of Networking

Presenter: Michael Vescio, Discover DeKalb



12:45 pm – 1:45 pm

Taylor Ballroom

Lunch & Motorcoach Mania

Sponsorship Available

1:45 pm – 2:45 pm

Taylor Ballroom

Educational Session - Owner Operator

Nashville Regulations and TN DOT Updates

Presenter: Stephanie Mann, Division Administrator, FMCSA

1:45 pm – 2:45 pm

101 West

Educational Session - Tour & Travel Partners

On The Run & Having Fun

A panel discussion on emerging trends in tour & travel





Moderators:

Melinda Hughey, RH Factor




Sharon Cole, Sharin' The South Tours



3:00 pm	Board Coach for off-site activities. <i>Coach returns to hotel after dinner.</i>
3:30 pm – 5:30 pm	Birthplace of Country Music 
5:30 pm	Depart for Greeneville
6:30 pm – 8:00 pm	Dinner at General Morgan Inn    Myers Farm
8:00 pm	Return to Hotel *Pace car viewing*

WEDNESDAY, June 5

8:00 am – 9:30 am Taylor Ballroom	Breakfast & Industry Updates from ABA & UMA Sponsorship Available
9:45 am – 10:30 am Taylor Ballroom	Educational Session - Owner/Operators TSA Risk-Based Program Designed to identify security vulnerabilities within the highway transportation network and offers options for reducing threats. In this session participants will get an overview of opportunities available for their organizations including Improvised Explosive Devices (IED's). <i>Presenter(s): TSA Speakers TBD</i>
9:45 am – 10:30 am 101 West	Educational Session – Tour & Travel Partners What Is Customer Service, and What Makes It Excellent? Understanding the need for good customer service should be instinctive but unfortunately that's not always the case. These sessions take aways will be some basic key components to assist you and your team in achieving this goal. <i>Presenter: Mark L Szyperski, On Your Mark Transportation</i> 
10:30 am	Coffee Break BIRMINGHAM
10:45 am – 12:00 pm	Marketplace II - Continued
12:00 pm – 1:00 pm Taylor Ballroom	Awards Luncheon & Annual Business Meeting Sponsorship Available All attendees welcome. TMCA Board Election and Awards.

-CONVENTION CONCLUDES-