



2021 VMA-MCASC-NCMA Regional Meeting

August 8-11 Harrisonburg, Virginia



CITY OF HARRISONBURG

TOURISM

212 SOUTH MAIN STREET, HARRISONBURG, VA 22801

OFFICE (540) 432-8935

Greetings!

As Tourism Manager for the City of Harrisonburg, Virginia, and a member of the Virginia Motorcoach Association it is my pleasure to welcome the Motorcoach Association of South Carolina, the North Carolina Motorcoach Association and my fellow Virginia Motorcoach Association members to the Friendly City for the 2021 Regional Meeting.

This meeting brings together three organizations with a common purpose. Despite all the restrictions put in place due to COVID we all come together with the belief that the way ahead will be brighter and better. This meeting gives us the opportunity to support one another, network and grow the motorcoach industry. I hope you will also explore the area while you are here.

Harrisonburg is a dynamic, vibrant, and diverse city where over 40 languages are spoken. It is a City which has long been a welcoming stop for visitors including buses traveling through the Shenandoah Valley, with over 2,000 hotel rooms, more than 250 restaurants, and ample shopping opportunities and entertainment options. Conveniently located off Interstate 81, Harrisonburg, is home to James Madison University and Eastern Mennonite University as well as numerous large companies and is well known as a great place to visit, live, work and retire.

While you are here, I invite you to enjoy all that our city has to offer, and I encourage you to take time to enjoy our amazing restaurants, craft breweries, artisan shops, entertainment venues, museums and historic Downtown Harrisonburg, an award-winning Main Street community. I offer my best wishes for a wonderful convention, continued success, and a memorable visit to Harrisonburg.

Sincerely,

Jennifer Bell

Hotel Reservations



M
HOTEL
MADISON

710 S. Main Street
Harrisonburg, VA 22801

Call **(540) 564 0200** to make reservations.

**State meeting name and group code:
Associate Group**

Be sure to reserve a room by **July 7** to receive the group rate of **\$119** per night + tax.

Airport Information

Shenandoah Valley Regional Airport (SHD)
77 Aviation Circle, Weyers Cave, VA 24486
540-234-8304

The airport is 12 miles from Harrisonburg, or a 15-minute drive.

Hotel Madison may have reinstated airport shuttle by August. Please call the hotel to verify this when making your airline reservations.

Hotel Madison: 540-564-0200

United Express Jet Service

Shenandoah Valley customers have access to United's global network of flights through two major hubs – Washington-Dulles International Airport (IAD) and Chicago O'Hare International Airport (ORD). Both routes are operated by SkyWest Airlines utilizing a 50-seat Canadair Regional Jet. With just one stop, passengers have access to hundreds of domestic and international destinations. SkyWest is well known for being a trusted carrier in the regional airline business providing more than 31 million passengers each year with exceptional air service.

REGIONAL MEETING MARKET PLACE: SOMETHING NEW!

In an attempt to respond to member feedback, market place will be different in 2021! The market place you have experienced in the past will be modified to encourage more operator participation. Many operators choose not to participate in the traditional "booth." To accommodate those operators, pods will be used. The pods will be shared by two or more noncompeting operators for associates to visit for a more informal, casual sharing of information. The traditional booths will be set up as they have been in the past for more private conversation.

Appointment scheduling will be different. All participating operators will be assigned a numbered booth or shared pod. Associates will have a corresponding number to begin their appointments. After each five-minute appointment, associates will move to the next number in sequence until they have visited each booth or pod. There are two market place sessions, which should give all associates sufficient time to visit all participating operators. Appointment schedules will not be provided in advance as has been done in the past. A list of all operators and associates registered will be sent in advance. You are encouraged to make contact with those listed, especially if you are specifically interested in meeting and sharing information.

Display Booths

The VMA-MCASC-NCMA regional meeting and market place will offer booth space for those associates who wish to bring a display. The displays will be placed convenient to the market place and other meeting events. There is a dedicated time on Wednesday, August 11 from 8:30am - 9:30am.

It is estimated that as many as 15 display booths, space permitting, will be available. They will be reserved on a first-come, first-served basis. If interested, select the display booth option on the registration form and necessary paperwork will be emailed to you. Display booths present an excellent opportunity for a prize drawing to promote your product as well. You will be responsible for the drawing and delivery of your prize. If you have questions, please contact Julia at the VMA-MCASC-NCMA office, 800-376-1660 or email julia@motorcoachassociation.com. The registration discounts also apply to display booth cost.

Tentative Schedule of Events

Sunday, August 8

12:00 – 5:30 **Registration**
 1:15 – 2:45 **NCMA Board of Directors Meeting**
 3:00 – 4:30 **MCASC Board of Directors Meeting**
 3:00 – 4:30 **VMA Board of Directors Meeting**
 5:30 – 6:45 **Industry Update by ABA and UMA**
 7:00 **Early Bird Dinner at Hotel Madison**
 9:00 – 10:30 **Night life in Harrisonburg**
In lieu of hospitality at the hotel, be ready for a more interactive time of networking.

Monday, August 9

7:00 – 8:00 **Breakfast**
 8:00 – 5:00 **Registration**
 8:15 – 9:00 **Business Sessions: VMA, MCASC, and NCMA**
All operator members should attend their respective business session.
 9:15 – 10:45 **Coach Presentations**
 11:00 – 12:00 **Commercial Vehicle Safety Alliance Presentation**
 12:15–1:30 **Lunch**
Board Service Awards (VMA)
 1:45 – 2:45 **Department of Defense Registration Process for Military Transportation**
 1:45 – 2:45 **Human Trafficking (Buses on the Lookout)**
 3:00 – 4:15 **Business Strategy and Growth**
 2:00 – 5:30 **Associate Sessions**
 2:00 – 3:00 **Rising Star/New Member and First Timer Orientation**
 3:15 – 4:15 **The Big Picture: Discussion of timely and relevant topics**

4:30 – 5:30 **Associate/Operator Session**
How to Drive More Revenue Together
 6:30 **Board Coaches**
 7:00 – **Ice Breaker Dinner**
 10:00 – 12:00 **Hospitality after event**

Tuesday, August 10

7:30 – 8:30 **Breakfast**
Board Service Awards (MCASC and NCMA)
Award recipients will be notified in advance to ensure they are present to accept the awards.
 8:30 -11:30 **Registration**
 8:45 - 11:15 **Market Place I**
 11:30 **Board Coach for Golf Tournament**
Heritage Oaks Golf Course
(Rental clubs are available.)
 11:30 **Board Coaches for Tours**
(lunch is provided on all tours)
 6:30 **Reception hosted by 2022 Host**
 7:30 **Awards Dinner**
Hospitality will be a continuation of the dinner session.

Wednesday, August 11

7:30 – 8:30 **Breakfast**
 8:30 – 12:00 **Registration**
 8:30 – 9:30 **Display Booth Visitation**
 9:45 – 12:15 **Market Place II**
 12:30 – 1:30 **Lunch and Market Place Awards Presentation**

Note: The traditional Joint Board Meeting to review the meeting will be held by Zoom a few days after the Regional Meeting.

Registration Fee Discounts for 2021

Yes! VMA, MCASC, and NCMA recognize that budgets have been cut as a result of the COVID pandemic and want to help as much as possible to make the Regional Meeting affordable for those in an industry that has been hit so hard financially. Every member’s attendance is essential for the meeting to be successful for all. Associate members, representing every aspect of travel and tourism want Operators to attend—those with whom they hope to share information and build a relationship to produce revenue for all. Operators want Associates to attend to acquire information to share with their customers and to support their operations—vehicles, insurance, tires, and other coach products.

Through May 31, 30% discount per person to all associates who register in this period (\$612). June 1 through July 31, 20% discount per person to all associates who register in this period (\$700). After July 31, full registration fee of \$875.

The same discounts apply for a display table fee of \$250:
 With 1st discount: \$175; With 2nd discount: \$200



Harrisonburg's P.A.T.H. – Pledge Affirming Trusted Hospitality

Harrisonburg's Trusted Hospitality Pledge specifically outlines some of the precautions being taken in the community in response to the COVID-19 virus. These precautions include: mask wearing and distribution, accessible sanitizer station, social distancing signage etc.

Harrisonburg Path – Pledge Affirming Trusted Hospitality:

Your health and safety are important to you and they are important to us. Harrisonburg cares about our visitors as well as our residents and employees. Harrisonburg's participating businesses are expected to uphold the following standards and follow the PATHS:

- **Follow** industry standards and best practices.
- **Follow** social distancing policies, reduce touch points and person-to-person contact.
- **Follow** enhanced sanitation practices.
- **Prioritize** visitor health and safety, while realizing this may mean extra costs for the business.
- **Adhere** to state and local health and safety policies.
- **Train** staff thoroughly and post sanitation and social distancing reminders.
- **Have** all staff comply with federal, state and local health and safety policies and where possible exceed the required protections.
- **Stay** home if you are feeling unwell.

Harrisonburg wants you to have peace of mind when you travel here knowing that you will encounter trusted hospitality and community businesses committed to implementing safe practices and following safety guidelines. Come experience Harrisonburg, friendly by nature!