

Older drivers: Are they an insurance problem?

Motorcoach operators, struggling to cope with rising insurance rates in recent years, may be facing a new insurance quandary — senior drivers.

Operators employing a number of drivers over the age of 65 say they are being questioned by their insurers, with agents and sales people telling them to reduce the num-

ber of older drivers they have on their staffs or face the prospect of higher premiums or not having their policies renewed.

"I know the operators are being strong armed," insists Norm Littler, senior vice president for government and industry relations at the United Motorcoach Association.

"I've had more than one call

from operators who say their insurers are telling them to get rid of those drivers or they won't insure them."

If an insurance company or an operator were to follow through with such action, he contends, they probably would be violating federal laws against age discrimination, opening the door for operators to

sue insurance companies and drivers to sue their employers.

Littler warns the situation with older drivers is likely to worsen because the average age of motorcoach drivers is about 50 and on the rise. "We have a number of drivers in our industry who are in their 60s and 70s," he notes.

Insurance companies deny they

are pressuring companies to get rid of older drivers or risk losing their insurance.

National Interstate Insurance, which handles a large volume of coach industry coverage, says if its agents are asking operators questions about the age of their drivers it's because they are looking for

CONTINUED ON PAGE 10 ►

Detroit Diesel upgrades early EGR engines

DETROIT — Detroit Diesel Corp. has launched a program to voluntarily upgrade 30,000 Series 60 cooled-EGR engines that it built to comply with federal emission standards that went into effect in October 2002.

Approximately 2,300 of the early EGR engines went into over-the-road motorcoaches, a company executive told *Bus & Motorcoach News*.

Rainer Schmueckle, chief executive of Detroit Diesel's parent company, Freightliner LLC, revealed the upgrade program in an interview with a trucking publication late last month.

Schmueckle told *Transport Topics* that Detroit Diesel will spend about \$30 million replacing the exhaust coolers and plumbing on the earliest Series 60 engines that are equipped with exhaust gas recirculation systems.

That means the upgrades work



Components of the exhaust gas recirculation system on a Detroit Diesel Series 60 system are highlighted in blue. The EGR cooler is the rectangle-shaped bottle at the lower center. Hot exhaust gases flow into the cooler through the short pipe tucked behind the cooler, while cooled gases flow to the intake manifold through the long pipe running up and over the engine.

out to roughly \$1,000 per engine. Detroit Diesel is carrying most of the cost, although it is reportedly

working with its EGR supplier, the Garrett Engine Boosting Systems

CONTINUED ON PAGE 6 ►

Congressman accuses FTA of ignoring charter service issue

By Tania Anderson

WASHINGTON — A Republican congressman has accused the Federal Transit Administration of turning a blind eye to the problem of public transit agencies competing unfairly with private bus companies.

Rep. Doug Ose of California, who chairs the House Subcommittee on Energy Policy, Natural Resources and Regulatory Affairs, also told FTA Administrator Jennifer Dorn that her agency was doing a lousy job of enforcing its rules when maverick transit agencies break them.

"I'm not convinced you're taking this seriously," Ose told Ms. Dorn, who had an entourage of FTA officials with her at a Sept. 30

congressional hearing. "I have yet to see a meaningful step by FTA in holding noncompliant agencies liable."

The hearing, which was chaired by Ose, offered a glimpse into an agency that clearly struggles to define its own rules for preventing public agencies from providing charter bus service that competes with private-sector companies.

The hearing also revealed the committee's commitment to holding the FTA accountable when it comes to charter rule enforcement. It was the second such hearing by the committee, the first coming in May (see June 1 issue of *Bus & Motorcoach News*).

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Congress fails to pass highway bill, extension OK'd

WASHINGTON — Congress' months-long struggle to pass a new six-year highway and mass transit bill came a cropper during the days before the two houses adjourned for the fall elections.

Unable to agree on a new bill, Congress sent President Bush an eight-month extension of the law it

passed seven years ago. It was the sixth extension adopted by Congress since the Transportation Equity Act for the 21st Century expired a year ago.

The latest extension means the nation's highway, public transit and motor carrier safety programs will be funded and operational through

Memorial Day. However, Congress' failure to get a new law passed means:

- There won't be changes — good or bad — to the federal charter service rules for at least eight months.
- Funding for public transit agencies won't leap-frog as it typically does when Congress adopts

new pork-laden highway and public transportation legislation.

- States won't be rushing to convert interstates to toll roads.
- Still, Congress was able to make a few significant changes to the newest extension, adding language that:
 - Keeps the new hours-of-

service regulations for truckers in effect until Sept. 30, 2005, or until the Federal Motor Carrier Safety Administration completes a rule-making to comply with a July federal appeals court order, whichever comes first.

- Alters the current law for one

CONTINUED ON PAGE 12 ►

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Peter L. Picknelly Sr. dies while on vacation; headed Peter Pan Lines

SPRINGFIELD, Mass. — Peter L. Picknelly Sr., a legendary bus industry figure who became a successful real estate developer and a moving force in his hometown of Springfield, died Oct. 4 while vacationing in Portugal. He was 73.



Mr. Picknelly headed Peter Pan Bus Lines for 40 years, building it into one of the industry's leading companies through his hands-on management, business smarts and aggressive marketing.

Today, Peter Pan operates 400 buses, employs more than 1,500 individuals, and grosses upwards of \$100 million annually. The company calls itself the largest private bus company in the U.S.

Mr. Picknelly died of an apparent stroke while getting ready for a sightseeing tour. He was traveling with his wife, Judith, and longtime friend, Robert Santaniello, an attorney in Springfield.

In a joint statement, Mr. Picknelly's three children mourned their father's death. "Our father's great passions in life were his business, his family and his love for the city of Springfield where he was born and raised.... He loved his work, his family and projects that led to the betterment of Springfield. We feel a profound sense of loss and ask for your prayers."

The American Bus Association, in a notice sent to its members, called Mr. Picknelly "a bus industry innovator for more than 40 years." Mr. Picknelly was a long-time member of the ABA board and past chairman of its Marketplace event.

Mr. Picknelly was three years old in 1933 when his father bought a limousine service called Yellow Cab Air Line for \$4,500. When he was 18, Mr. Picknelly went to work for the family bus company, renamed Peter Pan Bus Lines by his father.

After his father died in 1964, Mr. Picknelly became president of the company. During the next 35 years, he grew Peter Pan into a regional transportation icon, and diversified the family business and his personal interests in a dozen directions.

Over the years, Mr. Picknelly was an owner and manager of more than a half-dozen bus companies, including operations in Washington, D.C., West Palm Beach, Fla., and Puerto Rico.

Other industry-related businesses headed by Mr. Picknelly include Coach Builders, a leading bus

rebuilding and refurbishing shop, and Eastern Leasing Co., a finance and bus leasing company.

For more than a decade, Mr. Picknelly was president of Springfield Transit Management, which operated the public transit service in Springfield. He was particularly proud of having helped negotiate a number of contracts with union employees of the transit system.

In 1993, Mr. Picknelly's interest turned to real estate. He was the successful bidder for a major office-hotel complex in downtown Springfield called Monarch Place, which includes the Sheraton Springfield. After that deal, he made a handful of other real estate acquisitions or initiated significant projects in Springfield and Holyoke, Mass.

In the late 1990s, Mr. Picknelly and Peter Pan began operating what they called a "riverbus" service, providing tours of the Connecticut River in Springfield. The tour has become one of the area's major attractions.

A major highlight of Mr. Picknelly's professional life came late in his career. Although he was no longer active in day-to-day management of Peter Pan, he was very much involved in Peter Pan's \$40 million purchase of five subsidiaries of Coach USA in June of last year. The acquisition more than doubled the size of Peter Pan.

Mr. Picknelly's civic involvement in Springfield reached throughout the community. He also received a number of honors, including being named Transportation Person of the Year by the New England Passenger Transportation Association. Earlier this year, he was named one of the Top 50 Who Influenced Public Transportation (during the past 100 years) by Metro magazine.

In addition to his widow, Mr. Picknelly is survived by his sons, Peter A. and Paul C., and his daughter, Mary Jean.

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THE DOCKET

New Illinois tolls to hike bus rates

CHICAGO — Rates on Illinois toll roads for midsize buses will triple and those for large motorcoaches will more than double on Jan. 1.

The increases, adopted by the Illinois State Toll Highway Authority on the last day of September, will help pay for a \$5.3 billion plan to upgrade the state's toll roads during the next decade.

Currently, 40- and 45-foot, three-axle coaches pay 75 cents to \$1 at most Illinois toll plazas. That rate jumps to \$2.25, or 18 cents a mile, on Jan. 1.

The typical toll for two-axle coaches goes to \$1.50, from the current 50 cents at most toll plazas. On a per-mile basis, the new rate for small buses is 12 cents.

The rate for three-axle coaches

drops to \$1.75 if a bus uses Illinois' toll roads between 10 p.m. and 6 a.m., or adopts the I-Pass system. For two-axle coaches, the overnight/I-Pass rate is \$1.

Rates for auto drivers who pay cash doubles to 80 cents from 40 cents, while motorists with an I-Pass will continue to pay 40 cents.

Rates for over-the-road tractor-trailers with five or more axles jump to \$4 at the typical toll plaza on Jan. 1, from the current \$1.25-\$1.50. The I-Pass and overnight rate for big trucks will be \$3.

Illinois plans to rebuild much of the state's 274 miles of tollway pavement, widening 117 miles, and converting 116 miles to open-road tolling, using the electronic I-Pass system for collections.

House opposes foreign bus, truck exemptions

WASHINGTON — The seemingly never-ending battle to keep Mexican buses and trucks off U.S. highways has taken another twist with the House of Representatives voting overwhelmingly against a Bush administration plan to grant a temporary waiver for Mexican and Canadian buses and trucks to meet U.S. safety standards.

The 339-70 vote came late last month on an amendment to the \$90 billion appropriations bill to fund the Transportation and Treasury departments for fiscal 2005.

Introduced by U.S. Rep. John Olver, D-Mass., the amendment opposes the two-year safety exemption proposed by the Department of Transportation.

After adopting Olver's amendment, the House then voted 397-12 to pass the combined appropriations bill.

President Bush has threatened to veto any bill containing Olver's amendment or a second amendment the House passed the same day, which would prevent enforcement of federal laws that keep American students from studying in Cuba.

In a statement, Olver said foreign trucks should have to meet federal safety standards just as foreign cars do. "Why would we create this huge loophole for trucks, which weigh thousands of pounds more and are much more dangerous than cars?" he asked.

Olver's amendment was supported by the Teamster's Union, the (truck) Owner-Operator Independent Drivers Association, and several safety and labor organizations.

Feds file suit against trucker after driver fainting episode

MILWAUKEE — The U.S. Equal Employment Opportunity Commission has filed suit against Schneider National Inc., one of the nation's largest trucking companies, accusing the carrier of disability discrimination in firing a driver last year.

The federal suit claims Schneider violated the Americans with Disabilities Act when it fired a driver after a medical leave following a fainting episode.

The commission said in court documents that the driver has

Transits seek charter firms

The following public transit providers have informed the United Motorcoach Association of their intent to provide charter bus service unless willing and able private operators step forward to offer their services, or to bid on contract opportunities.

UMA urges appropriate operators to take the time to respond to these notices:

Jefferson City, Mo. Deadline: Oct. 13, 2004. Write to: Richard Turner, Transit Division Director, Jefferson City Community Development, Transit Division, 820 E. Miller St., Jefferson City, MO 65101. Phone: (573) 634-6479 Ext. 3.

Port Angeles, Wash. Deadline: Oct. 15, 2004. Write to: Daniel A. Di Giulio, General Manager, Clallam Transit System, 830 W. Lauridsen Blvd., Port Angeles, WA 98363. Phone: (360) 452-1315.

Towanda, Pa. and surrounding counties. Deadline: Oct. 15, 2004. Write to: Karen Graber, General Manager, Endless Mountains Transportation Authority, One Progress Plaza, Suite 5, Towanda, PA 18848. Phone: (570) 265-4057.

Port Gibson and Claiborne County, Miss. Deadline: Oct. 26, 2004. Write to: Hugh Johnson, Director, Claiborne County Human Resource Agency, P.O. Box 719, Port Gibson, MS 39150. Phone: (601) 437-3063.

never been diagnosed with any disease, only fainted once, and received medical clearance to continue driving.

EEOC said it filed suit after attempting to settle with the company.

Tom Vandenberg, Schneider corporate counsel, was quoted by one newspaper as saying he believed the company was in "total compliance" with the Americans with Disabilities Act, and that the company's "obligation to public safety is paramount."

FMCSA tells Nevada it can't regulate coaches; state ignored U.S. laws

WASHINGTON — In straightforward and unambiguous language, the chief counsel of the Federal Motor Carrier Safety Administration has told the state of Nevada it can't regulate charter bus companies having federal operating authority.

Nevada statutes and administrative codes contain a handful of provisions requiring operators to have a state certificate of public convenience and necessity, and the laws give the Nevada Transportation Services Authority the power to grant certificates if it finds the applicants are financially and operationally fit, and issuing the certificates will not unreasonably or adversely affect other carriers.

Such provisions run counter to federal law, says the FMCSA.

In a letter sent last month to the Nevada Legislative Counsel Bureau, the chief counsel of the FMCSA, Brigham McCown, wrote that Nevada's requirements appear to be in conflict with federal statutes prohibiting states, cities and counties from enacting or enforcing laws that regulate interstate or intrastate carriers operating on an interstate route or any carriers subject to FMCSA licensing jurisdiction. In other words, states can't regulate operators having a DOT number.

The federal prohibition against state regulations extends to any rules governing rates for charter bus service and the authority to provide such service.

"While some of the information requested of intrastate charter service operators in the application for a certificate under Nevada Administrative Code 706.1377 is related to safety and insurance, much of this information is unrelated," wrote McCown. "It seems clear that the requirements for a certificate of public convenience or necessity for common motor carriers under (Nevada law) as applied to charter bus service is inconsistent with (federal statutes)."

In his letter, McCown threw Nevada bureaucrats one bone, however. He said the state could

require operators to file rates and rate changes. But, the state can't regulate the rates operators charge.

Nevada operators have been fighting with the state Transportation Services Authority for years over its efforts to regulate charter buses. The authority apparently decided years ago to ignore provisions in the U.S. Transportation Equity Act for the 21st Century (TEA 21), adopted in 1998, that prohibit states from regulating charter bus operators subject to FMCSA licensing jurisdiction.

"Some folks just don't get it," noted one Washington-based lobbyist who has been following the situation in Nevada.

During much of last year, there was talk among Nevada operators of filing a federal lawsuit challenging the Transportation Service Authority's oversight and control of charter bus operators.

At least one operator did go after the TSA. A subsidiary of Coach USA filed an administrative complaint with the TSA, asserting the authority was preempted by federal law from regulating charter services provided by K-T Contract Services, a subsidiary of Coach USA.

Bob Fairman, who owns No Stress Express, a shuttle and charter bus service operating in the Reno-Carson City-Lake Tahoe area, has been leading the fight against the Nevada TSA through an organization called the Nevada Transportation Coalition. The coalition includes bus, shuttle, tow car, taxicab and limousine operators.

The TSA was scheduled to conduct a workshop Oct. 7, to discuss and obtain public comment on its authority to regulate the charter bus industry.

Just over a year ago, the TSA stunned the industry when it announced it would no longer perform CVSA inspections. Now, operators perform their own; call the Nevada Department of Transportation and ask them to come in and perform inspections, or stop at a Nevada Highway Patrol check point.

Jury awards \$71 million in Texas crash, owner liable

DALLAS — An appeal is expected of a \$71 million verdict against a Dallas operator whose coach crashed into a concrete pillar more than two years ago, killing five and injuring 17 teenagers.

A Dallas County jury found last month that Discovery Tours of Texas and its owner, Eric Rockmore, liable for the June 24, 2002, crash near Terrell, Texas.

The jury of five men and seven women awarded \$36 million to the family of a 15-year-old boy who was severely brain damaged in the crash; nearly \$18 million to a 16-year-old girl who faces years of hip-replacement surgery; \$13 million to a girl who lost a leg and was brain damaged, and the remaining \$4 million to 14 other teens who were injured.

The bus was carrying a youth group from Metro Church in Garland, Texas, to a church camp in Louisiana when it hit a concrete abutment on Interstate 20. The crash largely disintegrated the bus, killing four children and the driver, Ernest Carter.

Tests later showed that Mr. Carter was under the influence of cocaine and Valium at the time of the crash. Telephone records indicated Mr. Carter did not get the amount of rest hours-of-service rules require prior to getting behind the wheel.

At issue at the trial was whether Rockmore knew before the trip that Mr. Carter was fatigued because he had just returned from a charter trip to Florida for a different company.

Evidence at the trial indicated Rockmore hired Mr. Carter at the last minute even through the 51-year-old driver had no sleep the night before, had not undergone drug testing before taking the job, and had an altered medical certificate.

Survivors and their families claimed Rockmore negligently dispatched Mr. Carter. During his time on the witness stand, Rockmore was accused by one attorney of "not caring" about who he hired, failing to adequately check Mr. Carter's background and of falsifying documents after the crash. "Do you want to apologize to anyone in this courtroom for fabricating documents?" the attorney for the plaintiffs asked Rockmore.

The attorney for Rockmore brought in a herpetologist who testified that a snake may have spooked Mr. Carter, causing the wreck.

Dr. Jonathan Campbell from the University of Texas at Arlington was asked to support a theory

by Rockmore's attorney that a Texas rat snake found at the crash scene may have startled Mr. Carter. The attorney said the snake may have crawled aboard the coach.

Dr. Campbell testified that the snake theory was plausible because

the lot in east Dallas where the bus was parked the night before the wreck is bordered on two sides by a dense oak forest — prime habitat for rat snakes.

He also said the area around the wreck was unsuitable for

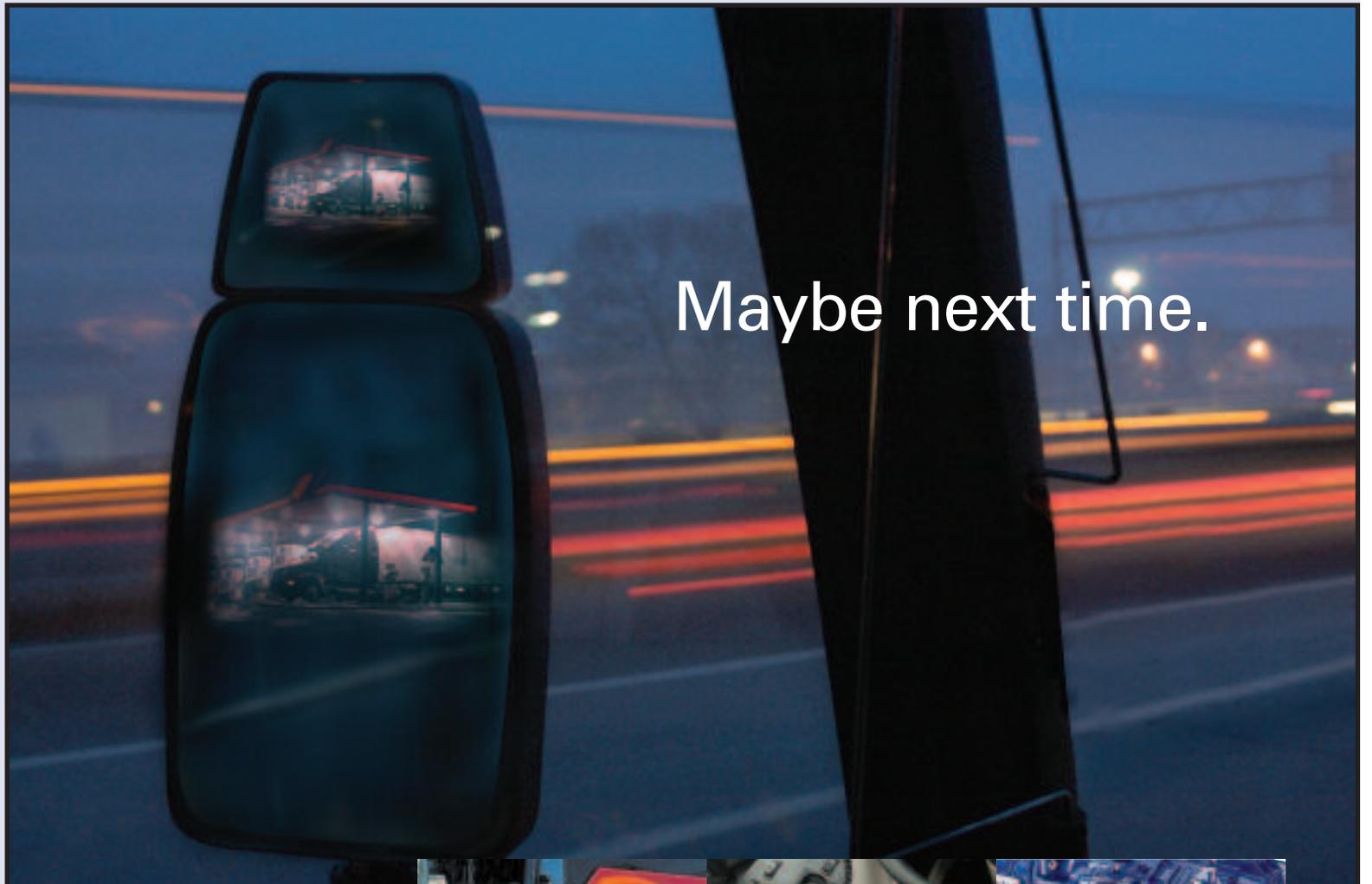
snakes because it was too open. He also noted that snakes dislike vibrations, which are common on highways and highway overpasses.

None of the survivors had seen a snake on the bus.

It is not at all clear how the

judgment will be collected. Rockmore's two-bus company was decimated by the crash and his insurance company, Republic Western Insurance of Phoenix, has insisted that its \$5 million policy was

CONTINUED ON PAGE 6 ▶



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THE DOCKET

EGR

CONTINUED FROM PAGE 1

division of Honeywell, to recover some of the cost.

EGR is the technology that Detroit Diesel and most other U.S. diesel engine makers adopted two years ago to meet tighter U.S. EPA pollution rules that went into effect in October 2002.

The EGR cooler that is being replaced lowers the temperature of the exhaust gas that is returned to the combustion chamber.

The fix is being made because leaks have shown up in EGR coolers or in the piping at what is called the "exhaust joint." The replacement cooler has a slightly different shape and the plumbing has improved fasteners to the cooler.

Detroit already has begun making repairs to vehicles when they come in for routine warranty work. The company plans to make the fixes even if the initial EGR engines are exhibiting no problems.

Few were surprised that early EGR engines developed problems. The engines were rushed into development and production with relatively little on-the-road or real-world testing.

2007 looms for engine makers

WASHINGTON — In just over two years, the nation's diesel engine makers must meet stricter federal environmental standards, requiring them to further reduce engine emissions.

In October 2002, the last time the engine builders had to meet tougher emissions rules, they rushed engines to market that met the standards but at a cost: reduced fuel economy, questions about reliability and higher price tags.

The engine companies, along with the government, appear determined to avoid that same bumpy road when the new engines begin dropping into over-the-road bus and truck engine compartments in 2007.

The engine builders say the new power plants will get plenty of early, on-the-road testing before they are released for general use.

The government says it is working with the engine companies and refiners to assure low-sulfur diesel fuel is readily available, enabling advanced emission-control technology in the new diesels.

No one is guaranteeing, however, that prices for both diesel fuel and engines won't leap frog once again.

Periodically between now and 2007, *Bus & Motorcoach News* will report milestones in the development and introduction of the 2007 reduced-emission engines and the 2006 reduced-sulfur diesel fuel.

Item: The U.S. Environmental Protection Agency announced at the end of last month that fuel refiners will be ready to supply cleaner diesel fuel.

Of the almost 3 million barrels of highway diesel produced daily in the U.S., 95 percent will meet

the new diesel sulfur standard of 15 parts per million in 2006, says the EPA.

The agency's analysis of more than 120 refineries showed that suppliers are positioned to comply with the standard and that the new fuel will be available nationwide.

Item: The EPA was forced to abandon its plans to develop what it called "clean corridors" in which fleets could buy ultra-low-sulfur fuel next year to test 2007 diesel engines under actual operating conditions.

"Based on our discussions with the stakeholders, there is general consensus there is no longer a need for EPA to facilitate a clean corridor stakeholder process," said Margo Oge, director of EPA's Office of Transportation and Air Quality.

CSS to handle operator audits

FAIRFAX, Va. — The Federal Motor Carrier Safety Administration has contracted with Consolidated Safety Services Inc. to perform safety audits of new bus and truck companies.

Consolidated Safety Services will perform what are called New Entrant Safety Audits under the \$2.6 million contract for the year that began Oct. 1.

Under a FMCSA rule that went into effect Jan. 1, 2003, all "new entrant motor carriers" are supposed to have completed a safety audit within 18 months of receiving a U.S. DOT number. The audit is designed to evaluate the adequacy of their safety management practices.

Consolidated Safety Services says it has been hired to supplement the efforts of state agencies to assure compliance with the rule.

Consolidated Safety Services has been performing transportation safety services, for the Department of Defense for 14 years.

Lawsuit

CONTINUED FROM PAGE 5

cancelled before the crash. There is currently a federal suit over whether the policy was in force.

However, lawyers noted that

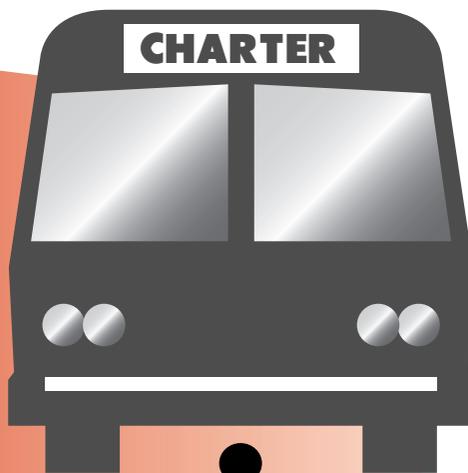
Republic Western paid \$5 million to other victims of the crash. That action provided the opening for the suit that resulted in the \$71 million award.

Each of the plaintiffs also has received settlements from other

parties in the case, including ABC Bus Companies, which leased the bus to Rockmore, and Green's Transportation, which had been hired by the church to transport the teen group but turned the contract over to Rockmore.

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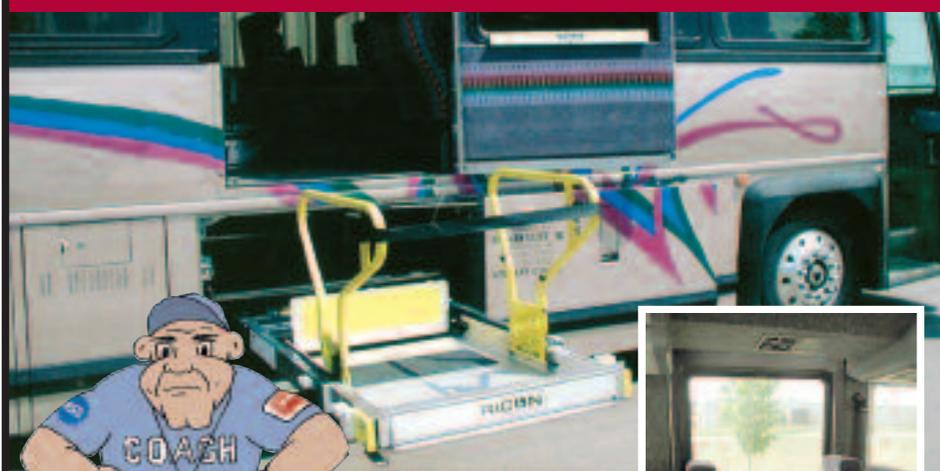
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OPINION

Low Priority

We have opined in this space before how grateful (and relieved) we are that federal security experts don't consider the over-the-road bus industry to be a very likely target of terrorists.

Since 9/11, the federal government has pumped at least \$11 billion into airline security, while less than \$20 million has been spent on the coach industry. Another \$9.9 million currently is in the pipeline for coach operators.

That means that for every \$1,100 spent on airline security, \$2 has made its way to the private bus industry.

That lopsided ratio may be a reflection of the relative security risk faced by airlines versus over-the-road buses — if the experts are correct.

Yet, there are those who continue to advocate for more federal security money for the coach industry.

Last month, members of the House Transportation and Infrastructure Committee introduced legislation that would make available billions of dollars in new security funding for public transit agencies, plus \$150 million in security grants for the over-the-road bus industry.

The bill is the third such piece of legislation to come down the pike in the past three years. And ordinarily its fate would seem uncertain at best. After all, it was introduced with less than a month left in the 108th Congress, including the expected post-election lame-duck session.

Plus, being at heart a money bill, its prospects of gaining much traction would seem doubly unlikely.

However, Congress is under a lot of pressure, stemming from the 9/11 Commission and its report, to

adopt broad-based security enhancement legislation. Implementing 9/11 Commission recommendations is viewed as "must-pass" legislation by many in Washington.

It is possible, and maybe even likely, that the combined public transit-intercity bus security bill will get rolled into an omnibus security bill and see congressional action.

The bill that was introduced by the House members contains a laundry list of improvements that federal security grants would help private operators install. These include:

- Constructing and modifying terminals, garages, facilities, or over-the-road buses to assure their security.
- Protecting or isolating the driver.
- Installing equipment, software or services to collect, store or exchange passenger and driver information.
- Training employees in recognizing and responding to security threats, evacuation procedures, passenger screening procedures, and baggage inspection.
- Installing cameras and video surveillance equipment on over-the-road buses and at terminals, garages, and over-the-road bus facilities.

"This bill provides the funding continuity that the industry needs to maintain and enhance its security," said ABA President Charles Zelle, president of Jefferson Lines in Minneapolis.

"There are approximately 4,000 private bus operators in the United States and to date only approximately 200 bus operators or trade associations have been able to receive any grant money," Zelle noted, adding "this bill would begin to redress this imbalance..."

Online fraud: Avoid these scams

Fraud has become widespread and insidious on the Internet.

And it's not only consumers who are at risk. "Businesses are a common target," says Auburn, Calif.-based security consultant Dennis Dalton.

Last year, more than 55 percent of the 300,000 fraud complaints received by the Federal Trade Commission were Web-related. Internet Fraud Watch, a Washington, D.C., organization that tracks online crime, reports that the average loss per instance rose from \$468 in 2002 to \$527 last year.

"Criminals are getting more aggressive and clever, and the virtual nature of online communications creates greater risk," says Dave Nielsen, founder of *Fight-IdentifyTheft.com*, a Web site that provides news, information and tips about online fraud and identity theft.

The faces of fraud

"Phishing" is Internet lingo for schemes in which scammers trick victims into volunteering personal data such as Social Security and bank account numbers.

But phishing isn't the only scheme being perpetrated by scammers. The list of online crimes is growing. Although identify theft and outright non-delivery of purchased goods receive the most attention, criminals also are turning to credit repair schemes, charity scams, cramming (unauthorized charges on a bill), slamming (changing your phone service without authorization), bogus invoices, and other techniques.

In some cases, crooks steal data, including credit card num-

bers, from a PC by hacking into it and installing software.

One of the most common ploys for stealing sensitive data is when a scammer sends an individual or business an authentic-looking e-mail message stating that the individual or business bank account or credit card will be blocked unless immediate action is taken.

When the recipient clicks on the link provided in the message, he or she lands at a phony Web site that collects account numbers, Social Security data and other sensitive information. "The thief can then use the business' name and reputation to commit crimes," says Dalton.

Another vexing problem is spyware, programs that install themselves on your computer without your knowledge, allowing the perpetrator to glean information directly from the PC, even with a secure browser connection.

Fraud protection

Combating Internet fraud requires a focus on key areas. Nielsen says that a recipient of an authentic-looking e-mail from a bank or the IRS never should click on it and respond. "[Financial institutions] do not send out requests for information via e-mail," he says.

If there's a need to check information online, it's essential to navigate directly to the Web site and conduct business there. Better yet, call the company and verify the request for information.

Avoiding scammers

Educate your employees about the threat of online fraud and

instruct them not to reply to suspicious-looking e-mails.

Install antivirus software on your company server and update it regularly.

Install a spyware detection program, such as Lavasoft's Ad-Aware or Spybot-Search& Destroy, and security patches, on each of your company's PCs.

Check your statements thoroughly and question any suspicious charges immediately.

View your business checking account activity in real time with online banking services.

Small businesses tips

Young Businesses

- Establish bank, credit card accounts and Internet service with large, reputable companies that you know.
- Don't respond to e-mail ads and spam from unknown companies.
- Get bids and business agreements signed in writing, not just electronic form.

Established Businesses

- Check all bills and invoices carefully, particularly bills for the Yellow Pages and business directories.
- Don't provide financial or account information to anyone who e-mails or calls.
- Educate employees about fraud.

Mature Businesses

- Steer clear of unknown charities or check an organization out before donating.
 - Ensure that only authorized employees have access to account information and core business data.
- Source: Wells Fargo Bank.*

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Expo's Maintenance Interchange is valuable resource

LAS VEGAS — One of the motorcoach industry's best resources for solving thorny maintenance problems will be available to attendees of Motorcoach Expo 2005.

The 7th annual Maintenance Interchange on Wednesday, Feb. 23, will give motorcoach owners, managers and maintenance personnel an invaluable opportunity to openly discuss critical maintenance issues.

Vendors, suppliers, manufacturers and sales personnel are excluded from Maintenance Interchange sessions, which remain exclusively operator-to-operator exchanges. The restricted format has proven highly effective in facilitating the problem-solving process.

The day-long interchange session is devoted to finding solutions for pressing maintenance problems. Prior to the interchange, participants submit particular issues they would like to see discussed. The topics are submitted through

the Expo Web site, www.motorcoachexpo.com, or by e-mailing to info@uma.org.

In the weeks leading up to the Expo, participants receive a complete list of the problems submitted for discussion, allowing the exchange to be as fruitful as possible.

Past participants have found the interchange to be extremely helpful in both improving the maintenance of their equipment and saving money.

"The technical discussions and solutions that are presented are specific to the products we are maintaining on a daily basis," said Dave Bolen of Virginia-based New World Tours. "I have found them to be useful in reducing the life-cycle cost of our fleet."

The year-after-year success of the interchange has made it a popular feature at Expo. In fact, Michael Costable, superintendent of maintenance at White Plains Bus Co., describes it as "the highlight of UMA's Expo.... To sit in a room for eight hours with men and

women from all over the country is truly priceless.... The knowledge that is gained and the friendships that are made make each interchange a pleasure to be a part of."

To take advantage of this

invaluable resource for your maintenance team, watch for registration forms in *Bus and Motorcoach News*, other publications, and in the mail.

Full registrants of Expo may

participate in the Maintenance Interchange at no additional charge.

Begin thinking now about your biggest maintenance problems, as well as solutions to problems you may be able to pass along to others.

'Bookstore Tourism' book pushes coach travel idea

HARRISBURG, Pa. — Larry Portzline, the writer and part-time college instructor, who pushes a motorcoach-based travel program called "bookstore tourism," has written a book on the concept.

Titled, *Bookstore Tourism: The Book Addict's Guide to Planning & Promoting Bookstore Road Trips for Bibliophiles & Other Bookshop Junkies*, the book became available earlier this month.

Portzline says his goal for the book is to promote and support independent bookstores by marketing them as a tourist destination and creating a new travel niche for booklovers. (See July 1 issue of *Bus & Motorcoach News*.)

His how-to book encourages book nuts to plan and conduct "bookstore road trips" with friends, organizations and even their communities' economic development agencies.

During the past year, Portzline has led more than a half-dozen, sold-out "bookstore adventures" on motorcoaches to New York City and Washington, D.C.

Destinations, the American Bus Association travel magazine, has called the bookstore tourism model "a tremendous market."

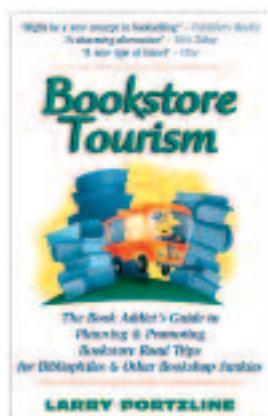
With independent bookstores fast becoming a thing of the past,

"loading booklovers onto a bus and taking them to towns with great bookshops is one way to reverse that trend," says Portzline.

Bookstore Tourism covers the basics of planning and promoting a bookstore road trip, including how to do the necessary research, arrange transportation, publicize the event, and the like. It includes tips, step-by-step suggestions, and advice based on Portzline's experiences leading his own trips.

Portzline says the book is available at independent bookstores. It's also listed in *Books in Print*, and is being distributed by Ingram, meaning it's available from the major chain bookstores and online booksellers. Portzline calls that "poetic justice."

For more information, go to www.BookstoreTourism.com.



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INDUSTRY NEWS

Insurance

CONTINUED FROM PAGE 1

information to help them evaluate how they deal with older drivers.

"I can understand where a motorcoach operator may think we are trying to charge more but that is not the case," said Alan Spachman, president of National Interstate. "We don't charge more for older drivers; it is either we take them or don't take them."

He said National Interstate expects carriers to pay closer attention to older drivers than younger operators, making sure they receive vigorous physical examinations to assure they are still capable of safely driving a coach.

"If they do that and the physicals are all satisfactory, then our company would insure them," said Spachman. "But if they don't do anything to address older drivers or if the physicals come back and say these people have higher risks or problems and should not be driving and the company lets them drive, we don't want that risk."

Spachman said the age issue is part of a much broader evaluation of each operator's management practices that includes such items as the average age of the company's

coaches, the average number of miles the coaches are driven, and the type of maintenance program the company has to keep its fleet in good running condition.

"If they don't have established maintenance practices, we don't look any further because we don't think that management is doing an acceptable job in maintaining their vehicles," Spachman said.

Lancer Insurance Co., the largest insurer of motorcoach operators, said it does not consider the age of drivers when preparing a quote. Instead, the company looks closely at the accident history of drivers and the amount of losses claimed by a carrier.

"Age is not something we really focus on," said Lancer Vice President Randy O'Neill. "The underwriting decision is always looking in the rear view mirror, what has happened in the past. A person's birth certificate has very little, if anything, to do with a premium quote."

He said Lancer does not have a position on carriers hiring older drivers, and he said he would be surprised if it questioned carriers regarding how many over-65 drivers they have on their staff, or if they have a maximum age at which

they would not hire someone. "The reality is that there are many drivers closer to age 65 than 25 and that is the business we operate in and we understand that," he said.

O'Neill said Lancer relies on government regulations that require motorcoach drivers to take and pass physical examinations every two years to retain their commercial license. "If they pass the physical requirements, then they are OK by us," he added.

David Brown, owner of Holiday Tours in Randleman, N.C., said that while he has not been threatened with reprisals because of the age of his drivers, his latest insurance renewal form did ask him the number of drivers he employed who were over the age of 65 and if his company had a maximum age for hiring or retaining drivers.

"They know we can't have a maximum age for drivers and if I said we did I would be showing discrimination," he said, adding that he got around the question by replying that his hiring practices meet federal and state laws.

The Federal Motor Carrier Safety Administration does not have regulations regarding a maximum age for someone to drive a commercial motorcoach, according

to spokesman David Longo. The Federal Aviation Administration, however, mandates that commercial airlines cannot employ people as pilots after they reach 60.

Brown said that while he had given little thought to the age of his drivers in the past, he was astounded when he checked the age of his 100 drivers for his insurance renewal application and found that more than 20 percent of them are 65 years or older. "That was really surprising," he added.

He said he is not aware of any of his older drivers being involved in more accidents than younger drivers and is confident they are just as safe and professional.

Still, he suggested the question of age is one federal officials should address. "Would you want someone 90 years old driving your coach with 40 people in it? I don't know, but I would like a determination that would tell us what guidelines we should be using," he said.

Littler agrees, saying operators need to know what they can and cannot do when hiring drivers. "They certainly need some advice so they know what to do when the insurance companies come pounding," he said.

Brown maintains that carriers

are likely to continue hiring older drivers because the industry attracts many people who are starting a second career after retiring from other jobs. "A lot of them are over 50 when they begin," he said. "They want to retire from some desk job or truck driving job and do something that is a little more fun, so they drive a coach."

They are needed, too, he contends, to resolve staffing problems created by the industry's cyclical nature of being overwhelmed with business a third of the year, moderately busy another third and slow a final third. "It is very difficult to staff under those circumstances," he notes.

The federal Equal Employment Opportunity Commission, which investigates and prosecutes discrimination cases, said it has not addressed the insurance issue involving the age of drivers and would not comment on it. "We have taken no position on this issue," said commission spokesman James Ryan.

Ryan declined to offer suggestions for what a carrier might do if its insurance company suggested it reduce the number of employees it has over age 65 to retain its insurance coverage.

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Raz, Gray Line-Portland to become part of CUSA

DALLAS — A newly formed subsidiary of CUSA, the nation's largest charter and tour bus company, is buying the largest motorcoach operator in Oregon, Raz Transportation Co. of Portland.

The acquisition is the second by CUSA — inside of a month — of a western operator. On Oct. 1, CUSA's subsidiary in Phoenix, Arrow Stages Lines, completed the purchase of Gray Line Sightseeing of Phoenix.

CUSA Raz LLC, a new subsidiary of CUSA, signed a letter of intent last month to acquire the assets of Raz Transportation, which also operates as Gray Line of Portland. The company will continue

to operate as a stand alone business under local management and using the Raz and Gray Line names. Raz drivers and staff are being offered employment with the new company. The acquisition marks CUSA's

first coach operation in Oregon. The company currently has operations in 18 major markets of the West and Southwest.

The Raz deal is expected to close within the next few weeks.

Calendar

OCTOBER 2004

12 North Carolina Motorcoach Association Annual Picnic and Business Meeting for Operator Members, Young Transportation, Asheville, N.C. Info: (336) 495-4970 or go to www.ncmotorcoach.org.

23 Annual Meeting and Bus Day, Museum of Bus Transportation, Hershey, Pa. Info: Go to www.buseum.com.

23-28 Commercial Vehicle Safety Alliance Fall Workshop, John Ascuaga's Nugget Hotel, Sparks, Nev. Info: www.cvsa.org.

24-26 UITP Bus Conference, Brisbane, Australia. Info: Go to www.uitp.com or call +32 2 673 6100.

24-27 National Conference on Rural Public and Intercity Bus Transportation, Roanoke, Va. Info: Go to <http://trb.org/calendar/events.asp?id=124>.

27-29 Travel Industry Association Marketing Outlook Forum, Westin Kierland Resort & Spa, Scottsdale, AZ. Info: Go to www.tia.org.

29-Nov. 2 California Bus Association 31st Annual Convention & Trade Show, John Ascuaga's Nugget, Sparks, Nev. Info: (831) 633-1755 or go to www.cbabus.com.

31-Nov. 4 National Assn. for Pupil Transportation Annual Conference, Cincinnati. Info: (518) 452-3611 or go to www.napt.org.

NOVEMBER 2004

6-10 Canadian Urban Transit Assn. Fall Conference & Expo, Montreal. Info: (416) 365-9800 or go to www.cutaactu.ca.

7-10 Ontario Motor Coach Association 2004 Conference and Marketplace, Sheraton Centre Toronto Hotel. Info: (416) 361-1000 or go to www.omca.com.



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INDUSTRY NEWS



50s Greyhound coach is recreated by ABC

HERSEY, Pa. — The Museum of Bus Transportation has filled a major hole in its collection with the addition of a vintage Greyhound coach.

The museum commissioned the ABC Companies of Faribault, Minn., to create an authentic Greyhound — circa 1950 — by restoring a General Motors' model PD4103 to Greyhound specifications.

"It's pretty hard to have a bus museum without a Greyhound," said museum President Tom Collins.

The finished, refurbished coach features a period "blue-green" Greyhound paint scheme, signature Greyhound artwork, and Southeast Greyhound Lines' signage.

Of the 1,501 original PD4103 coaches built by the GM Coach & Truck Division from 1950-52, Greyhound bought 709. The unit that was converted to a Greyhound was No. 1296 and in excellent mechanical condition with no major body damage.

Collins said PD4103s were not used on Greyhound mainline operations, never quite achieving "front-line status." By contrast, GM built 5,065 of the more popular air-ride PD4104s during the years 1953-60.

Drivers called the 4103s "Henry Js" (after the small car introduced by Henry J. Kaiser and his Kaiser-Frazier Corp. in 1951) because they were lighter than previous Greyhound coaches.

The refurbished 4103 was

Museum meeting is this month

HERSHEY, Pa. — Both members and non-members are invited to attend the annual meeting of the Museum of Bus Transportation on Saturday, Oct. 23, at the museum's facility here.

Besides the 2 p.m. meeting, which is expected to last about an hour, there will be a number of activities, including museum tours,

purchased new by the Quaker City Bus Co. of Philadelphia in 1952 and had four successive owners, including Safeway Trails Inc., and Blue Bird Coach Lines of Olean, N.Y. It was one of a handful of historic buses owned by Blue Bird's principal, Louis Magnano, who donated them to the museum about five years ago.

Using original factory photos and research for guidance, the staff at ABC's regional service center in Camden, N.J., recreated an essentially authentic Greyhound model. The Greyhound Bus Origin Museum in Hibbing, Minn., aided in the restoration.

"ABC did a gorgeous job," said Collins. "It looks great."

The project was spearheaded by Clancy Cornell, founder of ABC Companies and a member of the museum board. Cornell has been an active and enthusiastic supporter of the museum, soliciting memberships and personally contributing both time and money in excess of \$100,000.

According to Bob Bertsch, operations manager at ABC New Jersey, the entire team involved in the restoration shared Cornell's zeal. "This was an exciting and fun project," said Bertsch. "Everyone at ABC New Jersey participated in some way. Recreating exact duplicates of the famous Greyhound dogs for the sides of the coach was exceptionally challenging."

The bus is on display at the museum.

special displays inside and out, a dinner, and a trip to the bus-rail intermodal station in Harrisburg.

To register to attend, contact Tom Collins at (215) 580-7979 or (717) 566-7100, or John Dockendorf at (717) 787-1220. All activities are included in the price of a \$50 dinner ticket, which includes a donation to the museum.

FTA

CONTINUED FROM PAGE 1

Ms. Dorn struggled even to come up with a definition for charter service after Ose and other members of the committee asked her for an explanation. The definition is important because public agencies are prohibited by federal law from providing charter bus service.

At both the May and September hearings, the subcommittee listened to executives from private bus operators provide real-world examples of public agencies offering charter service in competition with the private companies.

"In some instances it's relatively subjective," said Ms. Dorn. "Each case is evaluated on its own merit."

The FTA administrator also was questioned on specific cases in which private companies have formally complained that a public agency was competing with them. Ose focused specifically on a case in Sacramento, Calif., where the public transit agency took over a 25-year competitively awarded contract from a private operator, Amador Stage Lines.

The congressman accused the agency of not enforcing its rules in that case and not following up with the agency after finding it was non-compliant. Ose told Ms. Dorn that the incident was a "screw-up" on the part of the FTA.

Ms. Dorn maintained that her agency was "supportive of enabling private-sector transportation because it allows more robust transportation."

At one point in the hearing, Ose asked Ms. Dorn if her agency had approved funding the Sacramento agency knowing it had violated FTA rules. Ms. Dorn replied she was unaware whether it had or not.

Ose then asked one of the FTA staff members attending the hearing to use his BlackBerry to e-mail the question to someone at the agency's headquarters who may know. The answer was not provided publicly before the end of the hearing. (BlackBerry devices are electronic communication tools that allow individuals to send and receive e-mail wherever they go.)

Motorcoach industry people attending the hearing said they

were encouraged to hear how passionate Ose was in his commitment to continue fighting the issue even though he retires from Congress in January. Sources said several members of the committee and others have shown genuine concern for the coach industry's battle with the FTA and the transit agencies it fails to rein in.

For example, Rep. Patrick Tiberi, R-Ohio, who has been mentioned as the next in line to take Ose's seat as chairman of the subcommittee, was one of a handful of committee members present at the hearing. He also asked several questions of Administrator Dorn. Rep. Ernest Istook, R-Okla., also is an industry supporter; he chairs the House Transportation and Treasury Appropriations subcommittee.

"Members of the subcommittee and other committees of the House have committed to continuing the examination of how the private sector is utilized in the federal transit program," said Steven Diaz, former chief counsel for the FTA and a private-practice attorney. Diaz also testified at the hearing.

The second part of the hearing focused on cases of private companies being hurt by public agencies stepping in to take over bus services or to compete with the private company already providing public transit to a community, including Washington, D.C., New York City and Williamsburg, Va.

Dan Tangherlini, director of the District of Columbia Department of Transportation, argued that the proposed D.C. Circulator, a bus service in Washington that would overlap similar services provided by Tourmobile Sightseeing and others, is necessary because of the growth experienced by the city during the past 10 years.

"The district has added a city the size of downtown Denver in the last decade, while we have eliminated 70 percent of all short-term surface parking, reduced available roadways through security closures and have not added a single bus route to help people move about downtown," he said.

Tommy Mack, chairman of Tourmobile, argued that the private sector is much better equipped to provide the proposed circulator service because it could more easily change routes based on ridership,



Rep. Doug Ose FTA Administrator Jennifer Dorn

while public agencies put taxpayer money at risk.

A representative from Oleta Coach Lines Inc., a Williamsburg-based company that provides a shuttle service through Williamsburg and surrounding areas, described his experience when the Williamsburg public transit agency launched a competitive service free of charge. The agency was able to use Department of Interior and Department of Transportation funds to launch the service and sustain it free of charge to passengers. (See Oct. 1 issue of *Bus & Motorcoach News*.)

After Oleta filed a formal complaint with the regional office of the FTA, the agency ruled in favor of the local agency despite the fact it had violated several non-competitiveness statutes, said David Smith of Oleta.

Jerome Cooper, chairman of the Transit Alliance and president of Jamaica Buses Inc., a New York-based operator in Queens, Brooklyn and Manhattan, explained how New York City had failed to apply for DOT funds to help the company replace its aging buses. Cooper said the city strategy was to show what a poor job the private company does in providing mass transit in an effort to take over the service.

Coach industry executives are hopeful the Ose hearings will result in more investigations by Congress and eventually inspire stronger oversight of FTA and make its regulations clearer to public agencies. They would also like to see improvements in how public agencies notify private companies about transit opportunities.

"Either the FTA will get the message that Congress expects them to enforce the law and not just give a wink and a nudge, or Congress needs to change the law to make it more effective," said Norm Littler, senior vice president for government and industry relations for the United Motorcoach Association.

Highway bill

CONTINUED FROM PAGE 1

year to assure the 2.5-cents-per-gallon tax on ethanol is deposited into the Highway Trust Fund rather than the general fund. That change

will mean an additional \$940 million for highway construction.

Congress passed the extension because the House, Senate and the White House were unable to agree on a funding level for the next six-year highway bill.

Months ago, the Senate approved a \$318 billion package, while the House adopted a \$284 billion bill. However, the White House recommended \$256 billion and threatened to veto any bill that would add to the deficit.

NEW DELIVERIES



**Annett Bus Lines
Sebring, Fla**

Annett Bus Lines, which has been operating Prevost coaches for nearly 25 years, has acquired two new Prevost H3-45s. Annett has a fleet of 52 coaches, 51 of which are Prevosts.

Annett provides charter coach services, sightseeing, convention services and airport transfers in Florida and the southeastern United States. Most of its coaches are available with card tables and galleys.

The newest Prevosts in the company fleet have Detroit Diesel Series 60 engines, ZF-AS Tronic transmissions, REI entertainment systems with four monitors, Amaya seats, Carrier air conditioning, Ricon wheelchair lifts, and Isring-

hausen driver seats.

Brian Annett, president of the company bearing his family name, said that by purchasing Prevost coaches he can carry on a tradition. "My father (Eric) founded the business in 1976 and bought his first Prevost in 1980. Over the years we have built a great relationship with them and so choosing Prevost this time around was only natural.

"We have always had great service from the people at Prevost and in our business that's very important. Also, the resale value of Prevost coaches is higher than the competition, which is definitely an advantage," Annett added.

**Starr Tours
Trenton, N.J.**

Starr Tours, which has been providing travel services for more than 55 years, has added three H3-45 Prevost coaches to its fleet.

John Gillispie, company president, said Starr tours began buying Prevost coaches six years ago and now has 15, roughly 25 percent of the company's entire fleet.

"Motorcoaches are a significant investment for our company and we want to ensure we make sound coach purchasing decisions," said Gillispie. "The Prevost H3-45 has been very popular with our tour brokers who demand high-end coaches. This is just one of the reasons why we keep buying Prevost coaches."

Starr Tours is a family owned business operating in the U.S. and eastern Canada. It offers tours to more



than 100 destinations, and provides corporate and convention shuttle services.

The company's new Prevosts are equipped with Detroit Diesel Series 60 engines, ZF-AS Tronic transmissions, Jake Brakes, National passenger and driver seats, Holdsworth fabric, Carrier A/C, REI A/V systems with four monitors, and Firestone tires.

**Harry's Motorcoach Tours
Wanamingo, Minn.**

A company that has been organizing motorcoach tours for 14 years has purchased its first bus, a MCI model J4500.

Harry's Motorcoach Tours, operated by Harry and Dianne Wright and their son, David, has taken delivery of their new J coach.

The Wrights operate tours throughout the United States and Canada. This year, they are sending groups to such diverse locations as Mackinac Island, the Black Hills, Nashville, Branson, Chicago, Amish country in Indiana, Door County in Wisconsin, and Nova Scotia.

The Wrights' new coach is equipped with a



Caterpillar C13 engine and ZF-AS Tronic transmission. It also is spec'd with Amaya seating and a six-monitor entertainment system from REI. Graphics for the coach are by Vernon and Maz.

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INDUSTRY NEWS

People

The American Bus Association has recognized Sen. Richard Shelby, R-Ala., and Rep. Nydia Velazquez, D-N.Y., as its Legislators of the Year.

Peter Pan Bus Lines has promoted Peter Figueros to manager of its terminal in Hartford, Conn., and named Lizzette Burgos ticket counter manager at the terminal.

Andy Mauck, developer of the Mauck Special Vehicle, a gull-

winged midsize bus that was produced during the 1990s, has joined Creative Mobile Interiors of Grove City, Ohio, as director of sales and business development.

Laidlaw International announced the resignation of Vicki A. O'Meara from its board of directors. Ms. O'Meara, the chief of corporate operations for Ryder Systems, resigned for personal business reasons. Laidlaw is the parent company of Greyhound Lines.



Rep. Nydia Velazquez, D-N.Y.

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Industry Role

Please check only one:

Operator ~ Motorcoach owner, operator, or staff person who is an active part of a motorcoach company recognized by the USDOT.

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Schedule of Events

Sunday – Tuesday, February 20-22, 2005		
IMG Maintenance & Safety Forum		
Tuesday – February 22, 2005		
2:00 PM - 5:00 PM	State Association Summit	NEW
6:00 PM - 9:00 PM	Welcome Reception	
Wednesday – February 23, 2005		
9:00 AM - 4:30 PM	Maintenance Interchange	
9:00 AM - 10:00 AM	Motorcoach Industry Panel <i>(Building a Strong Foundation)</i>	
10:00 AM - 10:45 AM	Legislative and Regulatory Update	
11:00 AM - 4:15 PM	Education Sessions <i>(Concurrent Sessions)</i>	NEW
11:00 AM - 12:00 PM	Marketing and Sales: <i>Selling 101 - The Sales Process</i>	Finance: <i>Raising your Rates</i>
		Operations: <i>Instilling a Safety Culture</i>
2:00 PM - 3:00 PM	Marketing and Sales: <i>How to get the phone ringing using cost effective marketing channels</i>	Finance: <i>Profit Power</i>
		Operations: <i>Process of securing contract work</i>
3:15 PM - 4:15 PM	Marketing and Sales: <i>Making your website an integral part of your marketing and sales effort</i>	Operations: <i>Recruiting and training new drivers</i>
12:00 PM - 1:45 PM	Operator Luncheon	NEW
4:30 PM - 7:30 PM	Marketing Lessons from Other Industries	
	Exhibit Hall Open - "Sneak Preview"	
Thursday – February 24, 2005		
8:00 AM - 9:00 AM	Networking Opportunity	
9:30 AM - 10:30 AM	Education Sessions <i>(Concurrent Sessions)</i>	NEW
Marketing and Sales: <i>What operators want in vendor relationships</i>	Finance: <i>Margin versus markup misconceptions</i>	Operations: <i>Airport access issues and fees</i>
10:30 AM - 5:30 PM	Exhibit Hall Open	
6:00 PM - 11:00 PM	Vision Awards Banquet	
Friday – February 25, 2005		
9:00 AM - 12:00 PM	Exhibit Hall Open	
Saturday – February 26, 2005		
8:00 AM - 3:00 PM	Ray Dupuis Memorial Golf Tournament at Silverstone Golf Club	NEW

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