

# Bus & Motorcoach NEWS

WHAT'S GOING ON IN THE BUS INDUSTRY

## Expo exhibit floor sold out; attendance ahead of 2016

ST. LOUIS — United Motorcoach Association Expo 2017 is exceeding expectations in terms of exhibitor space and attendance.

This year's Expo, which will be held at America's Center in St. Louis from Feb. 26 to March 2, has attracted more registered attendees and operating companies than last year in Atlanta.

UMA officials said that as of late last month, 205 operating companies and 186 exhibitors had signed on. Individual attendance also was tracking ahead of last year as of late January.

Exhibit space was sold out by August and late comers had to be

placed on a waiting list.

UMA's host hotel, the Hyatt Regency St. Louis at The Arch, and backup hotel Embassy Suites by Hilton St. Louis Downtown sold out their blocks of rooms for Expo attendees, with the overflow moving to the nearby Courtyard St. Louis Downtown/Convention Center.

The Courtyard also was filling up its Expo rooms in late January and UMA was looking to add a block of rooms at a fourth hotel.

"The fact that attendance is running ahead of last year surprised me," UMA President and CEO Victor Parra said, adding that

CONTINUED ON PAGE 18 ►

## UNITED MOTORCOACH ASSOCIATION

# MOTORCOACH EXPO 2017



**UMA Motorcoach Expo 2017** at America's Center in St. Louis has attracted more registered attendees and operating companies than last year in Atlanta. Our pre-Expo coverage begins on Page 13 with a pull-out section that includes the full schedule, floor map and exhibitor list and education session details.

Copyright St. Louis Convention & Visitors Commission

## FTA rejects UMA's Charlotte charter service rule complaint

WASHINGTON — The Federal Transit Administration has rejected a complaint by the United Motorcoach Association alleging that the Charlotte Area Transit System (CATS) violated the federal charter service rule by offering a shuttle service using taxpayer-subsidized buses.

"Based on a review of the entire record, FTA finds that CATS did not violate FTA's charter service regulations...and it hereby dismisses the complaint," the agency said in its ruling.

UMA, which filed the complaint last year on behalf of Sunway Charters, said it was considering appealing the decision.

Sunway had been approached by the Mecklenburg County Parks and Recreation Department last year about operating a shuttle bus to a county swim area on weekends from June through Labor Day.

Sunway sent a bid in response

to the request but never heard anything more until Lee Helms, president of the company, read in a local newspaper that the county had hired CATS to run the shuttles.

"They kept giving us the run-around, then I saw in the newspaper that CATS was running the shuttles," Helms said when the complaint was filed. "They blatantly disregarded the federal law."

According to the federal charter service rule, public transit agencies receiving taxpayer money to buy and maintain their buses are not allowed to run those buses in competition with private operators.

The rule, in place for four decades, also requires transit agencies to notify registered charter companies upon receiving a request to provide charter service, thereby allowing other companies to bid on the charter contract.

In the Charlotte case, a county

CONTINUED ON PAGE 9 ►

## Spanish coachbuilder Irizar slowly making inroads with U.S. customers

ORMAIZTEGI, Spain — After a year in the U.S. market, Spanish bus and motorcoach manufacturer Irizar is slowly making inroads with customers and continues pursuing its goal of capturing 10 percent of the premium coach market in the next four or five years.

"We had a really good year," said Axier Etxezarreta, director of Irizar USA. "It has been a challenge, but whenever you enter a new market you expect that."

Etxezarreta said Irizar, the largest bus and motorcoach manufacturer in Spain, has 40 of the company's i6 motorcoaches in the U.S. Twenty of the coaches have been

delivered to customers and the rest are used as demonstration models.

He said another 10 to 12 motorcoaches have been ordered by customers and are in production.

Irizar introduced two versions of its 45-foot i6 motorcoach model last year through INA Bus Sales, the company's Las Vegas-based U.S. distributor. The company also has sales offices in California, Texas, Georgia and Michigan.

Although the company is new to the U.S. market, it has been operating around the world for 127 years. It has manufacturing facilities in five countries — Spain, Mexico, Brazil, Morocco and South Africa.

Irizar sells its coaches in 90 countries, with its largest markets being Spain, where it sells 600 coaches a year for a 40 to 50 percent market share, and

Mexico, where it sells 700 to 900 coaches a year for a 60 percent market share, Etxezarreta said.

Etxezarreta said the company expects to do well in the United States because operators here want the same things as Irizar's customers in other countries: "a good and



Axier Etxezarreta

CONTINUED ON PAGE 23 ►

PREVOST

<https://www.prevostcar.com/pre-owned>

THE RIGHT PRE-OWNED COACH FOR YOUR NEEDS

CONTACT FOR MORE INFORMATION:

Michel Dery 418.831.2046 CANADA

Carl Stevens 800.874.7740 EAST U.S.

Mark Lein 800.421.9958 WEST U.S.

ALL MAKES  
& MODELS  
AVAILABLE



PERMIT NO 1424  
PHOENIX AZ  
US POSTAGE PAID  
PRESORT STD

Postmaster: Please deliver before or on Feb. 15

# THE FUTURE IS HERE!

COME SEE US AT UMA 2017  
TO EXPERIENCE THE FUTURE

BOOTH # 1635

THIS PROTOTYPE GIVES OWNERS  
A GLIMPSE OF WAYS TO ENHANCE THE  
EXPERIENCE FOR THE:

- OWNER/OPERATOR
- PASSENGER
- DRIVER



Exclusive US  Distributor

[www.abc-companies.com](http://www.abc-companies.com)

877.427.7278

## Six incumbents, one new member, elected to UMA board

ALEXANDRIA, Va. — Five members of the United Motorcoach Association board of directors and one associate director have been re-elected and one new member has been tapped to join the board.

Board members who were re-elected are:

- Region I (the West): Jeff Polzien of Red Carpet Charters in

Oklahoma City and Dennis Streif of Vandalia Bus Lines in Caseyville, Ill.

- Region II (the Midwest): Alan Thrasher of Thrasher Brothers Trailways in Birmingham, Ala.

- Region III (the Northeast): Dave Dickson of Elite Coach in Ephrata, Pa., and Michael Neustadt of Coach Tours, Ltd., in Brookfield, Conn.

In Region II, Larry Williams of L.W. Transportation in Chantilly, Va., was elected to replace incumbent board member James Brown of Magic Carpet Tours Bus Service in Richmond, Va.

In addition, associate director Bob Greene of Amaya-Astron Seating in Omaha, Neb., won re-election as the board's non-coachbuilder representative.

Nineteen members of the 21-member UMA board are regional directors who must be coach operators and who are elected to three-year staggered terms from the three regions of the U.S., plus a single director elected from Canada (Region IV).

In addition, there are non-coachbuilder and coachbuilder associate-board representatives who

also serve three-year terms.

Maps showing the UMA regions are available in the UMA Membership Directory.

The names of the current directors and a list of the states included in each region can be found on the association website, [www.uma.org](http://www.uma.org). Click on "About UMA" and then the "UMA Board of Directors" link.

## Museum of Bus Transportation elects Executive Committee

HERSHEY, Pa. — The board of directors of the Museum of Bus Transportation has elected new members to the Executive Committee to take over the management and direction of the museum.

The new members are David Schmidt, board chairman and museum president; Mark Szyperski, board vice chairman and museum vice president; Dave Millhouser, board secretary; and Ed Wolf, board treasurer.

John Oakman was named as a member of the committee, joining immediate past president Tom Collins and former secretary John Dockendorf.

The new Executive Committee

plans to focus on marketing and fundraising initiatives, updating operational systems and continuing the work started by former committee members.

Much of this will start with a Day of Strategic Planning on March 18 at the Museum.

Schmidt, of Telford, Pa., is regional sales manager for Prevost Car Inc. He has spent 44 years in the motorcoach industry, including various management positions with motorcoach companies and 30 years with Prevost Car.

Schmidt has been a member of the museum since 1995 and a member of the board of directors since 2016.

Szyperski, of Nashville, Tenn., is president and CEO of On Your Mark Transportation, a consulting firm for the passenger ground transportation industry.

He grew up in the motorcoach industry, as his father drove for Greyhound for 33 years. He has held various management positions in the motorcoach industry, including vice president at Trailways Transportation.

Millhouser, of Gloucester, Mass., started in sales with the Eagle International Bus Company in 1978. Through the years, he has sold for other motorcoach manufacturers as well, and is currently a columnist for *Bus & Motorcoach News*.

Wolf, of York Springs, Pa., has spent his entire life in the bus industry. His parents owned and operated Wolf's Bus Line, which he and his brother purchased in 1977. In 2003, Wolf left the motorcoach company and started a school bus and van operation serving multiple local school districts.

He also owns a full-service garage and a business that delivers home heating products. Wolf is one of the founding members of the museum.

Oakman, of Windermere, Fla., began his career in motorcoaches with the Christian organization Young Life as a motorcoach operator. He went on to spend 46 years

in the motorcoach industry and assisted with the design and importation of the Van Hool double-deck bus. He is currently senior vice president of maintenance/fleet for CoachUSA.

The Museum of Bus Transportation is the bus industry's most complete museum of bus history, education and information. Along with more than 30 historical buses of various types, the museum has a complete timeline of activities of the bus industry along with various bus industry memorabilia, including signs, uniforms and toy buses.

More information on the museum can be found at [www.Bus-Museum.org](http://www.Bus-Museum.org).

## Mitigate Risks



Let REI's surveillance solutions help you:

- Save on insurance premiums
- Protect passengers and drivers
- Verify and monitor events
- Expand for current and future needs
- Easily use and learn
- View safety issues in real-time
- Save time with automatic video download
- Provide historical data reporting

**REI**

Visit us at UMA booth #325.

**800.228.9275**

[radioeng.com](http://radioeng.com)

# THE DOCKET

## Darling wishes URS, CSA overhaul had been completed

WASHINGTON — Scott Darling, who left his post as administrator of the Federal Motor Carrier Safety Administration last month, said he was disappointed that he was unable to fully implement a new vehicle registration system and complete the overhaul of a key safety program.

Darling, in an emotional conference call with transportation-industry reporters, called the Unified Registration System “a real game changer for the industry” because it will block commercial motor vehicle companies from reincarnating themselves repeatedly to avoid regulations.

“What I would like (the new administration) to finish doing is the full implementation of the URS system,” Darling said.

URS is used by carriers to obtain their USDOT numbers, to register their operating authority and to add or update their registration.

It is designed to simplify the process of registering, reduce paperwork and errors, and make it possible to electronically screen all applications to identify high-risk carriers, including potential reincarnated carriers.



Scott Darling (left), former administrator of the Federal Motor Carrier Safety Administration, traveled for two days with a long-haul truck driver last year. During his ride-along, Darling spent a night in a sleeper berth, helped unload two trailers and mingled with drivers at a truck stop.

The online system has been rolling out gradually and was expected to be fully implemented last month.

But FMCSA suspended implementation in late January, saying it needed additional time to securely

migrate data from multiple legacy platforms into a new central database and to conduct further compatibility testing with its state partners.

Darling also said he would have liked to complete the overhaul of

the Compliance, Safety, Accountability program. At the time he left office, FMCSA was waiting for the completion of a National Academy of Sciences study on CSA.

Congress has ordered FMCSA to make improvements in CSA,

which Darling described as a positive tool for helping members of the commercial motor vehicle industry make improvements among themselves.

When asked whether he thought some of FMCSA's controversial new rules — such as those involving lease/interchange agreements, speed limiters, driver training and electronic logging devices — would survive under the new administration and Republican-controlled Congress, Darling would only say that “the rules we put in place are important.”

“We’re probably never going to make everybody happy,” he said, adding that the agency always presented “workable solutions to these issues” and made sure stakeholders were kept informed and that their concerns and opinions were considered.

As he often did during his tenure at FMCSA, Darling stressed safety in his farewell chat with the media.

“Everywhere I’ve gone, I’ve emphasized that safe trucking moves our economy, and that safe buses move our loved ones,” he said. “Improving safety cannot be done by the federal government alone, or by the states or by industry. It must be done by all of us. For me, it’s about compliance; it’s not about enforcement.”

Darling, who was FMCSA's chief counsel before being promoted in August 2014, said he was unsure of his next career move. Deputy Administrator Daphne Jefferson will replace Darling until a long-term successor is named.

He said his advice to his successor would be to continue interacting with industry stakeholders. Darling was known to visit operator facilities and he even took a trip with a long-haul trucker last year and met with drivers at truck stops along the way.

“Get out there. Talk to folks. Figure out what their concerns are,” he said. “We need everybody’s voice.”

Darling also said one thing he learned in his time as FMCSA administrator was “how smart all the stakeholders are, and how committed they are. I’ve got a different image of truck and bus drivers, a different respect. They are truly professionals.”



Enjoy the hottest slots and table games, Atlantic City's largest standard rooms, exceptional dining, retail shopping and great entertainment! The fun is here at Resorts Casino Hotel in Atlantic City!

Jimmy Buffett's Margaritaville entertainment complex featuring a year-round LandShark Bar & Grill on the beach, new Margaritaville restaurant just off the casino floor, themed Margaritaville slot area, retail shops & more.



ARRIVE FOR  
THE DAY OR AN  
OVERNIGHT  
STAY!

CONTACT MEG LEWIS: 609-340-7715

**RESORTS**  
Casino · Hotel  
The Fun is Here

YOU CAN ALSO EARN & USE  
YOUR COMP DOLLARS AT

**Mohegan Sun**  
a world at play

**MOHEGAN SUN**  
POCONO

**RESORTS**  
Casino · Hotel  
The Fun is Here  
A Mohegan Sun PROPERTY

[f](#) [t](#) /ResortsAC | ResortsAC.com | 1.800.772.9000

Bet with your head not over it. Gambling Problem? Call 1.800.GAMBLER.

A Mohegan Sun PROPERTY

# WHO'S DRIVING THE BUS? YOU ARE.



When you choose Freightliner Custom Chassis, you get the power to customize your transportation to meet your needs. And with its reputation for durability, reliability, automotive styling and maneuverability, the S2C chassis is the premier choice for public transportation, resort and hotel shuttles, day-tour operations, armored and utility applications, and any business with special transport needs.

Built in Gaffney, South Carolina by American workers, FCCC chassis are backed by the engineering and manufacturing excellence of the Daimler Group. This gives you access to the industry's largest factory-certified service network, ensuring maximum uptime and hassle-free maintenance.



***Learn how our customizable chassis can meet your needs at [fcccbus.com](http://fcccbus.com).***

## REAL COST OF OWNERSHIP™



**FUEL EFFICIENCY**



**SAFETY**



**QUALITY**



**UPTIME**

**DAIMLER** | Freightliner Custom Chassis – A Daimler Group Brand

Specifications are subject to change without notice. Freightliner Custom Chassis Corporation is registered to ISO 9001:2008 and ISO 14001:2004. Copyright ©2016 Daimler Trucks North America LLC. All rights reserved. Freightliner Custom Chassis Corporation is a subsidiary of Daimler Trucks North America LLC, a Daimler company.

# Independent truckers vow ELD appeal to Supreme Court

GRAIN VALLEY, Mo. — It appears that the battle over a federal mandate that interstate trucks and buses convert to electronic logging devices by the end of this year is headed for the U.S. Supreme Court.

The Owner-Operator Independent Drivers Association, which lost its latest district court appeal in the case, has vowed to appeal to the nation's highest court.

Jim Johnston, president and CEO of OOIDA, said that the association is preparing for the next phase of the challenge with an appeal to the Supreme Court, but will also continue to pursue the issue in Congress.

Republican lawmakers have been talking since the election of President Donald Trump about rolling back regulations. However, Congress called for the ELD mandate in 2012 with broad Republican support, so it is unclear where they stand on the issue now.

"It's clear now that we have to pull out all the stops to convince lawmakers and the new Trump administration of the need to set aside the ELD mandate," Johnston said.

The association announced its next move last month after the U.S. Court of Appeals for the Seventh Circuit rejected its request for a rehearing in the case.

OOIDA sued federal regulators

last year, asking the appeals court to overturn the rule, which is scheduled to take effect in December.

The association argued that requiring the use of ELDs violates drivers' Fourth Amendment right to privacy and protections against illegal search and seizure because it effectively calls for their locations to be tracked in real time.

The association argued that employers could abuse the oversight and harass drivers.

The Federal Motor Carrier Safety Administration, which issued the ELD rule, responded to the suit by saying, in essence, that the ends — highway safety — justify the means.

A three-judge panel of the appeals court ruled against OOIDA, saying the ELD rule addresses the harassment issue by expressly limiting the scope of information that ELDs should track.

The judges also agreed with FMCSA's contention that trucking is considered a dangerous and a "pervasively regulated industry" under which the right against unreasonable search and seizure under the Fourth Amendment doesn't fully apply.

OOIDA then filed a petition asking the full appeals court to rehear the case. That petition was rejected in January.

This is the second time OOIDA

has sued the federal government over an ELD mandate. The first time, in 2011, the association successfully challenged the mandate by arguing that it didn't take potential driver harassment into account.

Todd Spencer, executive vice president of OOIDA, told a trucking publication that at that time, the judges had been very concerned about all of the arguments raised, not just harassment.

"In our previous case on this issue, the court ruled based on just one of our arguments — harassment," Spencer said. "This time, we have again raised several issues that should be taken seriously and we hope to have a full review by the court."

## Roads, transit system facing trillion-dollar backlog

WASHINGTON — The nation's highway and transit systems need to overcome a nearly trillion-dollar investment backlog, according to a new report on the state of America's transportation infrastructure commissioned by the U.S. Department of Transportation.

The report, *2015 Status of the Nation's Highways, Bridges and*

*Transit: Conditions and Performance*, was completed late last year at a time when then-President-elect Donald Trump was promising to launch a major infrastructure upgrade initiative this year.

The report identified an \$836-billion backlog of unmet capital investment needs for highways and bridges.

*Conditions and Performance* is a biennial report to Congress that provides information on the physical and operating characteristics of the highway, bridge and transit components of the nation's surface transportation system.

Addressing the growing backlog while still meeting other needs over the next two decades will re-

quire \$142.5 billion in combined transportation spending from state, federal and local governments, according to the report.

In 2012, the most recent year for which the report's data was available, federal, state and local governments combined spent \$105.2 billion on infrastructure — 35.5 percent less than what was needed

to improve highways and bridges.

The report also indicates a \$26.4-billion need per year to improve the condition of transit rail and bus systems. In 2012, total spending to preserve and expand transit systems was \$17 billion. At that rate, overall transit system conditions are expected to decline over the next 20 years.

## 5 STAR 110V INVERTER KITS

*Various kit configurations available!*

On-site Installation Available  
All Kits are Built to Order  
Our Systems are Plug and Play  
Water Resistant Connections  
Easy Install

### Our Inverters Feature

- ▶ USB and 110 outlets available at each seat
- ▶ LED power indicator at each outlet
- ▶ 24V 1500 watt vanner inverters
- ▶ Inverters are GFI equipped
- ▶ 3 amp resetting circuit breaker at each USB box
- ▶ Install is fast and simple with in-line connectors at each outlet
- ▶ 200 amp breaker located in-line before the inverters
- ▶ System has a quad interior layout for ease of diagnosing
- ▶ All boxes are pre-wired with 2' wire and snap connectors
- ▶ All wiring pre-cut and color coded
- ▶ Heat shrink included with kit to secure all connections are water resistant



OUTLET INSTALLED



**"A good product, a good price."**

Contact Your Local Representative for Pricing and Availability.

NATIONAL	Mark Roberts	574-849-0080	MRoberts@power-mfg.com
NORTHEAST	Mike Hemby	352-430-7977	Mike@CTCCoach.com
MID ATLANTIC	Howard Nichols	407-808-3322	Howard@CTCCoach.com
WEST COAST	Richard Olsonawski	253-219-0749	Richard@CTCCoach.com
OPERATIONS	Charlie McCarron	407-403-2494	Charlie@CTCCoach.com

Prices Subject to Change

A Sample of Our Many Satisfied Customers  
Southeastern | Wade | Easton | Express | Executive | Kline

**Power**  
**Manufacturing, Inc.**

Orders over \$100.00 will be shipped FREE in contiguous 48 states.

**CALL TOLL FREE 877-500-6999**

10/2016

# Financing & Leasing Since 1978

*Not Just a Resource ... But Resourceful*



## Coach Financing and Leasing Specialists

- Coach and School Bus Financing Terms Up to 84 Months
- Balloons and Skip Monthly Payments Available
- 100% Financing Available to Qualified Credits
- Low Fixed Rate Equipment Refinancing
- Fleet refinancing
- Used Equipment Financing
- Trac Leases Available



# Shore Funding Ltd.

1161 Broad Street, Suite 214, Shrewsbury, NJ 07702

[www.shorefundingltd.com](http://www.shorefundingltd.com)

**800.542.7467**

[info@shorefundingltd.com](mailto:info@shorefundingltd.com)

732.389.7500



# Six trucking companies seek hair testing for drugs

WASHINGTON — Six large trucking companies have petitioned the Federal Motor Carrier Safety Administration for exemptions that would allow them to use hair testing in lieu of urinalysis to comply with pre-employment drug testing regulations for drivers.

The exemption request, outlined last month in a pre-publication *Federal Register* announcement, was filed by J.B. Hunt Transport Inc., Schneider, Werner Enterprises Inc., Knight Transportation Inc., Dupre Logistics Inc.

and Maverick Transportation.

The petitioners, most of them members of the Alliance for Driver Safety & Security, contend that if FMCSA grants them exemptions, drug users could be “more readily identified” because the companies could then share failed hair-test results with other firms when they inquire about former drivers and applicants.

Current federal regulations do not allow transportation companies to share these results.

All of the companies making

the request currently conduct the pre-employment tests with both urine and hair samples, but they have complained for some time that doing both tests is redundant and costly and that hair testing is more reliable.

Fewer than 30 commercial motor vehicle companies employ hair testing for pre-employment drug testing, including the petitioners.

The FAST Act highway bill passed in late 2015 by Congress includes a pathway to permitting hair testing, but only after the De-

partment of Health and Human Services establishes federal standards for such testing, a process that could take years.

Meanwhile, the petitioners are asking FMCSA to allow them to share the results of the hair testing they already conduct in addition to the required urine tests. They say that because the agency plans to create a drug and alcohol clearinghouse to keep records of commercial drivers who fail or refuse to take drug and alcohol tests, this is the perfect time to include hair-

testing results.

The alliance said hair tests cost \$75, compared with \$35 for urine tests, but they are worth the extra cost because they are more effective at identifying lifestyle drug users. Being forced by FMCSA to also pay for the less-effective urine test is redundant.

The petitioners say that drivers who pass urine exams sometimes fail hair tests. That means they could potentially be hired by companies that only conduct urine tests, resulting in a less-safe industry.

# FMCSA clarifies regulations for motor carriers

WASHINGTON — The Federal Motor Carrier Safety Administration has issued guidance to organizations and businesses that transport passengers in interstate commerce, clarifying existing regulations and requirements that have been changed over the years through legislation, rulemaking and litigation.

“Passengers traveling by motorcoaches, buses and vans have every right to expect that the vehicle is safe and that their driver is

fully qualified, without exception,” FMCSA said.

“Motor carriers that are hired and that receive payment to transport passengers must thoroughly understand and fully comply with safety regulations that exist to protect everyone traveling on our nation’s roadways.”

In providing this guidance, FMCSA has also constructed an online resource page ([www.fmcsa.dot.gov/upcr](http://www.fmcsa.dot.gov/upcr)) to help advise businesses and organizations that pro-

vide interstate passenger transportation services, including hotel-related shuttle bus or van operations; employer-related services; education-related institutions; faith-based organizations; and passengers using multiple transportation modes (e.g., arriving by plane or train, then taking a shuttle van to an interstate bus or motorcoach).

Federal Motor Carrier Safety Regulations set minimum safety standards for motor carriers, vehi-

cles and drivers operating in interstate commerce — defined generally as trade, traffic or transportation in the United States traveling across state lines.

An organization or a business operating a commercial motor vehicle in interstate commerce, unless otherwise specifically excepted, is subject to FMCSRs. These regulations, which may or may not apply, depending on the operation, include FMCSA registration requirements, minimum levels of in-

surance, random drug and alcohol testing, driver licensing, hours-of-service limitations to prevent fatigued driving, vehicle safety inspection and maintenance, and other requirements.

“Travel by motorcoach, bus, van or shuttle is among the safest forms of transportation in the country,” FMCSA said. “This guidance will help improve safety by clarifying which federal safety rules apply to certain passenger carrier operations.”



UMA MOTORCOACH  
EXPO 2017

February 26-March 2, 2017. St. Louis, MO

COME AND MEET US AT

#1623

CHTC BUS GROUP



HT45&HT35



## Charter complaint

CONTINUED FROM PAGE 1

official contacted Sunway Charters on June 10 and asked the company to provide a quote for operating a weekend shuttle service to the county's new beach at Ramsey Creek Park.

Sunway responded with quotes for both a 55-passenger motorcoach and a 43-passenger transit bus, recommending the transit bus because it has a low floor and double doors for easy access and space for beach bags and coolers. Sunway uses the transit buses for events such as golf tournaments.

The county official then emailed the company, saying, "There has been a lot of pressure from different sides on if/how we are going to proceed. As soon as I find out, I'll let you know. I suspect that this may go to the board of county commissioners."

Shortly thereafter, Helms read in the newspaper that the county had partnered with CATS to operate the shuttle at a cost of about \$1,700 per weekend, about the same as Sunway's quote.

UMA, in its complaint to the FTA, said that under federal law, charter service is defined as transportation that is not a part of the transit provider's regularly scheduled service and that is provided at the request of a third party for the exclusive use of a bus or van for a negotiated price.

It also is defined as transportation provided to the public for events or functions that occur on an irregular basis or for a limited duration.

Under those definitions, CATS was providing charter service for a third party (the county), outside its regularly scheduled service, to transport members of the public for a limited duration (June through Labor Day), UMA said.

UMA also noted that when approached by the county about providing the service, CATS was required to provide notice to private charter operators so they could compete for the service absent competing with the transit authority.

"Complainant finds no evidence the recipient filed notice with registered charter providers," UMA said in the complaint.

UMA also said Sunway Charters "incurred financial and irreparable harm" by not being allowed to further compete for the "valuable, high-profile contract."

"Subsequent to ignoring their obligation to provide notice to registered charter providers, (CATS) entered into a contact with Mecklenburg County and began providing service in clear violation of

their charter service agreement and federal law," UMA concluded.

The FTA, however, said in its decision that although Mecklenburg County paid CATS to provide the service, that service was not exclusive but was open to the public.

"Anyone can board or exit the bus wherever they choose" along its route, the FTA said. "Therefore

the service does not meet the definition of charter service."

The agency also noted that although a third party (the county) was paying for the shuttle service, it was considered "seasonal service," which was not based on an event or an occurrence but was regularly scheduled and ran for the entire summer.

"CATS is not providing service

for events or functions that occur on an irregular basis or for a limited duration," FTA said. "CATS is providing weekend service for the entire summer/beach season. The service is seasonal, and therefore, not charter service."

Ken Presley, UMA's vice president of industry relations and COO, said the case could have gone either way, "but the arc always bends in

favor of public transit."

"In a public transit system where nearly 80 percent of their fares are subsidized by taxpayers, I suppose it will now be up to local and state leaders whether they will allow taxpayer-subsidized service to displace small businesses and their employees," Presley said.

"I suspect this issue will move to round two."

# Show Time

It's 3:00 A.M. and you get the phone call you have been dreading your whole career.

One of your coaches has been involved in a terrible accident resulting in fatalities and seriously injured passengers. To make matters worse, the accident occurred 700 miles away.

Soon you will find out if your insurer is up to the task.

Local police, state troopers, state DOT, NTSB, plaintiff attorneys, medical personnel and the inquiring media all need to be dealt with and, if not handled properly, you could lose your company...and very possibly your freedom!

Is your insurance company prepared for this scenario? If you just hesitated because you're not sure, you may have a problem.

**AT LANCER, WE ARE SIMPLY THE BEST LARGE COACH CLAIM INSURANCE COMPANY IN THE BUSINESS. IT'S BEEN THAT WAY SINCE 1985!**

Call or have your broker contact us at **800-782-8902 x3264** or **bus@lancerinsurance.com** because, when it comes to serious coach claims, experience and expertise *really* matter.

The advertisement features a background image of a bus accident at night. A bus is involved in a crash, with emergency lights from police and fire trucks illuminating the scene. The text is overlaid on this image.



370 W. Park Avenue, P.O. Box 9004, Long Beach, NY 11561 | [www.lancerinsurance.com](http://www.lancerinsurance.com)



# Tax reform cometh, but the details are up in the air

By *Armstrong Robinson and Keith Smith* — Prime Policy Group

WASHINGTON — Tax reform is a major agenda priority for 2017. We expect continuous action next year and perhaps beyond.

Rep. Kevin Brady, R-Texas, chairman of the House Ways and Means Committee, and House Speaker Paul Ryan, R-Wis., possess the most developed product under active consideration.

The House GOP Better Way Tax Blueprint (the Blueprint) was released in July 2016. Since then, Donald Trump embraced several of the concepts before he was elected president.

The Republican staff at Ways and Means has been working on details and legislative text ever since.

We have the added emphasis of a Trump victory to spur on this effort. Steven Mnuchin, President Trump's Secretary of the Treasury designee, said, "Our most important priority is sustained economic growth. To get there, our No. 1 pri-

ority is tax reform."

This represents the best chance in decades to accomplish tax reform.

Most of the Republican tax writers, including early indications from the Trump administration, have suggested this effort must be revenue neutral, on a dynamic basis.

Senate Republicans have been cautious in their reactions to the Blueprint. Finance Committee Chairman Orrin Hatch, R-Utah, has not released his long-awaited corporate integration proposal.

Democrats in the House and Senate have not released a tax reform proposal of their own since a 2007 bill by then-Chairman Charlie Rangel, D-N.Y., and 2014 tax reform papers by then-Chairman Max Baucus, D-Mont.

Early indications from Senate Republican tax writers indicate emphatically their intent to develop their own bipartisan proposal on tax reform.

The newest key player on tax reform in Congress is Rep. Rich-

ard Neal, D-Mass., ranking member of the Ways and Means Committee. Neal is well liked and respected on both sides of the aisle and both sides of the Capitol.

He represents a markedly different leader for Democrats in the House. However, his impact will be significantly affected by two things: how much appetite for bipartisanship there is from House Republicans and how much leeway he has with House Democrats.

Another new Democratic player to watch is Rep. Lloyd Doggett, D-Texas, ranking member of the Tax Policy Subcommittee.

In addition to the bold nature of the Blueprint, the fact the other major players on tax reform are not as far along in their own positions, as well as the Senate's finite ability to process legislative throughput, indicates that tax reform will not be accomplished quickly.

Recently, Brady reviewed the state of play on tax reform and healthcare reform in an interview on C-SPAN. He touched on tax re-

form, health care reform and debt limit. On timing for tax reform, Brady said he expected a lot of the work to be done in January and that Ways and Means would be ready to move forward with President Trump.

## Infrastructure

Funding an infrastructure plan through revenue derived from tax reform is still considered an avenue for bipartisan cooperation. Trump has proposed a \$1 trillion infrastructure package.

In the context of tax reform, infrastructure spending could grease the wheels for action. Whether by financing direct spending, tax incentives or a new infrastructure bank, the two proposals are often linked conceptually.

The rub, as they say, is twofold. First, the most aggressive and bold tax reform plans rely on as much revenue or score as they can get to achieve lower rates and a simplified code. Those revenues are not available to fund other priorities.

Second, the most fruitful discussions around this idea include corporate and international tax reform — leaving out the individual and small business parts of the code.

Business-only tax reform combined with infrastructure spending is not necessarily an easier path. Beyond leaving out individuals, there is a legitimate fear that business-only reform quickly becomes corporate-only reform, leaving out the bulk of American businesses.

There is considerable political will for comprehensive tax reform. However, several advisors to the Trump administration have voiced support for this type of plan, and Senate Democratic Leader Chuck Schumer, R-N.Y., laid a lot of groundwork on these issues with Sen. Rob Portman, R-Ohio, and House Speaker Ryan.

Finally, proponents of this avenue note that the individual side of the tax code generally has divided Republicans and Democrats widely over the last decade.

CONTINUED ON PAGE 12 ►

# MEE offers easy-to-use process to verify applicants

By *Michael K. Brown*  
Ameriseach Background Alliance

In meeting and talking with a large number of motorcoach operators, Ameriseach Background Alliance realized that one of the largest obstacles to success is the ability to find and retain high-quality, dedicated employees — employees who share the company's values and who will help provide the industry's highest possible client experience.

Over the years, using my own personal experience and by listening to the concerns of our United Motorcoach Association clientele, Ameriseach, in partnership with

ISB Canada, has come up with a comprehensive, innovative blanket solution.

Until now, the employment screening industry has offered partial solutions that fail to approach this issue head on.

Clearly, this solution has to include an online and easy-to-use Department of Transportation-approved application process that can be used to qualify and verify applicant information.

It must also provide an ongoing system that helps with training, driver files and notification updates. In the end the goal must be to improve both driver quality and retention.

A few companies currently place a hard-copy application link on their websites. Feedback from both operators and applicants indicates that this method is cumbersome and yields varied results.

What is missing is an effective procedure to notify and remind drivers and support staff of document expiration, changes and updates in laws, employment behavior, audits, and the documentation and instructions required to support these.

The MEE (Making Eligibility Easy) platform is Ameriseach Background Alliance's solution to address these current challenges in the transportation industry. The

platform manages the "end-to-end" driver-qualification process, from initial contact through interview management, qualification and hiring.

MEE allows companies to search for employees in areas where they now exist via social media.

It provides the industry with the following:

**1. DOT-compliant online employee/driver application form that can be accessed from a static IP link**

This customizable form can be added to your company website or sent directly to the applicant to produce a complete driver profile

on any computer, smartphone or tablet. It will prepopulate all necessary release forms.

The application will allow Ameriseach clients to process, store or delete the application and any attached resume as the need for drivers and support staff evolves. The motorcoach operator will be able to control the process to avoid unnecessary charges.

**2. Driver report**

MEE electronically harvests all required data to produce a driver scorecard configured to the hiring rules of the company.

**3. Driver requalification**

CONTINUED ON PAGE 12 ►

## How to contact us

To submit or report news, Letters to the Editor, articles, news releases or to report corrections:

E-mail: hmatern@busandmotorcoachnews.com

Mail: 2250 W. Roper Lane  
Cottonwood, AZ 86326  
Call: (602) 284-6049

To subscribe or inquire about your subscription:

E-mail: ebalm@busandmotorcoachnews.com

Fax: (405) 942-6201  
Mail: 3108 NW 54th Street  
Oklahoma City, OK 73112  
Call: (866) 930-8421

To advertise: Interested in placing an ad, and new to Bus & Motorcoach News?

Call: Jamie Williams at (352) 333-3393  
E-mail: JWilliams@naylor.com

Existing advertisers, or to submit advertising materials:

Call: Johnny Steger at (866) 930-8426  
E-mail: jsteger@busandmotorcoachnews.com  
Mail: 2200 N. Yarbrough, Suite B  
Box No. 336, El Paso, TX 79925

To contact the United Motorcoach Association:

Call: (800) 424-8262  
Online: www.uma.org

# Bus & Motorcoach NEWS

A PUBLICATION OF THE UNITED MOTORCOACH ASSOCIATION

ISSUE NO. 325

## Staff

Editor & Publisher: Victor Parra

Senior Editor: Hal Mattern

Sales Director: Johnny Steger

Industry Editor: Ken Presley

Associate Editor: Ellen Balm

Art Director: Mary E. McCarty

Editorial Assistant:  
Maggie Vander Eems

Editorial Assistant:  
Meghan O'Brien

Accountant: Ted Williford

## Advisory Board

William Allen  
Amador Trailways  
Sacramento, Calif.

Brian Annett  
Annett Bus Lines  
Sebring, Fla.

James Brown Sr.  
Magic Carpet Tours  
Richmond, Va.

Dave Dickson  
Elite Coach  
Ephrata, Pa.

Gladys Gillis  
Starline Luxury Coaches  
Seattle

Bob Greene  
Amaya-Astron Seating  
Omaha, Neb.

Larry Hundt  
Great Canadian Trailways  
Kitchener, Ontario

Dale Krapf  
Krapf Coaches  
West Chester, Pa.

Joan Libby  
Cavalier Coach Trailways  
Boston, Mass.

Marcia Milton  
First Priority Trailways  
District Heights, Md.

David Moody  
Holiday Tours  
Randleman, N.C.

Michael Neustadt  
Coach Tours  
Brookfield, Conn.

Jeff Polzien  
Red Carpet Charters  
Oklahoma City

Tom Ready  
Ready Bus Lines  
LaCrescent, Minn.

Ray Sargoni  
Gray Lines of San Francisco  
San Francisco

Brian Scott  
Escot Bus Lines  
Largo, Fla.

Tim Stout  
Stout's Transportation  
Ewing, N.J.

Dennis Strief  
Vandalia Bus Lines  
Caseyville, Ill.

Alan Thrasher  
Thrasher Brothers Trailways  
Birmingham, Ala.

T. Ralph Young  
Young Transportation  
Asheville, N.C.

# When in doubt, give a dangerous trip the old heave-ho

By Dave Millhouser

“Ya big SISSY!”

Huddled in the heated wheelhouse of the dive boat, Captain Steve and I were looking out at a harbor covered with whitecaps whipped up by a 30-knot, wintry breeze. He had just made the decision to call off the charter, and I was kidding him. Trust me, I didn't want to go either.

Canceling a trip in any phase of the transportation business is a tough call. You hate to disappoint customers and lose revenue, but beating people up isn't a good way to ensure repeat business.

Steve had done a good job of training his clientele. In ye olden days, when there was a blow and customers insisted on trying to dive, he'd leave the dock and head out past the breakwater.

It was rough in the harbor, but outside green water broke over the bow. The heaving boat administered a thrashing sufficient to crush the spirit of the divers, who then begged him to cancel the trip.

Sometimes it wasn't just the boat that heaved.

After a couple of beatings, even the most-hardy customers take Steve's word on weather.

In the coach business, there aren't many breakwaters. This complicates the decision-making process when weather, or circumstances, make departing on a trip or continuing on one chancy.

There are a number of factors to weigh when you consider canceling a charter.

Weather forecasting has come a long way. It's often reliable enough to make informed decisions, ones that anxious clients will respect, but what about the gray areas (pun intended)?

What's the destination? A shopping trip to an outlet mall is easily postponed, but if it's the Super Bowl, there is more impetus to at least try. Major events with expensive perishable tickets can tempt us into unwise moves (keeping track of the puns?).

The decision to cancel is a shared one. Management can make the call based on weather or events that could impact safety. They're in a position to judge the consequences in terms of both

business and safety, and are heavily impacted by the results.

With luck, whoever has to communicate the decision gives thought to how best to “sell” it.

Like a ship's captain, the driver is ultimately responsible. Your corporate culture should encourage their honest appraisal of whether it's safe to depart, or continue, when problems crop up.

Certainly an individual driver's level of experience influences the decision, but subtle psychological undercurrents can push less-qualified people to try things that are risky. It's important to ask questions in a way that makes drivers comfortable with saying no.

Customers' feelings are always important, but in this case, they're at the bottom of the decision-making hierarchy. Their understanding of potential hazards is minimal, and they generally are strongly motivated to “go.” In many ways, they have less at risk than the carrier.

If you let them influence you into trying something you know is risky, and they're stranded, they will expect compensation. That's

best case. An accident is worst case.

When you, or your driver, make a bad choice, it's your fault. If clients talk you into a bad choice, it's your fault.

The key here is relationships. If you (or your driver) explain adequately, and have good rapport, you'll likely be all right. Try to make customers understand that you want to go as badly as they do, but you value their safety and comfort too much to risk it.

Sadly, there is no breakwater available to cruise past and give them a tiny taste of misery.

Sitting in the window seat of a DC9 one night, I could see the lights of Aruba beneath us. The gear and flaps dropped, and we were about 50 feet above the runway when the whole island went dark. Pitch black, darker than a bureaucrat's heart.

The pilot dynamited the throttle, and we climbed like a bat out of hell and headed back out to sea. The airport had disappeared. The entire power grid, including the runway lights, had failed just as we were about to touch down.

He circled a couple of times, hoping that the lights would come on, before announcing that we'd have to continue on to our next stop, which was Bonaire. We would have to skip Aruba.

Since Bonaire was my destination I was happy, but one large fellow began bellowing that he was going to miss the cruise ship he was scheduled to board in Aruba.

He loudly insisted that we HAD to land because he was important. (Apparently not so important that the ship wouldn't leave without him.)

Fortunately our pilot was clever enough to realize that attempting a landing was not a bright idea (you counting these puns?). This was one of those cases when accommodating the customer could have had disastrous consequences.

Dave Millhouser is a bus industry marketing consultant and freelance writer. Contact him by email at [Davemillhouser@gmail.com](mailto:Davemillhouser@gmail.com).



Dave Millhouser

**AMAYA**  
**ASTRON**  
S E A T I N G



Model GT



Model A-220

- Now available: Amaya's thinner seat design for more leg room, with your choice of high back on the “GT” or adjustable headrest on the “A-220”.
- Manufactured by the leading provider of the highest quality seats, engineered and built for comfort, safety and durability for over 25 years.
- Specify “Amaya-Astron” seats on your new coach purchases.

**SALES REPRESENTATIVES FOR THE U.S. AND CANADA**

George Farrell  
Phone: (864) 895 4127  
email: [gfarr007@aol.com](mailto:gfarr007@aol.com)

Bob Greene  
Phone: (402) 639 4454  
email: [bgreene45@cox.net](mailto:bgreene45@cox.net)

**AMAYA-ASTRON SEATING MEXICO**

Phone: +52 (55) 5881 2007  
email: [donovan@amaya-astron.com.mx](mailto:donovan@amaya-astron.com.mx)

[www.amaya-astron.com.mx](http://www.amaya-astron.com.mx)



## Tax reform

CONTINUED FROM PAGE 10

Senate Majority Leader Mitch McConnell, R-Ky., and Brady have said they are interested in pursuing a comprehensive tax bill so as not to leave out individual tax reform.

### Reconciliation instructions

Reconciliation's compelling

virtue is its insulation from the Senate filibuster rules. Congressional leaders are working on two budgets (FY17 and FY18, each with its own reconciliation instructions). The first dealt with for Obamacare repeal and was passed in January. The second could be used for tax reform.

Those instructions could only address budgetary effects of tax reform and not policy reforms nec-

essarily. You may recall that reconciliation was used for the 2003 and 2006 tax reforms by the Bush administration and it was part of the legislative cocktail that produced the Affordable Care Act in 2009.

Hatch, the Senate's top tax writer, has said that Republicans may use budget reconciliation to move legislation rewriting the tax code.

"It's probably what has to be done," Hatch said. "If you're going

to do tax reform, I think it's going to take that."

Republican tax writers in the House and Senate would prefer bipartisan tax reform outside of the reconciliation process for two reasons. First, it allows for a better and cleaner bill. Second, any time Congress undertakes big, broad reform, support from a broad bipartisan coalition is politically advantageous.

However, those same leaders will

use reconciliation if they have to.

While we expect House Republicans to move first and fastest, a long road remains and the time for engagement is now.

Tax reform cometh.

*Prime Policy Group's team of political, legislative and regulatory experts serve as counselors to corporations, associations, domestic and foreign governments, and political candidates. The United Motorcoach Association is one of its clients.*

## Hiring help

CONTINUED FROM PAGE 10

MEE assists employers with the following:

- Managing certifications, licenses and insurance eligibility
- Configuring requalification rules
- Updating profiles automatically and attaching most recent results and documents
- Developing a la carte or packaged requalification products
- Emailing alerts and notifications to drivers and essential support staff, including required documentation and instructions sent at specified intervals to aid in requalifying drivers.
- Scheduling requalifications based on hire date or calendar

### 4. Reporting and Analytics

Provides access to all data and reporting capabilities measuring key metrics, including:

- Company data (region, division, location)
- Recruiter performance (i.e. quantity and quality of hires)
- Hiring metrics (i.e. from application to hiring)
- Driver segmentation
- Marketing effectiveness
- Training opportunities
- Exporting data to other systems, including HR, payroll and safety benefits

### 5. Driver Assessment — a personality risk-assessment test to help identify safer drivers for under \$30

The driver assessment evaluates driver stress levels, driver focus, impulsive or cautious behaviors and whether they are risky or risk adverse.

### 6. DOT-compliant electronic chain-of-custody (optional)

This will also help minimize errors during specimen collection, provide more consistent results and link all parts of the screening processes, thereby reducing costs and errors.

*Michael K. Brown is vice president of compliance at Ameriseach Background Alliance. For more information please contact Ameriseach at 800-569-6133 or customerservice@ameriseachbga.com or visit www.ameriseachbga.com.*

# EXPERT FINANCING

Motorcoach, Shuttle Bus & Van



**Looking to finance a motorcoach, shuttle bus or van?** Look no further than 1st Source Bank. Serving individuals and businesses of northern Indiana since 1863, we have become a national leader in the financing of specialty

equipment. Our experienced team will provide you outstanding service, straight talk and sound advice.

*Let us tailor a financing package that fits your needs.*

Contact Amanda Lundmark

Cell: 815 953-3623

Office: 574 401-6111

lundmarka@1stsource.com

- Flexible financing options including lines of credit
- Simple application process for aggregate credit up to \$350,000
- Industry experts who provide personal service that makes it easy to get things done
- National specialty finance leader for over 30 years



**Specialty Finance Group** 1stsource.com/shuttlebus • 1stsource.com/motorcoach

# MOTORCOACH EXPO 2017

## Complete schedule for Motorcoach Expo in St. Louis

### FRIDAY, FEBRUARY 24 – SUNDAY, FEBRUARY 26

#### International Motorcoach Group – Maintenance & Safety Forum

#### SUNDAY, FEBRUARY 26

11 a.m.–7 p.m.	Complimentary shuttle service from airport (STL) to UMA Host Hotel	
8 a.m.–1 p.m.	Sightseeing Tours – <i>Sponsored by Explore St. Louis</i>	
10:30 a.m.–5 p.m.	Registration Open	Plaza Lobby
10 a.m.–Noon	<b>MBMCA Board of Directors Meeting</b>	122
1–5 p.m.	UMA State Association Summit	265 / 266
7–10 p.m.	Icebreaker at the City Museum – <i>Sponsored by Explore St. Louis</i>	City Museum

#### MONDAY, FEBRUARY 27

7:30 a.m.–6:45 p.m.	Registration Open	Plaza Lobby
8–8:30 a.m.	UMA Continental Breakfast	Ballroom
8:30–11 a.m.	UMA EXPO Opening, Legislative and Regulatory Update & UMA active member meeting – <i>Sponsored by BusRates.com</i>	Ballroom
9:30 a.m.–4:30 p.m.	UMA Maintenance Interchange	265 / 266
11:15 a.m.–12:15 p.m.	<b>UMA Concurrent Solution Sessions</b>	
	• <b>Marketing:</b> <i>Transforming Your Business</i>	274
	• <b>Finance:</b> <i>What Finance Companies Need from Operators – And What They Find Instead</i>	275
	• <b>Operations:</b> <i>Managing Multiple Locations</i>	276
	• <b>Technology:</b> <i>Technology 101 to 301 – New Track!</i>	263 / 264
	• <b>Small Fleet Operator:</b> <i>Session 1 – Marketing for Small Fleet Operators Part 1, Day One, Regulatory Update</i>	260 / 267
11:15 a.m.–12:15 p.m.	UMA Associate/Travel Partner Membership Meeting	UMA Booth #919
12:30–1:45 p.m.	UMA Luncheon – <i>Sponsored by BusRates.com</i>	Ballroom
2–3 p.m.	<b>UMA Concurrent Solution Sessions</b>	
	• <b>Marketing:</b> <i>Expanding into New Markets</i>	274
	• <b>Finance:</b> <i>Spader Business Management – Part 1</i>	275
	• <b>Operations:</b> <i>Maximizing the Sale of Your Company – Prudent Everyday Business Practices</i>	276
	• <b>Technology:</b> <i>What's in the New Technology Tactics Like, SEO, SEM, Analytics, and Social Media</i>	263 / 264
	• <b>Small Fleet Operator:</b> <i>Session 2 – Fundamentals of Fatigue Management, Marketing for Small Fleet Operators Part 2, The New Unified Carrier Registration</i>	260 / 267
3–3:15 p.m.	Break	
3:15–4:15 p.m.	<b>UMA Concurrent Solution Sessions</b>	
	• <b>Marketing:</b> <i>Too Much is Too Much Online Marketing</i>	274
	• <b>Finance:</b> <i>Spader Business Management – Part 2</i>	275
	• <b>Operations:</b> <i>EDL Pitfalls</i>	276
	• <b>Technology:</b> <i>How Technology is Influencing the Fundamentals and Choices of Group Travelers</i>	263 / 264
	• <b>Small Fleet Operator:</b> <i>Session 3 – When the Trip Goes Bad, Fuel and Tire Tax Exemption, Marketing for Small Fleet Operators Part 3</i>	260 / 267
3:15–4:15 p.m.	Sneak Preview Ribbon Cutting – In front of EXPO Entrance at Hall 4	
4:30–6:45 p.m.	Sneak Preview – UMA EXPO Floor Open	Halls 4 & 5
4:30–6:45 p.m.	Motorcoach Marketing Council Silent Auction	Booth #101
6 p.m.	Motorcoach Marketing Council Live Auction	Booth #101
7–10 p.m.	Sneak Preview After-Party at Anheuser-Busch Immediately following After-Party: Go Motorcoach Annual Fundraiser at Thaxton Speakeasy	

#### TUESDAY, FEBRUARY 28

7:30–11 a.m.	UMA Maintenance Competition at Vadalía Bus Lines	
Morning	UMA's International Driver Competition	
8 a.m.–5 p.m.	Registration Open	Plaza Lobby
8:15–8:45 a.m.	Continental Breakfast – Held Outside of Concurrent Solution Session	

### TUESDAY, FEBRUARY 28 (cont'd)

8:45–9:45 a.m.	<b>UMA Concurrent Solution Sessions</b>	
	• <b>Marketing:</b> <i>Is My Marketing Working; Measuring Techniques</i>	274
	• <b>Finance:</b> <i>How Equipment Valuations Will Influence Your Purchase Arrangement and Payment Schedule</i>	275
	• <b>Operations:</b> <i>Best Practices for Installing 110 Outlets</i>	276
	• <b>Technology:</b> <i>Managing Your Current Digital Presence</i>	263 / 264
	• <b>Operations:</b> <i>How Will the FLSA New Overtime Rule Impact You and Your Business</i>	260 / 267
10–11 a.m.	<b>NAMO Meeting</b>	C301
10 a.m.–5 p.m.	UMA EXPO Floor Open	Halls 4 & 5
10 a.m.–5 p.m.	Motorcoach Marketing Council Silent Auction	Booth #101
10:15–11:15 a.m.	<b>UMA Education in the Exhibit Hall</b>	UMA
	• <i>Is Your Business Ready for the ELD Mandate? – Presented by GPS Insight</i>	Session Area
10:30–11 a.m.	BusRates.com 101	Booth #919
11:30 a.m.–1:30 p.m.	Lunch in the Exhibit Hall	Halls 4 & 5
11:30 a.m.–1:30 p.m.	<b>UMA Education in the Exhibit Hall</b>	UMA
	• <i>How to Prepare For &amp; What to Expect on a DOT Audit – Presented by RLS Management</i>	Session Area
12:30–1 p.m.	BusRates.com 101	Booth #919
12:45–1:45 p.m.	<b>UMA Education in the Exhibit Hall</b>	UMA
	• <i>Driver Recruitment &amp; Retention: Top Priorities for a Successful Motorcoach Company – Presented by Lancer Insurance</i>	Session Area
2–3 p.m.	<b>UMA Education in the Exhibit Hall</b>	UMA
	• <i>Verbal SWAT: Basic Tools to Defuse Conflict – Presented by Protective Insurance Company</i>	Session Area
3–3:30 p.m.	BusRates.com 101	Booth #919
12:45–1:45 p.m.	<b>UMA Education in the Exhibit Hall</b>	UMA
	• <i>What Opportunities Does the Rise of Sharing Economy Present for the Motorcoach Industry – Presented by Rally Bus</i>	Session Area
6:30–11 p.m.	UMA Leadership Awards Celebration – <b>UMA Exclusive!</b> – <i>America's Ballroom sponsored by BusRates.com</i> 6:30 p.m. – Reception • 7:15 p.m. Dinner Cigars & Cordials – <i>Sponsored by Bridgestone Tire</i> Held at the Courtyard & Courtyard Lobby	Ballroom
9:15 p.m.		

### WEDNESDAY, MARCH 1

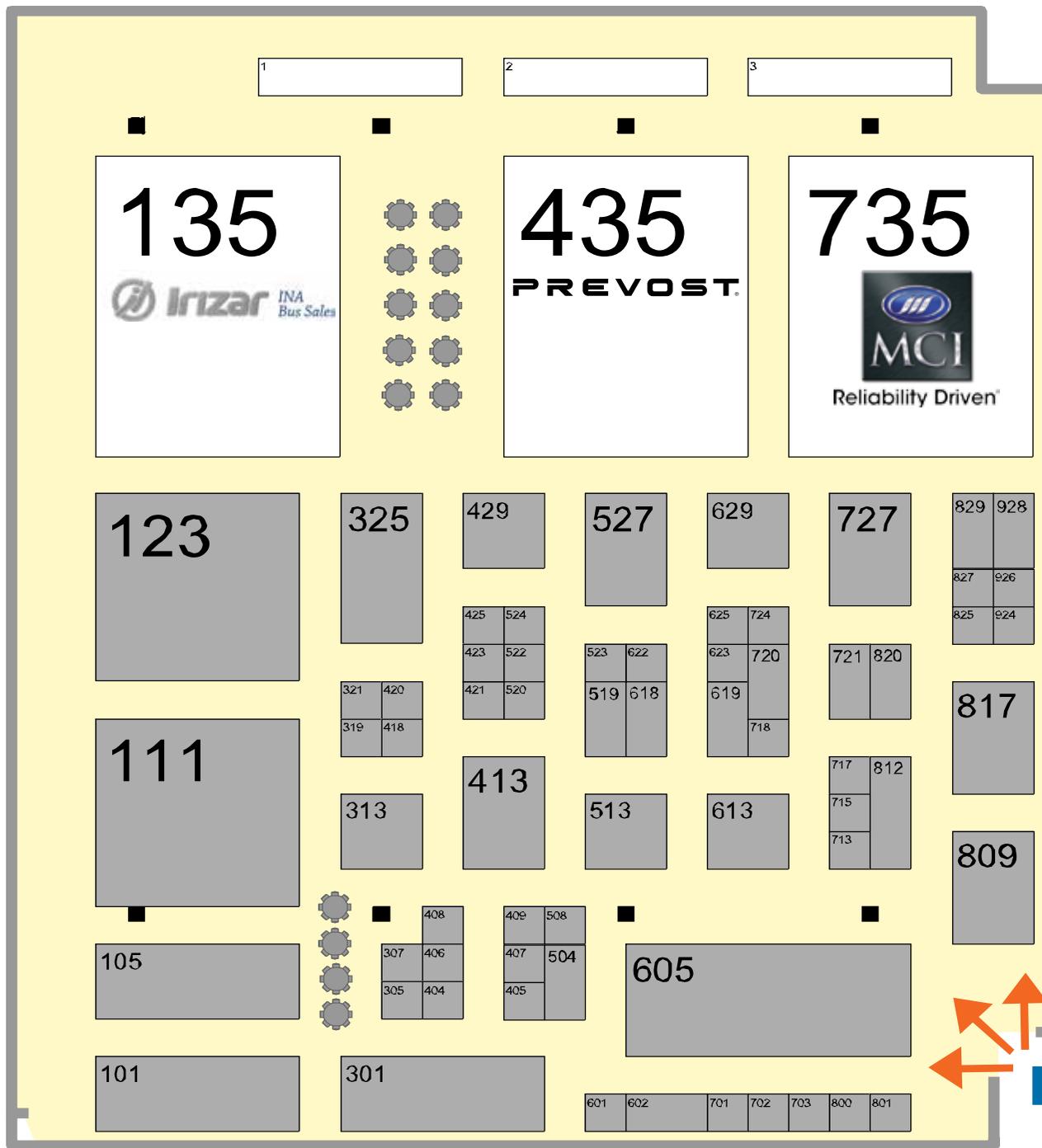
8 a.m.–1 p.m.	Registration Open	Plaza Lobby
9 a.m.–Noon	UMA EXPO Floor Open	Halls 4 & 5
9–10 a.m.	Motorcoach Marketing Council Silent Auction	Booth #101
9:15–10:15 a.m.	<b>UMA Education in the Exhibit Hall</b>	UMA
	• <i>How A Successful Driver Program Can Reduce Risk, Drive Down Cost and Increase Passenger Satisfaction – Presented by GreenRoad</i>	Session Area
10 a.m.–Noon	Brunch in the Exhibit Hall	Halls 3 & 4
10:30–11:30 a.m.	<b>UMA Education in the Exhibit Hall</b>	UMA
	• <i>Vehicle and Driver Certifications – Improve Your Margins – Save Fuel, Save Money, and Gain Market-Share! – Presented by University of Vermont</i>	Session Area
12:15–1:45 p.m.	UMA Member Bus Operations Site Visit	Vadalía Bus Lines
2–7 p.m.	Complimentary shuttle service from UMA host hotels to the airport (STL)	
9:30 p.m.–12:30 a.m.	Tourism Rocks held at Hard Rock Cafe St. Louis	

### THURSDAY, MARCH 2

4–11am	Complimentary shuttle service from UMA host hotels to the airport (STL)	
8 a.m.–4 p.m.	13th Annual Ray Dupuis Memorial Golf Tournament at Stonewolf Golf Club	

# 2017 Expo Exhibitors

Vendor	Booth	Vendor	Booth
1st Source Bank	1208	Distinctive Systems Inc.	913
5 Star Specialty Programs	702	Dixie Electric	1106
ABC Companies	1635	Doran Manufacturing, LLC	1010
ABC Companies	6	DriveWare	1828
ACC/Spheros	421	Edson Financial	622
Access Commercial Capital, LLC	1729	Elreg Distributors Ltd.	1307
Advantage Funding	1228	EverBank Commercial Finance Inc	1414
Alexander Dennis Inc.	123	Executive Coach Builders, Inc.	1615
Alliance Bus Group/CAIO	1335	EyeRide	504
Alliance Bus Group/CAIO	5	Federal Motor Carrier Safety Administration	1705
Allied Powers LLC	1313	Firetrace International	1614
Allison Transmission	1627	Fleet Financing Resources	820
Amaya Astron Seating	727	Fleetmatics	1311
AMBEST, Inc.	1325	FSX Equipment, Inc.	1616
American Bus Association	1707	Gerflor	1524
American Cooling Technology	1223	GPS Insight	703
American Fleet Inc.	513	GPSi	907
American Motor Products, Inc.	801	Grech Motors	605
American Seating	527	Handsfree Group	406
Amerisearch Background Alliance	1815	Harbor Graphics A Division of Vomela	1417
Ametek	1012	Icomera US, Inc.	1209
AngelTrax	1407	Idrive, Inc.	1427
ASA/Jensen	1419	Imperial Supplies	1131
Atlantic City/ Meet AC	408	INTERGLASS Automotive Glazing	1708
ATR Transmission Remanufacturing, Inc.	321	Irizar/ INA Bus Sales	135
AutoMotion Shade	625	Irizar/ INA Bus Sales	1
Awash Systems Corp.	1326	ISE Fleet Services	1105
Bauer's Intelligent Transportation	928	J&J Chemical	1611
Bitimec Wash-Bots, Inc.	519	J.J. Keller & Associates, Inc.	1117
BITZER US Inc.	1412	KeepTruckin	1418
Blue Bird Body Company	301	Key Equipment Finance	1220
BraunAbility (aka The Braun Corporation)	1428	KF&B, Inc.	1829
BRC Group	1312	Kidde Technologies, Inc.	1528
Bridgestone Americas Tire Operations, LLC (BATO)	817	Kiel NA LLC	313
Brooker Transportation Agency	1217	Kirk's Automotive Inc.	1014
Budget Truck and Auto, Inc.	1330	Knoedler Mfg.	305
Bus & Motorcoach NEWS	1211	La France Industries	829
Bus and Coach America	601	Lancer Insurance Company	429
Busgraphix.com	1526	Lang US LP	1520
bushive Software	800	Lantal Textiles, Inc.	812
Busline	1806	Lazzerini Corporation	618
BusRide Magazine	522	Leece-Neville Heavy Duty Systems	523
BYD Motors Inc.	111	Masats LLC	413
C.E. Niehoff & Company	1425	MCI/Setra	735
Camira Group Inc	629	MCI/Setra	3
Capacity Coverage Co.	1112	Metro Magazine	1813
CBM US Inc.	420	Michelin North America, Inc.	1612
Century Business Solutions	1013	Mobile Climate Control	1320
Chauffeur Driven	1406	Mohawk Manufacturing & Supply Co.	1216
CHTC USA, Inc.	1623	Motorcoach Manager, Inc.	524
CMI Enterprise	307	Motorcoach Marketing Council	101
Coach Glass	1516	Motorcoach Movies	425
Commerce Bank	715	Motorcoach Safety Training Company	1207
Complete Coach Works – Tansit Sales International – Shuttle Bus Leasing	924	Motorcoach Tire Sales, LLC	1429
Continental (VDO RoadLog)	1009	National Association of Motorcoach Operators (NAMO)	1817
CPACEX	926	National Bus Trader, Inc.	1706
Cummins Inc.	809	National Interstate Insurance Company	718
Curved Glass Distributors	1224	National Transportation Safety Board	1827
D&W Diesel, Inc.	701	National Transportation Insurance Solutions, LLC	827
De Leo/Epengle Tekstil	1521		
Detroit Diesel Corporation	1527		
DIA Solutions Inc.	1227		



Vendor	Booth	Vendor	Booth	Vendor	Booth
NIC Federal	1416	RUD Chain, Inc.	1610	Thomas Built Buses	105
Odyssey Battery by Enersys	1110	Safety Vision	1316	TIB – Transportation Insurance Brokers	1231
Paul Arnold Associates Inc.	407	Sardo Bus & Coach Upholstery	929	Trailways	1805
PF Distribution Center, Inc.	1219	Saucon Technologies Inc.	613	Trans Lease, Inc.	1226
Pilot Flying J	1317	Scalabros SRL	717	Trans/Air Manufacturing Corporation	1530
Power Manufacturing Inc.	409	Shriver-Capacity Insurance Agency, LLC	1819	Translite Enterprises – Bus Glass Distributors	1431
Prevost	435	SinglePoint Communications, Inc.	720	Transportation Information Systems	1809
Prevost	2	SLEC, Inc.	1111	Transportation Safety Systems	404
PriorityStart! (BLI)	1613	Smart Stubs	713	TRP Bus Parts (PACCAR, Inc.)	911
ProFusion Industries	508	SmartTray Rail and Bus, LLC	1319	Turbo Images	1329
Proheat	825	Spader Business Management	1308	United Bus Technology Inc.	1704
Protective Insurance Co.	1119	Steril-Koni USA, Inc.	602	Vanner Inc.	619
Rally	1710	Stokes & Stokes Distributors, Inc.	1129	Webb Severe Duty	423
Rand McNally	1114	SubOut.com	1424	Wells Fargo Equipment Finance	1125
REI	325	Suntrust Equipment Finance & Leasing Corp.	1315	Wheeler Bros, Inc.	1229
Relational Bus Systems	1015	Super Vision	1322	Whiting Systems Inc.	1221
Research Underwriters	1518	TCF Equipment Finance Inc.	721	Willingham Inc.	1517
REV	1306	Team Coach Imaging	1011	Worldwide Monochem	1410
Ricon Corporation – A Wabtec Subsidiary	1008	Temsa Global/ CH Bus Sales	4	ZF Openmatics	418
Rivera Bus & Coach Upholstery	520	Temsa/CH Bus Sales	1035	Zonar	319
RLL Transportation	1318	Terrapin Blue, LLC	1727		
Rochester City Lines	623	Thermo King Corp.	1108		
Rosco Vision Systems	909				
Rotary Lift	1323				
RRL Insurance Agency	724				



# Education sessions set for UMA Motorcoach Expo 2017

ST. LOUIS — The United Motorcoach Association will present a variety of educational sessions during this year's EXPO.

## MONDAY, FEBRUARY 27

11:15 a.m.–12:15 p.m.

**OPERATIONS: *Managing Multiple Locations.*** Acquisitions and mergers in this industry have increased greatly over the last few years, causing more companies to handle an additional two or three locations. Learn how to successfully face this challenge.

**FINANCE: *What Finance Companies Need from Operators – And What They Find Instead.*** Too often lenders express that operators are not properly prepared when attempting to borrow money. Among many other things, borrowers need to be aware of several national and worldwide influences on U.S. borrowing requirements. For example, the "Brexit" vote may temporarily keep interest rates low, but the U.S. may decide to increase borrowing requirements in the future due to its other possible effects. This session offers guidance on smart borrowing.

**MARKETING: *Transforming Your Business.*** It is absolutely possible to reach entirely different audiences by overhauling your business. Repositioning your business can attract new and more profitable markets. Learn from two companies, one large, one small, who have been successful in attracting new customers and growing their business.

**TECHNOLOGY: *Technology 101 to 301.*** Where we were, where are we now, where are we going with technology in the chartering world, on the vehicle, and after the trip is complete. This 1-hour course will help to set the stage for the other 3 courses in the track and will cover the following:

- Browser vs. installed software
- Defining banner ads, content marketing, social media marketing
- Explaining Hi-res and low-res, basic HTML commands
- SaaS, CMS's, Front end and Back office differences, Environments: Sandbox, dev, integration, test, and production
- Basic analytics, site report examples, and KPI's reviewed and explained

## SMALL FLEET OPERATOR: Session 1

This session was created specifically for small fleet operators. Subjects are discussed for 15-20 minutes each for a total of three 1-hour sessions.

**MARKETING FOR SMALL FLEET OPERATORS, PART 1** – You operate a small fleet of motorcoaches providing great service; yet, many users simply do not know who you are. This concentrated session discusses the building blocks of marketing; helping you design an effective strategy to successfully attract those customers that will appreciate your product. (Sales and Marketing) 11:15–11:35 am

**DAY ONE** – Sometimes you "don't know what you don't know" and the first day in business may have been a few years ago, and you always seem to be catching up. This brief session takes a snapshot of the ideal beginning and covers steps to incorporate the fundamentals into your

operation to begin operating from a stronger position rather than always catching up. Day One is never too late! (Owner/Management) 11:35–11:55 am

**REGULATORY UPDATE** – This session will review the latest proposed and final regulations and how they will affect small fleet operators and what is required to comply. (Safety and Compliance) 11:55 am–12:15 pm

2:00–3:00 p.m.

**OPERATIONS: *Maximizing the Sale of Your Company – Prudent Everyday Business Practices.*** Whether or not you are selling your business, there are countless items that need upholding as part of the business operations. Unfortunately, important issues may be neglected in favor of matters deemed more urgent. Overlooked, but still crucial items can be as simple as recording board meeting minutes, filing contracts, organizing legal documents, or responding to items requested from buyers.

**FINANCE: *Spader Business Management – Part 1.*** The Spader organization has been managing UMA's 20 Groups Program for more than 10 years. During that time, they've developed a solid base of information on what the best performing companies in our industry do to achieve success and increase profits year after year. Using metrics specifically designed for our industry, they are able to identify what companies can do to reduce costs and increase available revenue. At EXPO each year, they share these insights and proven strategies to help you increase profitability. These are must attend sessions.

**MARKETING: *Expanding into New Markets.*** This is one of the most requested topics we receive. Companies are always searching for new customer and geographic markets to expand and diversify their revenue base. And as customer preferences change this becomes even more critical to a company's long-term growth. Learn what bus companies are doing to find new sources of revenue.

**TECHNOLOGY: *What's in the New Technology Tactics: Apps, SEO, SEM, Analytics, and Social Media.*** How are these things influencing the bus chartering landscape? So much has changed with the emergence of the social web and the smart phone that even in the last 4 years new approaches and tactics have presented themselves to the small business owner that really level the playing field. This course will cover:

- Do I need an app or will an adaptive web site cover me?
- How do I get my site to be SEO compliant?
- If I am taking care of my site's SEO, why do I need SEM in my marketing mix?
- Blogs are the center of your social media universe and your marketing activity.

## SMALL FLEET OPERATOR: Session 2

This session was created specifically for small fleet operators. In the 2nd session the following subjects will be discussed:

**FUNDAMENTALS OF FATIGUE MANAGEMENT** – This session will highlight the basics of fatigue management and how a small fleet operation can have an effective program, from drivers to management, at little or no cost. (Safety and Compliance) 2:00–2:20 pm

**MARKETING FOR SMALL FLEET OPERATORS,**

**PART 2** – Your fleet may be small, but you can position yourself and your company as the "go-to" company in your market. This brief session reviews how small fleet operators can position their company with community leaders for growth. (Sales and Marketing) 2:20–2:40 pm

**THE NEW UNIFIED CARRIER REGISTRATION** – The Unified Registration System (URS) is a new electronic online registration system designed to streamline and simplify the Federal Motor Carrier Safety Administration's registration and update process. This session will primarily cover the update process required of every carrier. (Safety and Compliance) 2:40–3:00 pm

3:15–4:15 p.m.

**OPERATIONS: *ELD Pitfalls.*** With the FMCSA mandate in place, you need to make sure that the equipment you're buying not only complies with the required FMCSA required specifications, but also can support your needs as a management tool. Along those lines, the ELD you buy needs to produce IFTA and now IRP reports for you. It also must generate the reports your state requires if you are audited by either IFTA or IRP.

**FINANCE: *Spader Business Management – Part 2.*** See Spader Business Management – Part 1.

**MARKETING: *How Much is Too Much Online Marketing.*** At a time when customers have become immune to online sales pitches, is it possible to overuse online channels? How do you know if you've reached a saturation point for Facebook ads, for example, and should you switch back to local newspapers? This session will discuss having a proper marketing mix and the use of more traditional channels like print, broadcast and cable.

**TECHNOLOGY: *How Technology Is Influencing the Fundamentals and Choices of Group Travelers.*** From acquisition, to comparison shopping, to price, and amenities, how technology is aiding the overall group travel experience. People no longer settle for just word of mouth, they want to look at a property's total package, from amenities to types of linen and pillows, groups desire the same level of treatment that individual guests receive. The Internet has done a lot to aid the group travel planner and give them the feeling that their members will get the best service. But it goes past free breakfast and Wi-Fi to how well does the hotel work with the bus company, how well does the front desk set up the bank of rooms and what kinds of group amenities does the hotel offer?

## SMALL FLEET OPERATOR: Session 3

This session was created specifically for small fleet operators.

**WHEN THE TRIP GOES BAD** – This session will highlight an actual trip that should have been an uneventful charter, but turned out to be a regulatory nightmare. How it happened, the response, and some retrospect. (Owner/Management) 3:15–3:35 pm

**FUEL AND TIRE TAX EXEMPTION** – Understand the fuel-tax and tire excise tax exemptions and how to advise your accountant to file for your fuel tax refund and obtain tire excise tax exemption. (Finance) 3:35–3:55 pm

**MARKETING FOR SMALL FLEET OPERATORS,**

**PART 3** – With sound marketing, small fleets tend to grow. This session looks at how to gauge your market and anticipate your growth needs. (Sales and Marketing) 3:55–4:15 pm

## TUESDAY, FEBRUARY 28

Continental breakfast will be served prior to these sessions

8:45–9:45 a.m.

**OPERATIONS: *Best Practices For Installing 110 Outlets.*** Customer demand for 110 outlets grows by the minute. It is near the point where it is expected when customers board the bus. Explore this issue on a broader basis in this session. The discussion will include inverters, size options, installation approaches that minimize the impact on luggage space, best practices on wiring, and maintenance. Also, find answers to such questions as, should this be a chargeable service? How can this be built into a cost structure?

**FINANCE: *How Equipment Valuations Will Influence Your Purchase Arrangement and Payment Schedule.*** This session will focus on resale value and loan balances. Some operators make small payments and, because of normal depreciation, quickly get upside down on their loans. To make sure this doesn't happen, you need to learn how to evaluate your fleet value every year to compare loan ratios. This will help determine real trade in value of existing equipment. In turn, this will help you compute the amount to put down on an equipment purchase and determine the optimum payment schedule.

**MARKETING: *Is My Marketing Working; Measurement Techniques.*** How do you measure the return you get from all your marketing efforts? For example, is your advertising working? Is it generating a profitable return on your investment? How about your social media campaign? Is it reaching the right targeted groups and are you converting them into paying customers? Knowing how to measure the performance of all your marketing efforts will help you know how best to invest your marketing dollars.

**TECHNOLOGY: *Managing Your Current Digital Presence.*** How to find, manage, and upgrade it to find more prospects and hold onto the ones you already have. All of us have a digital presence, and so do our businesses, finding out how you appear in these spaces is critical to making sure you put your best foot forward with them. Managing the photos that appear in search results, the copy that shows up in organic SERPs, should you or are you connected to social media, do you have reviews and how do they affect your potential prospects? All of this will be taught using Google, Facebook and BusRates, along with other sites.

**OPERATIONS: *How Will the FLSA New Overtime Rule Impact You and Your Business?*** Is your company ready for this change? It most likely will affect much of your office personnel! The U.S. Department of Labor came out with a ruling in 2016 that went into effect December 1, 2016. It states that the baseline for exempt employees (salaried not hourly) goes up to \$47,476 from \$23,600. That means anyone making less than \$47,476 can no longer be considered exempt from overtime. Overtime can even mean employees checking email after hours. Find out what you need to do to comply with this far reaching regulation change.

# Expo 2017 to feature party hosted by Anheuser-Busch

ST. LOUIS — This Expo is for you.

UMA Motorcoach Expo 2017 in St. Louis will feature an entertainment and networking event hosted by major beer brewer Anheuser-Busch.

On February 27, Expo attendees will be invited to the UMA Sneak Preview After Party at Anheuser-Busch's St. Louis headquarters. The event will include an evening tour of the company's flagship brewery, and at least one of the world-famous and beloved Clydesdale horses will be in attendance.

Food and drinks will be provided and the gift shop will be open. Participants will be treated to live music and will be able to network in the lobby and in the indoor/outdoor temperature-controlled Biergarten.

The After Party has been one of the most popular events at Expo in recent years, offering attendees a chance to experience local attractions while sharing good food, drink and conversation.

"In addition to providing industry leaders with an excellent

## New, returning Expo exhibitors

ST. LOUIS — Twenty-four exhibitors will be making their first UMA Motorcoach Expo appearance this month or are returning after an absence.

- 1st Source Bank — No. 1208
- Access Commercial Capital, LLC — No. 1729
- Blue Bird Body Company — No. 301
- BRC Group — No. 1312
- Commerce Bank — No. 715
- Dixie Electric — No. 1106
- DriveWare — No. 1828
- Executive Coach Builders, Inc. — No. 1615
- Handsfree Group — No. 406
- Icomera US, Inc. — No. 1209
- INTERGLASS Automotive Glazing No. 1708
- Knoedler Mfg. No. 305
- Motorcoach Safety Training Company — No. 1207
- Paul Arnold Associates Inc. — No. 407
- PriorityStart! (BLI) — No. 1613
- Rally — No. 1710
- Research Underwriters — No. 1518
- REV Group — No. 1306
- Scalabros SRL — No. 717
- Smart Stubs — No. 713
- SmartTray Rail and Bus, LLC — No. 1319
- Stokes & Stokes Distributors, Inc. — No. 1129
- United Bus Technology Inc. — No. 1704
- Zonar — No. 319

forum for networking and information exchange, we want our attendees to enjoy themselves and have a memorable and positive experience," said UMA President and CEO Victor Parra. "This is sure to be an Expo highlight."

Earlier in the day, Anheuser-Busch marketing official Tom

Kraus will serve as an Expo guest speaker, addressing how the company became one of America's iconic brands. He also will discuss the company's marketing and branding strategies.

UMA's Motorcoach Expo is the largest gathering of bus and motorcoach owners and operators.

Attendees are provided with all-inclusive access to top-of-mind topics in education sessions, the latest products and services in the exhibit hall, and networking opportunities with industry peers and colleagues.

UMA Motorcoach Expo 2017 will be held from Feb. 26 to March 2

at the America's Center Convention Complex in downtown St. Louis.

The location is close to numerous attractions, including the Gateway Arch. For more information about Expo and to register, please visit [www.motorcoachexpo.com](http://www.motorcoachexpo.com) or contact UMA at 1-800-424-8262 or [info@uma.org](mailto:info@uma.org).

**WHERE  
BEER & FRIENDS  
ARE MADE**

*Anheuser-Busch*

**From the countless brews on tap in The Biergarten to our many Signature Tours, the historic Anheuser-Busch Brewery offers a variety of experiences that you won't find anywhere else.**

**For more details, please call 314.577.2626**

**12th & Lynch Streets, St. Louis, MO 63118**  
**[www.budweisertours.com](http://www.budweisertours.com)**

**CHEERS**

**ENJOY RESPONSIBLY**  
©2017 Anheuser-Busch, Budweiser®. St. Louis, MO

# Expo 2017 will feature a variety of St. Louis tours

ST. LOUIS — People attending UMA Motorcoach Expo 2017 in St. Louis will have a choice between eight different tours focusing on the city's history, museums, sports facilities, food and drink, shopping and other attractions.

The tours, which will be hosted by Explore St. Louis, will include:

## Baseball, Brews & Blues

— This tour begins with a stop at Busch Stadium, home of the 2011 World Series champions, the St. Louis Cardinals. With seating for more than 40,000 fans, this field of dreams is like no other.

The next stop will be Anheuser-Busch Brewery. Participants will tour the brewery and learn how the beer is made, and visit the stables with the famous Clydesdale horses.

The final stop will be the National Blues Museum, named one of the "12 New Museums to Visit" in 2016 by The Smithsonian. While exploring the artifacts and cutting-edge technology, museum aficionados will revel in the history of blues music and enjoy lunch at Sugarfire Smokehouse BBQ.

**Meet Me in St. Louis** — Start with a driving tour through the magnificently restored Forest

Park, which encompasses 1,300 acres and is home to the St. Louis Art Museum, St. Louis Science Center and St. Louis Zoo.

The zoo features Polar Bear Point, home to Kali, the first occupant of the exhibit, who joined the

zoo family in June of 2015. The art museum, considered one of the top 10 in the country, houses a collection of more than 33,000 works.

The final stop is the Jewel Box, where the interior warmth lends itself to the tropical plants that grow

inside year-round.

**The Grand Tour** — Participants will visit three of the most architecturally, as well as culturally, interesting buildings in St. Louis, including the Fabulous Fox Theatre, built in 1929 by William

Fox of 20th Century Fox fame. The theatre was designed after a Hindu temple and now presents concerts and Broadway musicals. There will be a brief performance on the theatre's Wurlitzer organ.

The tour will head to the St. Louis Cathedral Basilica, home to more than 83,000 square feet of hand-laid mosaics, 250 relics and the papal chair and kneeler used by Pope John Paul II.

The highlight of the tour will be the Missouri Botanical Garden, home to the world's first Climator, a geodesic dome greenhouse. Lunch will be at Sassafras Café.

**A Little Taste of St. Louis** — Nosh, nibble, devour! This tour includes the most delectable spots in St. Louis.

Enjoy a taste of The Loop neighborhood at Fitz's Root Beer, followed by a bite of the Arch from Chocolate Chocolate Chocolate Company, a family-owned hand-crafted premium chocolate company. In The Hill neighborhood, a charming Italian community, enjoy a stop at Missouri Baking Company to purchase authentic baked goods.

The tour then heads to Ted

## Expo attendance

CONTINUED FROM PAGE 1

Expo usually is held in areas with warmer weather.

"That didn't seem to affect people, I'm happy to say," Parra said. "That tells you how important Expo is to the motorcoach industry."

This year's Expo features the usual array of new and used buses and related products and equipment, as well as topical education sessions, valuable networking opportunities, an awards ceremony, games and prizes.

The popular education sessions that will be held all day Monday and Tuesday during Expo have added a new technology track alongside the marketing, finance and operations sessions.

"We added the track because technology is such an important part of our business," Parra said.

"It dominates our business."

He said that as the December 2017 deadline approaches for converting to electronic logging devices, more motorcoach companies are adopting the technology. "So there will be operators at Expo sharing their experiences with ELDs," Parra said.

Expo's opening speaker on Monday morning will be Tom Kraus, group director, heritage marketing, at Anheuser-Busch InBev.

The Expo luncheon speaker later the same day will be Josh Mohrer, general manager of Uber New York City.

The year's Expo also will feature the first-ever UMA Annual International Driver Competition on Tuesday. Contestants are eligible for a complimentary hotel stay and a free 2017 UMA Motorcoach Expo registration.

The winners will receive cash

prizes, trophies, framed certificates and recognition at the UMA Leadership Awards Celebration on Tuesday night.

The competition has already attracted more than 50 competitors from 21 U.S. states and two Canadian provinces.

This year's sneak preview after-party will be held Monday evening at Anheuser-Busch's St. Louis headquarters.

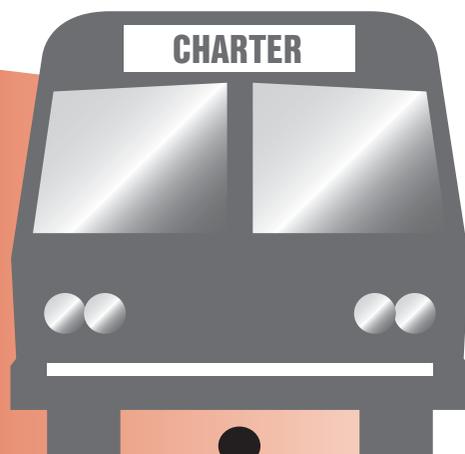
Events also are planned to honor Parra, who is retiring at the end of March and will be attending his last Expo as UMA president and CEO.

Parra said all signs are "very positive and very, very encouraging" that this year's Expo will be a success.

"I think we're going to have a really good show," he said. "St. Louis has been great to work with and it is a great city with a lot to do and see. I'm excited."

CONTINUED ON PAGE 19 ▶

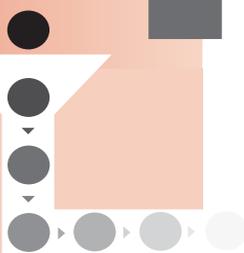
**Dump  
CLEAN...  
Dump  
LEGAL!**



**WASHROOM WASTE DISPOSAL UNIT**  
Installs directly into your  
existing sewer system!

**L**avatory dump hopper is assembled and ready to install in your existing sewer system. Its cover plate is easily rolled back with the remover tool. Each of your service lanes can easily be equipped with this time-saving unit, which has been the industry standard for over thirty years. All major credit cards accepted.

Call 1-866-LAV-DUMP or email  
lavdump@yahoo.com for additional information.



▲ Washroom  
waste is  
removed  
quickly,  
easily and  
safely

**HUDSON RIVER CORPORATION**

Call toll free: 1-866-LAV-DUMP | Fax: 1-201-420-3322

[www.lavdump.com](http://www.lavdump.com)

## THE SOLUTION IS OUR DISTRIBUTION



You need glass and you need it fast. We get it. We have you covered with the industry's largest inventory of Motorcoach, Transit, School Bus, Fire and RV Windshields and Side Glass — right where you need it, when you need it.

- 24 Hour Shipping
- Unbeatable pricing
- Really, Really Great Customer Service



Call us Today for a Quote

**800-714-7171**

[www.coachglass.com](http://www.coachglass.com)

**COACH GLASS**

The Industry Leader in Specialty Vehicle Glass

## UBT launches new coach entertainment platform

MCLEAN, Va. — United Bus Technology (UBT) has launched its flagship product NetBox to provide onboard Wi-Fi and entertainment to benefit both bus operators and travelers.

NetBox, one of the most affordable all-in-one platforms, was developed by UBT with cutting-edge technologies for the motorcoach industry. It provides high-speed Internet connection with MegaWifi, a movie-streaming system with OnCoach Cinema, and GPS-based fleet management solution MegaTrac.

“Compared to airlines, the technology used in the motorcoach industry is severely behind, resulting in a sub-par experience for bus operators and passengers,” said Tony Wei, UBT’s CEO. “UBT’s goal is to provide innovative, yet affordable, IT solutions to bus operators and to revamp the coach travel experience for their passengers.”

Eastern Bus CEO David Wong said previous Wi-Fi services the company tried “failed tremendously

and disappointed our passengers.”

“We installed NetBox on all our coaches and now our passengers enjoy uninterrupted high-speed MegaWiFi with no complaints, and they are ‘wowed’ with OnCoach Cinema,” Wong said. “Most importantly, NetBox really works, and we generate more sales because of it.”

In addition to NetBox, UBT provides many other customer-tailored services for bus lines, including eLog, IFTA reporting, cloud-based ticketing and reservations, and onsite passenger check-in.

“I am very encouraged to learn that an IT company like UBT is devoting all their resources to develop affordable IT solutions to help improve operational efficiency and enhance the motorcoach passengers experience,” said Ken Presley, vice president of industry relations and COO of the United Motorcoach Association.

To learn more, stop by Expo Booth No. 1704 or visit [www.unit-edbustech.com](http://www.unit-edbustech.com).

## St. Louis tours

CONTINUED FROM PAGE 18

Drewes Frozen Custard for a specialty “concrete” shake that is so thick you can turn it upside down. Other included stops are Gus’ Pretzels to enjoy an oven-baked pretzel and a taste of St. Louis’ gooey butter cake.

**Black History Tour** – This tour explores St. Louis’ African-American history covering 257 years. It includes a guided private tour of the Griot Museum of Black History, which links the past, present and future of African-American history through life-size figures, historical documents, artifacts and special exhibits.

The final stop for the day is the Old Courthouse to learn the history of the Dred Scott Freedom Trial and participate in a reenactment of the trial. The courthouse is the setting for cases involving slavery, the fur trade and equal rights.

**Construction Zone: Hard Hat Not Required** – The driving part of this tour includes an overview of St. Louis City, passing by Busch Stadium and Citygarden, a unique urban art oasis.

There also will be a guided walking tour of the Old Courthouse and Gateway Arch grounds, featuring the latest exhibits and programming offered at both facilities as well as the construction that has taken place.

Participants will also stroll down the grand staircase to the

Gateway Arch Riverboat Cruises to board an authentic paddle wheeler for a one-hour sightseeing cruise along the Mississippi River with stunning views of the St. Louis skyline.

**Shop Till You Drop** – Experience two of the areas newest outlet malls, Taubman Prestige Outlet and St. Louis Premium Outlet, and enjoy special discounts given to groups. There also will be a scavenger hunt in the St. Louis Premium Outlet Mall.

The tour includes drive time to and from the malls, which is approximately 30 minutes one way.

**Get Your Kicks on Route 66** – Enjoy a docent-led tour at the Missouri History Museum through Route 66: Main Street Through St. Louis. Known as the “Mother Road” and the “Main Street of America,” Route 66 plays an important role in American history, but the famous road also has a story to tell about the St. Louis area and how it has changed.

Participants will see a number of artifacts ranging from gas pumps to roadside signs and will even get a chance to drive the road themselves. The final stop is the Museum of Transportation, which features 50 years of transportation history, including historical one-of-a-kind locomotives, cars and cabooses.

Car buffs will appreciate a visit to the Earl C. Lindburg building, which houses a rotating automobile exhibit.

## Innovations in Access



F10X

## POPULAR BY DESIGN

### Ricon Wheelchair Lifts Deliver the Most Stable, Space-Saving Motorcoach Solutions



F9TF



BayLift

For over two decades, North American private motorcoach operators and public transportation agencies have chosen the Ricon F9TF™ and F10X™, along with the compact BayLift® model, more than any other motorcoach mounted wheelchair lift. Performance proven in the most demanding high-traffic environments, these super stable and reliable space-efficient designs automatically deploy, lower, lift and stow with the convenient press of a button.

Ricon features include durable stainless steel and aluminum construction, the exclusive Dura-Touch™ control pendant, interlocked occupant restraint belt system, contact-less threshold warning system and patented Sto-Loc™ technology to secure the stowed lift. The low-profile F10X cassette creates a large, horizontal baggage area that allows the most storage area in the industry.

*Contact your Ricon representative  
about applications for your bus fleet.*

 **Ricon.**  
A Wabtec subsidiary

LIFTS ■ RAMPS ■ WINDOWS

**CALL 800-322-2884 ■ RICONCORP.COM**

© 2016 Ricon Corporation. Ricon, F9TF, F10X, BayLift, DuraTouch and Sto-Loc are trademarks of Ricon Corporation. All rights reserved.

See Us at  
UMA Expo  
Booth  
#1008

# Rotary Lift offering cost-effective retrofit lifts

MADISON, Ind. — Repair shops with aging heavy-duty in-ground lifts have an alternative to purchasing an expensive new lift — a Rotary Lift retrofit in an existing pit.

Rotary Lift's 70Q, MOD30 and MOD35 heavy-duty in-ground lifts are available as direct struc-

tural "frame-only" replacements for all the company's standard in-ground lifts, as well as most competitive lifts.

If an existing pit is still good, this strategy can save shops up to 50 percent of the cost of installing a new heavy-duty in-ground lift in a new pit.

Each hydraulic jack in a Rotary Lift heavy-duty frame-only retrofit in-ground lift has from 25,000 pounds to 35,000 pounds capacity. In most 20- to 40-year-old pits, each in-ground lift cylinder is rated at 18,000 lbs.

Existing pits must be evaluated to ensure they are in good condition

and to determine how much additional load they can support before a retrofit option can be considered.

Rotary Lift offers these three retrofit options:

- 70Q, the recently updated traditional in-ground lift, is the most cost-effective retrofit option. It is available with two to three

posts for a lifting capacity of 50,000 to 75,000 pounds, includes simple push-button controls that eliminate manual equalization of handles, and is available in custom lengths from 13 feet to 24 feet in one-foot increments to fit the wheelbase needs of all shops.

- MOD30, the industry's original modular heavy-duty in-ground lift, is available with two or three cylinders for a lifting capacity from 60,000 to 90,000 pounds. It has an ergonomic upright control console that features joystick controls and technology that lets technicians access service, diagnostic and maintenance information.

- MOD35 is the latest technology in-ground modular lift. It is available with two or three multi-stage hydraulic cylinders to provide best-in-class lifting capacity of 70,000 to 105,000 pounds. It also features a patent-pending pendant-only remote control that lets technicians operate the lift from anywhere around the vehicle for more efficient spotting and lifting.

To learn more, stop by Expo Booth No. 1323 or visit [www.rotarylif.com](http://www.rotarylif.com).

## Grech offering Ford F-550 bus

RIVERSIDE, Calif. — Grech Motors is now offering a 2017 Ford F-550 luxury bus with its new GM33 model.

Equipped with either a 6.7-liter V-8 turbo diesel engine or 6.8-liter V-10 gasoline engine, the new F-550 GM33 minicoach can seat up to 27 passengers as a shuttle with rear luggage.

The vehicle's new front cab features a sleeker, aerodynamic profile and redesigned grill.

Ford's new F-550 chassis features a fully boxed under-cab and C-channel aft-of-cab frame made of 95 percent high-strength steel with up to 10 crossmembers (eight through-welded). Torsional rigidity is eight times greater than the previous design.

Connected to this new frame is a high-strength, military-grade aluminum alloy body, which is lighter than the steel previously used yet is immensely strong. It's also more dent- and ding-resistant and not subject to red rust corrosion. This complements Grech Motors' riveted, aircraft-grade aluminum skin.

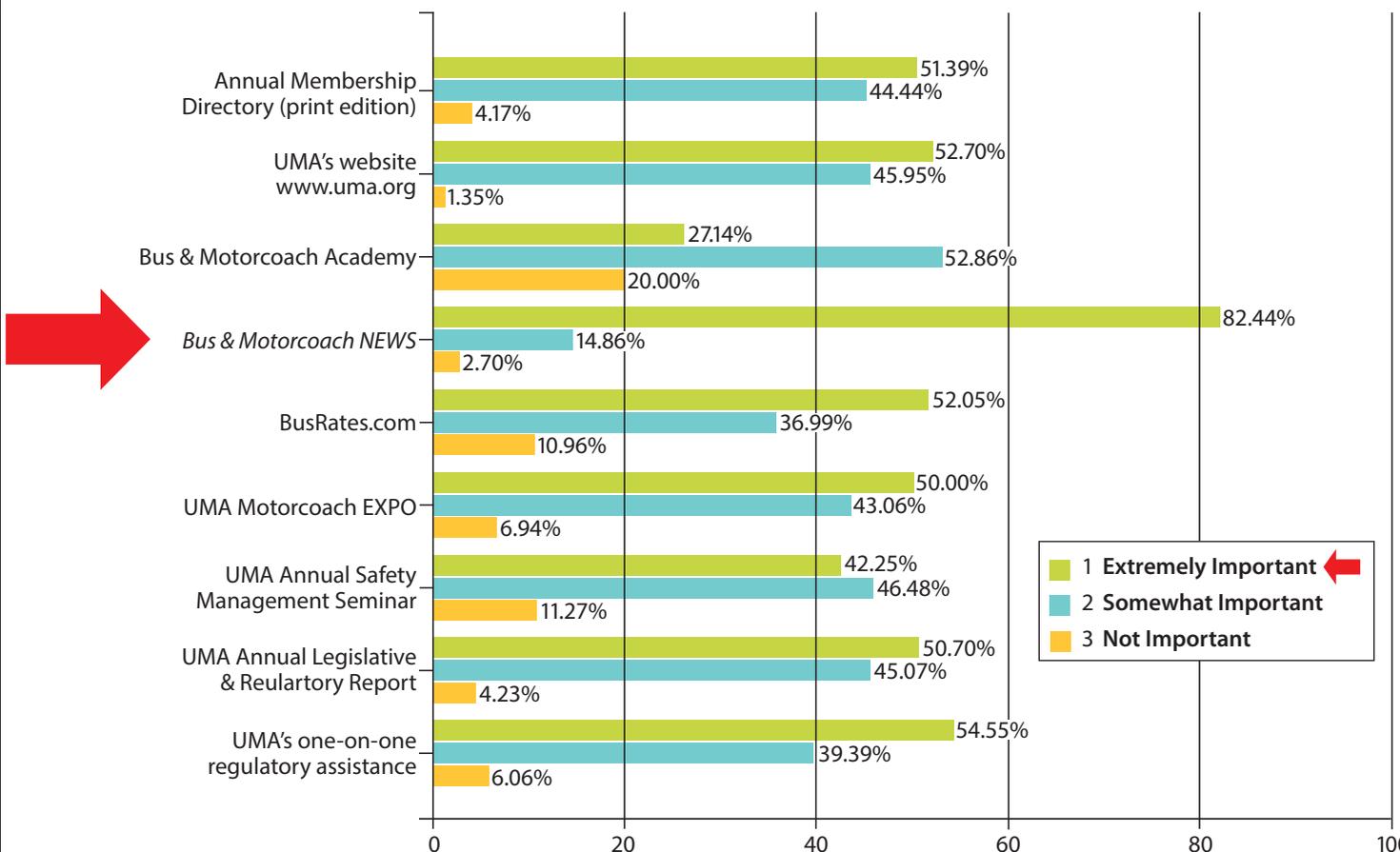
In addition to its stronger body and frame, the 2017 Ford F-550 chassis features larger and heavier suspension, brakes, driveline, transfer case and axles.

To learn more, stop by Expo Booth No. 605 or visit [www.grechmotors.com](http://www.grechmotors.com).

# Thank you readers...

On the 2016 UMA Membership Survey and Industry Assessment, *Bus & Motorcoach NEWS* ranked highest among UMA's products and services, with nearly 83% of respondents rating it as "Extremely Important."\*

2016 UMA Membership Survey and Industry Assessment



\*We plan to keep working to convince the remaining 17 percent we're "Extremely Important."

# Commerce Bank offering new prepaid expense card

ST. LOUIS — Commerce Bank has launched a Prepaid Expense Card that provides complete spending control and can also help drivers easily cover expenses on the road.

The Prepaid Expense Card is a reloadable, prepaid Visa card that allows companies to add funds to a card at any time.

Much like a debit card, it can be used anywhere Visa is accepted. Companies can choose to allow ATM access and also limit where

the card can be used.

Cardholders have immediate access to funds on the Prepaid Expense Card. They no longer need to pay out of pocket and wait to be reimbursed.

Per diems can also be handled with a Prepaid Expense Card, eliminating the need to carry significant amounts of cash and reducing the risk of theft and loss.

Cardholders can easily track their account balance online through the mobile app or by set-

ting up text alerts. In the case of an emergency, a company can load additional funds quickly rather than requiring the driver to cover the cost.

“We had been looking for a way to streamline our employee expense and per diem payments in a way that benefits both our company and our employees,” said Michael Giddens, general manager for Pacific Coachways Charter Services, Inc.

“So we were extremely happy

when we found Commerce Bank and their Prepaid Expense Card program. Implementation was simple and the program has been working flawlessly.”

The card also streamlines expense management and tracking. The business office has the ability to fund cards instantly so that the cardholder has the funds he or she needs right away.

The usual process of submitting expense reports and approving check reimbursements is no

longer necessary with a Prepaid Expense Card, saving time and money.

The office administrator can also close a card that’s been lost or stolen, protecting the money still in the account to reload on a new card.

The Prepaid Expense Card is backed by Visa Zero Liability protection and 24/7 customer service.

To learn more, stop by Expo Booth No. 715 or visit [www.commercebank.com/expensecard](http://www.commercebank.com/expensecard).

# TRP adds engine, transmission, gear oil to product line

RENTON, Wash. — TRP has expanded its product offerings to include a full line of lubricants for all makes of trucks and buses.

Available in the United States, Canada and Latin America, TRP Engine Oil, TRP Synthetic Transmission Oil and TRP Synthetic Gear Oil are the newest additions to the company’s global catalog of more than 110,000 parts and products.

“Providing industry professionals with products they can depend on, TRP products are designed and tested to exceed the rigors of the road,” said Mark Sants-

chi, product marketing manager at PACCAR Parts. “This new competitively-priced line of premium-grade products rounds out the existing fluids portfolio along with our existing successful North American TRP Coolant product line.”

Formulated to guard against wear and corrosion in demanding applications, the four products in the TRP Lubricant Program protect axle components, transmissions and engines for longer life and smoother operation across a wide range of operating conditions.

The three new lubricant products are:

**TRP Engine Oil (SAE 15W-40 and SAE 10W-30)** – Perfect for a mixed fleet, TRP Engine Oil protects today’s four-stroke diesel and gasoline engines and also keeps older engine models running smoothly.

Made to combat the sludge, varnish and ash deposits that can occur at high operating temperatures, TRP Engine Oil also protects against oxidation, corrosion and rust. It also provides Diesel Particulate Filter protection, resulting in longer DPF life, less

downtime and lower maintenance expense.

**TRP Synthetic Transmission Oil (SAE 50 Synthetic)** – For all-climate, year-round protection of heavy-duty manual transmissions, TRP Synthetic Transmission Oil offers exceptional performance.

Recommended for a broad range of heavy-duty truck transmissions including Eaton and Meritor, TRP Synthetic Transmission Oil has a high viscosity index and low pour point for easy shifting in low temperatures. Its formulation protects against gear wear and copper corrosion, while pro-

viding thermal and oxidation stability.

**TRP Synthetic Gear Oil (SAE 75W-90 Synthetic)** – TRP Synthetic Gear Oil is recommended as a rear axle and differential oil in over-the-road and off-road vehicles and is as crucial to the reliability of a heavy-duty vehicle as its engine or transmission lubricant.

It is a multi-grade gear lubricant designed to reduce operating temperatures.

To learn more, stop by Expo Booth No. 911 or visit [www.trp-parts.com](http://www.trp-parts.com).



- Coach Bus**  
56 Passenger
- ADA Coach Bus**  
56 Passenger
- Mini Coach**  
50 Passenger
- Mini Coach**  
43 Passenger

- Amenities**
- Seatbelts | Restrooms | DVD player | Black exterior | WiFi availability
  - ADA capabilities | Specialty lighting | USB/AUX hokups | Wood grain flooring
  - Bucket-style seating | Wireless microphone | Individual TV Monitors
  - Leather or cloth interior

**Ted Hernandez**  
Director of Motorcoaches  
Office: 214.351.7000 Mobile: 972.670.9876  
Email: [ted1@premierofdallas.com](mailto:ted1@premierofdallas.com)

# MCI developing electric coaches and 35-foot J-coach

DES PLAINES, Ill. — Motor Coach Industries is developing an electric coach and also plans to introduce a 35-foot J-coach to complement its flagship J4500 model.

MCI also plans to showcase the latest innovations on the J4500 and luxury Setra S 417 coaches during UMA Motocoach Expo in St. Louis.

“As we move into 2017, investments in our products continue as we are in the early stages of developing both a 35-foot coach and fully electric coaches based on the industry’s best-selling MCI J4500 model,” said Patrick Scully, MCI executive vice president of sales and marketing.

Scully said the electric-bus technology will apply to both private and public commuter shuttles and will be especially suitable for MCI’s San Francisco Bay-area operators and others wanting the benefits of electric power.

New Flyer Industries, MCI’s parent company, has been in the fully electric bus market for more than a decade and MCI plans to build on that knowledge base.

“Our customers in the public and private sectors have been inquiring about our plans, and we’re confirming that an electric coach is under development,” Scully said. “We’re grateful to have New Flyer’s leadership, commitment and electric expertise to quickly move the development along.”

MCI also is an industry pioneer in CNG and diesel-electric hybrid buses, offering the MCI D-Series coach in those configurations.

At the same time it is developing electric coaches, MCI is in early development stages of a 35-foot J-coach in response to customers’ request for a smaller vehicle that offers the reliability and parts commonality of the popular MCI J4500.

“We want to be able to offer a product option to customers that need a smaller coach and are looking for product and brand commonality with MCI,” Scully said. “Currently we are moving from planning to the



MCI plans to showcase the latest innovations on the J4500 (pictured) and luxury Setra S 417 coaches during UMA Motocoach Expo in St. Louis.

design phase and will keep the market updated on our progress.”

MCI also will unveil the latest generation of EPA 2017 Cummins ISX12 and Detroit DD13 engines available on all new J4500 motor coaches. Both engines benefit from faster, 500-baud communication and adopt the new “Nexiq” interface tool to replace the existing Dearborn interface adapter.

“Plus, each supplier now offers its own proprietary real-time remote diagnostic system with telematics, making trouble shooting easier for drivers or technicians when an issue occurs,” said Brent Maitland, vice president of marketing and product planning. “MCI’s technical call center is also linking to these systems to improve our responsiveness to customer issues.”

Maitland said the company is focusing on advanced driver assistance technology aimed at reducing incidents and lowering operational costs. The optional Bendix Wingman Advanced, which combines adaptive cruise control with collision-mitigation

technology, is worth the investment when “even one incident is avoided,” he said.

Another J4500 option is a 360-degree camera system that improves driver’s visibility especially in low-speed maneuvering. LED drip-rail-mounted lights provide improved curbside and roadside illumination when drivers are loading and unloading baggage or fueling the coach.

Passenger comfort is enhanced with new luxury upholstered Amaya GT seats that have a thinner back for more per-passenger cabin space. Sleek Kiel seats are available as an option, along with an enhanced REI entertainment system for premium sound and HDMI tour guide connectivity.

Technical changes include a new Parker-Vansco multiplexing system, improved cooling fan and drive system, and a maintenance-friendly sight glass for the fan miter box. The model also includes 16,000-pound payload capacity, a new 150-amp Denso alternator and easier-to-access electrical components.

An upgraded ProHeat X45 auxiliary

heater has improved serviceability and diagnostics features as well as USB connectivity.

For operators who run their J4500s on gravelly road conditions, a Severe Duty package option offers improved engine filtration, protective engine under-pans and triple mud flaps designed to deflect debris. A dedicated cabin filtration system and pressurized baggage compartments help keep dust out of the coach.

MCI’s Setra distribution agreement with Daimler has been extended, and improvements to the S 417 include a redesigned front fascia and improved rear styling. Other interior upgrades include Harmonia rosewood flooring and Makassar wood rear lavatory walls.

Additionally, the Setra S 407 Comfort Class arrives with significantly more curb appeal, featuring exterior and interior finishes similar to the Setra S 417.

MCI has also announced plans to open a new service center in the San Francisco Bay area. Site selection is underway with additional information expected in the next few months.

Visitors to MCI’s Expo booth will also get to test the new MCI online PartsStore. A series of online enhancements for a better customer service experience include superior inventory searches, on-point suggestions and sharp photos of individual parts. The site also features expedited shipping options and estimates and improved automated order tracking from a desktop, tablet or smartphone.

New Flyer and MCI recently announced the promotions of Ian Smart to president of MCI and Brian Dewsnup to president of aftermarket parts. In other management changes, the companies named Mark Renton vice president of manufacturing and facilities, succeeding Bryan Couch, who retired in December 2016 after a nearly 30-year career with MCI.

JP Pelletier was named vice president of engineering and Jim Macdonald was named vice president of quality and customer service.

## Stertil-Koni introduces heavy-duty mobile column lift

STEVENSVILLE, Md. — Vehicle lift company Stertil-Koni has introduced the ST 1130 mobile column lift, featuring a lifting capacity of 29,000 pounds per column and 116,000 pounds for a set of four.

The new model is engineered to deliver an optimal combination of high-capacity lifting and added productivity, efficiency and durability.

The ST 1130, without any reduction sleeves, is designed for tires with an outside diameter from 79 to 88 inches. With one reduction sleeve it is designed for tires with an outside diameter from 67 to 80 inches, and with two reduction sleeves it is designed for tires with an outside diameter from 55 to 67 inches.

With these specs and a fork length on the column of 25.5 inches, the ST 1130 is designed to lift unique container handling vehicles.

The lifts are wireless, with no interconnecting communication cables required, and are mobile — easily relocated in a maintenance facility by a single operator by means of retractable wheels.

“The new ST 1130 mobile columns also contain the eBright Smart Control System, which features a full-color touch-screen

control console, much like the latest tablet computers,” said Dr. Jean DellAmore, Stertil-Koni’s president. “In that way, all relevant lifting information is instantly and directly available to the person who needs it most, the busy technician on the shop floor.”

Like all Stertil-Koni mobile column lifts, the ST 1130 model

features overload protection, a dedicated mechanical locking system and a fully automatic synchronization system that helps ensure proper, level lifting even when the front and rear portions of the vehicle have substantial weight differences, which is common in large work, industrial and off-road vehicles.

The ST 1130 model also features a Multi Master System, equipped with a control box on each column. Lifting columns can be operated individually, in pairs or as a complete set with the touch of a single button.

All columns are interchangeable so they can be used at multiple locations. The new Stertil-Koni mobile column lifts require no external power source to operate and communicate wirelessly with no cross-channel interference.

Powered by standard deep-cycle batteries, they typically last up to two weeks prior to recharging. As a result, setup time is minimal because no interconnecting cables are required and safety is enhanced because the risk of an operator tripping is eliminated.

To learn more, stop by Expo Booth No. 602 or visit [www.stertilkoni.com](http://www.stertilkoni.com).

## REV Group redesigns Krystal coach

IMLAY CITY, Mich. — Krystal, a longtime leader in luxury bus design and a REV Group brand, has been redesigned from the inside out for 2017.

The new design follows Krystal’s relocation to Imlay City, home to one of REV Bus Group’s production facilities.

Partnering with Premier Products, known for the high-level safety in belted coach seating, REV has

introduced its own custom seat design featuring a stitching pattern that is exclusive to Krystal and REV sister brand Federal.

And, because entertainment features are key in the luxury bus market, the 2017 interior will feature a drop-down TV located near the front of the bus and upgraded luggage racks with TV monitors.

To reduce clutter, a custom audio/visual cabinet hides elec-

tronics and a trash receptacle.

Outside, Krystal’s new molded fiberglass exterior features a front cap with large panoramic forward observation windows, and sticking to Krystal’s luxury standards, the passenger entry door will continue to offer standard electric-slide operation.

To learn more, stop by Expo Booth No. 1306 or visit [www.revgroup.com](http://www.revgroup.com).

Irizar

CONTINUED FROM PAGE 1

reliable product that can be customized and complies with the USDOT regulations.”

The company made some design changes on the i6 coaches sold in the U.S. to meet federal standards and to conform to this country’s roads. For example, the U.S. coaches are wider than those sold in Europe, where the streets are narrower.

The coaches sold here also are longer — the company’s European models are 35, 40 and 42 feet long — and they have a lower center of gravity and a longer wheel base for more stability on the highway.

Both models feature Cummins engines and Allison automatic transmissions. The vehicles are manufactured entirely in the European Union and have been fully adapted to meet the regulatory requirements, demands and needs of North American operators, Etxezarreta said.

He added that standard coach features that have been common in Europe for years, such as full independent suspension and active tag steering, are becoming popular in the U.S., as well.

The company plans to introduce other models here in the fu-

# Kenneth Cox of Georgia Coach Lines in Atlanta dies

FAIRBURN, Ga. — Kenneth B. Cox, owner of Georgia Coach Lines in Atlanta and a respected member of the motorcoach industry, passed away last month. He was 66.

Cox got his start in the transportation industry at Superior Trucking Company, and for 29 years he transported heavy equipment and reached his Million Mile Marker.

Cox and six of his close

friends — Horace McCrary, Harold McCrary, Clarence Cox Jr., Troy Davis, James Toland and Carlton (Butch) Curry — became co-founders and owners of Georgia Coach Lines, Inc.

Cox was the last original owner.

He served two terms on the board of directors of the Georgia Motor Coach Association and was a member of NAMO, the National Association of Motorcoach Operators.

ture, such as its flagship i8, which offers the latest technologies from the automotive industry, such as LED headlights, tail lights and marker lights. Safety features include adaptive cruise control, advanced electronic braking, lane departure warning, driver fatigue detectors, and automatic light and wiper sensors.

For now, however, Irizar plans to focus only on selling two i6 models in the U.S.

Irizar also has been manufacturing electric transit buses for the past couple years for use in European cities, and it is possible the company will someday introduce them in the U.S.

“It’s open,” Etxezarreta said.

“No one knows the future. We could adapt them to the U.S. but it will take longer and it is a big investment. We are taking it step by step to see how big we grow in the U.S.”

He added that the company also would consider opening a manufacturing plant in the U.S. someday “depending on our performance in the market.”

Another option could be manufacturing U.S.-bound coaches in Mexico, although that could depend on whether President Donald Trump follows through on his threat to impose a 35-percent tax on products made in Mexico for sale in the U.S.

“These political decisions may af-

Cox also was a certified safety director for Georgia Coach Lines and was certified to conduct DOT inspections.

In his spare time, he participated in the “Old Style Players” Car Club, where he was proud to show off a 1930 Ford Model A Tudor. He received numerous awards from car shows throughout Georgia.

Cox is survived by his devoted and loving partner, Dorothy (Dot) Greeson; daughters Kesha L. Cox,

Keitha L. (Michael) Haugabrook, Tequita Cox, Lynn Marchele M. (John) Calabresi and La’Cresia A. Greeson; grandchildren Michael Whitfield, Keona R. Cox, Kenneth A. Cox, Kia B. Cox, Zoria Cox, Davante’ Cox and Brittany N. Greeson; great grandchild Kaori Jackson; sister Frankie Cox Myrick; sisters-in-law Carolyn Reed and Shirley Goosby; and several nieces, nephews, cousins and special friends.

he said.

When Irizar entered the U.S. market last year, it said its strategy was to position itself as a premium brand in the coach market and to eventually capture 10 to 15 percent of the market in the premium segment.

Etxezarreta said that while that still is the case, the company doesn’t expect a huge growth in sales overnight. But as the market stabilizes, it hopes to achieve its target over the next four or five years.

“Our coaches have gotten a good reception from customers,” he said. “We’ve had good contacts with customers and the performance of the product has been really good. So we are happy.”

## RELATIONAL BUS SYSTEMS

Charter & Tour Software

### g°Chart

Charter Management System

### g°Tour

Tour Management System

**g°Chart:** Features include customer and contract management, vehicle inventory, scheduling and dispatch, accounts receivables, and numerous accounting and operations reports. Additional modules include: Prophesy Mileage and Routing, g°Mile (IFTA reporting). Driver Duty (payroll and time management), Email, Advanced Accounting and Advance Dispatch management and reporting; and more!

**Web Manager Module:** Provides online credit card processing, integrated quote requests, online access to Drivers' schedules and other custom g°Chart data access via the web.

**Data Backup and Recovery:** Remote services includes daily, scheduled backup of RBS data files over a secure connection.

**g°Tour:** Our browser based tour management system designed specifically for the motorcoach industry. Manages reservations, itineraries, receivables, payables, produces management reports and escort, driver and customer documents for group and retail tours. Real time, fully integrated credit card processing is available using a secure and reliable gateway service. Accessible from any computer with internet access. Hosted at RBS secure data facility. RBS professional staff manages server hardware and software and performs all updates and daily backups.

New release coming soon!

Visit [www.rbs2000.com](http://www.rbs2000.com) for the latest news, timeline, features, and more related to g°Tour version 3.

Call us today at 1-800-448-7001 or visit [www.rbs2000.com](http://www.rbs2000.com) to request an evaluation of g°Chart or g°Tour



**RBS** Relational Bus Systems

[www.rbs2000.com](http://www.rbs2000.com)



**REV** Financial Services








WE CONNECT AND PROTECT PEOPLE ACROSS THE WORLD EVERYDAY. NOW WE FINANCE TOO.

Competitive, affordable and flexible financing solutions for all your shuttle, school bus and motorcoach financing needs.

**Amanda Carter**  
National Sales Manager / Shuttle, School Bus & Coach  
[amanda.carter@revgroup.com](mailto:amanda.carter@revgroup.com)  
763-710-9947



# One person's motorcoach is another person's party bus

By Christian Riddell  
Motorcoach Marketing Council



Christian Riddell

What do you call something that drives in a bus lane, carries passengers and offers groups the safest, most comfortable means of group transportation on the road today?

Unfortunately, the answer to that question may not be as simple as you might think.

A few months ago, my family was having dinner with a family whose kids play with ours. The mother is an event planner and has worked with some very large companies such as Microsoft.

We were discussing what we have been up to and came upon the Motorcoach Marketing Council. I enthusiastically started telling her about the GoMotorcoach program and our marketing efforts throughout North America.

I noticed that as I did, her eyes kind of glossed over and she seemed kind of checked out.

I figured motorcoaches just weren't her thing and found myself wrapping up my thought and looking for a way to move on.

I was also thinking how strange it was. I mean, if anyone would appreciate this and be at least somehow connected to our plight, I thought it would be an event coordinator.

As I wrapped up, I searched for something else to say, but there was a brief moment of awkward silence. And then, from across the table, I saw her eyes light up.

"Oh, you mean party buses! We love those things! They are so fun, and the new ones are so luxurious," she said.

For the next few minutes, she gave what would have been one of the world's best testimonials from someone who knows our product and has booked our services in the past. She talked about comfort, how they are a great product and service, and how she couldn't do her job without them.

But, over and over again, she called them party buses.

Buses, coaches, party buses, motorcoaches — even inside our

## Marketing Minute GoMotorcoach It's the Smart Move

industry we are inconsistent. Read any publication, even our internal trade publications, and you will undoubtedly find references to at least some of these.

On the surface this seems pretty innocent, but the ramifications with the buying public are real.

Take, for example, what my friend called our equipment (party buses). In our industry, this phrase conjures images of limo-style mini coaches that have been converted to include bars, couches and, well, "firehouse-style poles" in the back.

It also brings up legal issues, regulations, and real industry issues facing this style of transportation.

So, imagine my friend calling your office and saying, "I need to rent a party bus for an event I am working on."

What would come next from your staff? If you are like many operators, the answer would probably

be some version of, "We don't have those. Call someone else."

And while your booking people would probably feel justified in their response (and perhaps you as an owner have even consulted them to do so), you would have turned away a customer who was actually shopping for exactly what we have — motorcoaches.

Now, this level of product confusion is not the only issue. This industrywide discrepancy of what our equipment is called is also very damaging to marketing efforts.

My friend, for example, does not charter buses, coaches or motorcoaches. As far as she is concerned, she is a consumer of party buses. So if we sent her an email or postcard advertising motorcoaches, she would, at first glance, dismiss it completely.

In the branding world, there is an old adage, which goes something like this: "You can choose your brand or you can let your customers choose. Either way, you will be branded."

As someone who has worked as a brand developer for over a decade, I can attest that this is true. I

can also tell stories of how this has turned against companies that weren't proactive about establishing their brand, and it ended up costing them a lot of grief and a lot of money to undo the brand their customers gave them instead.

So, what do you call something that drives in a bus lane, carries passengers and offers groups the safest, most comfortable means of group transportation on the road today?

Let me make a case for "motorcoach" by highlighting some of the issues we now face as an industry with the other names.

**Bus** — This is probably the most common knee-jerk name for our equipment. I catch myself saying it sometimes. I think it is probably because it is such an easy way to get someone on our page with what we are and what we do.

The mental picture associated with "bus" is always one of groups utilizing a mode of transportation. The problem is that along with this mental image of lots of people, there is almost always a level of "comfort and accommodation."

CONTINUED ON PAGE 25 ►

- ✓ Indoor and outdoor use
- ✓ Turn one person into a wash crew
- ✓ Electric, battery & diesel power
- ✓ Minimize water & detergent use
- ✓ Soap, brush & rinse a trailer in 6-8 min

visit us at  
**UMA**  
 in st. Louis  
BOOTH 519

**203-637-1900**  
info@wash-bots.com

REGISTER TO WIN  
 CURVED 4K  
 HD TV

SHOW  
 SPECIALS

## WHAT IS OUR FORMULA FOR SUCCESS?

### ODOR CONTROL SOLUTIONS

- Global Sanitation Manufacturer
- Industrial Strength products
- Freight Paid program
- Proven Performance products
- Bio "Green" toilet treatment

UMA MOTORCOACH  
**EXPO 2017**  
 EXHIBITOR

**COME SEE US AT BOOTH #1410**  
 February 26 – March 2, 2017 · St. Louis, MO

*Stop by our booth and see the new exciting things we have to offer.*

Marketing Minute

CONTINUED FROM PAGE 24

School bus, public bus: They carry groups, yes, but there are a lot of other things that come with that, most of which are not the image of a modern motorcoach.

Perhaps the bigger issue is the fact that in this environment we, as the premier providers of safe, comfortable, first-class group transportation, are held up right alongside actual bus operators (local public transportation services, school bus transportation services and the like).

Google today is a qualifier for people. I type in a word and what comes up on my screen is the information "I need to know."

When we use "bus" and come up fifth on a list behind a bunch of actual bus operators, we are being put in a basket that suggests we compete with them. This means that, down the road a few steps, we will be stuck answering the question of whether we can price match the guy down the street who operates a fleet of aging school buses.

**Coach** — This almost seems like shorthand for our equipment at this point. It's like the shorter, more familiar way to discuss it.

While that works great at the

staff meeting, it can be troublesome to buyers. For example, go to Google and type in your city name and then "coaches." What comes up? Chances are, you will get a Wikipedia page for some sports coach or a manufactured home company.

This means that, while we talk about this to our customers and use it as a way to describe our equipment, if the customer then translates that into actionable searching, they will get stuck and frustrated quickly.

**Party bus** — You may be surprised to learn that there are more searches for the term "party bus" in any given market than almost all other searches for our product combined.

First, yes, I understand that a certain percentage of these are indeed looking for the aforementioned style of coaches. However, this doesn't apply to all of them.

I have discussed with operators from coast to coast the idea of embracing this traffic until they know that the buyers are really looking for something they don't offer, but I am almost always met with serious resistance. They want to avoid being associated with party buses.

It is also true that there are regulations currently in place (or

coming quickly down the on-ramp) for what we in the industry know as "party bus" operators. In most cases, these are regulations that we support and condone.

So, while we don't want to completely throw in with this brand, we do want to stand on the side and convert those buyers who are not necessarily looking for tinted windows and puffy couches into buyers of our product — motorcoaches.

**Motorcoach** — This word conjures up very little for those outside our industry and that is an opportunity we can't miss.

We need to educate our salespeople to use this word more. We need to convert the language on our sites and literature to reflect that motorcoach is our brand.

We need to tie it to the comfort, luxury, safety and experience that we, as an industry, offer our passengers. We need to take control of our brand and begin to create a rallying cry that will be heard north to south and east to west.

Customers need to be convinced of the fact that they really need to GoMotorcoach, and that going motorcoach means something more than just transportation for groups. We need to go from tissue to Kleenex here and create something that will drive our in-

Driverless electric shuttle tested on Las Vegas streets

LAS VEGAS — Partiers and gamblers got a chance to ride on what was billed as the first driverless electric shuttle operating on a public U.S. street.

The oval-shaped Arma shuttle, created by a French company, carried up to 12 passengers for free along a short stretch of the Fremont Street entertainment district last month as part of a 10-day pilot program.

The vehicle had a human attendant and computer monitor, but no steering wheel and no brake pedals. Passengers push a button at a marked stop to board it.

The shuttle uses GPS, electronic curb sensors and other technology, and doesn't require lane lines to make its way.

The Arma can reach up to 27 mph, but only drove up to 12 mph during the test period.



One of the driverless buses in Las Vegas. Photo by s.savanapridi for the city of Las Vegas

dustry forward.

The GoMotorcoach products, social tags and trainings will help you get there. Take a look at how you can use them to lay claim to your

part of the motorcoach movement.

For more information about the Motorcoach Marketing Council and its programs, go to [www.motorcoachmarketing.org](http://www.motorcoachmarketing.org).

Come visit us at booth #724  
 Enter drawing for (2) \$250 gift cards  
 1st drawing 2/28-11:00am  
 2nd drawing 2/28-5:00pm

**Commercial Auto Liability**  
 • Truckers Liability  
 • Physical Damage  
 • General Liability  
 • Workers' Compensation  
 • Occupational Accident

**Property**  
 • Cargo  
 • Excess And Umbrella  
 • Garage  
 • Garage Keepers Legal Liability  
 • Loss Control Services

**ELIGIBLE CLASSES:**  
 Public Transportation • Sedan Services • Airport Shuttle • Van Service • Limousine  
 Taxi • Coach • Trolley • Charter Bus • School Bus • Airport Van • Paratransit  
 Social Service • Trucks (Local/Intermediate/Long Haul) • Tow Trucks • Courier ...and more

**RRL Insurance**  
 Phone: 800.333.7754 • Fax: 321.757.6182  
[www.rrl-ins.com](http://www.rrl-ins.com)

VISIT OUR WEBSITE  
 24/7 online customer access

Entertainment. Value.  
 JENSEN® 15" LCD Bus Monitor

and now...  
**Buy 3 or more, get 1 FREE!**  
 — Limited Time Only —

Come visit us at the UMA Expo - booth #1419.

[www.BusElectronics.com](http://www.BusElectronics.com)  
 SAME-DAY SHIPPING | IN-HOUSE TECH SUPPORT | COMPETITIVE PRICING  
 877.378.2267 • Tim@RVCams.com

# Bernard Barnes named Motor Coach Operator of the Year



WASHINGTON — Bernard Barnes, operations manager for Kingsmen Coach Lines in Conley, Ga., received the Motor Coach Operator of the Year award from the Guild of Professional Tour Guides.

The award recognizes a motorcoach operator who has best contributed to the team spirit of guiding and to the care and comfort of passengers, including the condition of the coach.

Barnes' selection was based on his team spirit, good manners, enjoyment of his passengers, sense of humor and thorough knowledge

of the streets in Washington, D.C. Recipients are nominated by the Guild's membership.

Barnes is a former motorcoach company owner and a member of the founding board of directors of the Georgia Motorcoach Operators Association.

He also serves as a driver for group trips because of his love of the industry and his pleasure in serving the passengers on Kingsmen coaches.

Guild officials say Barnes loves the feel of the coach steering wheel and the sound of those

wheels as they go round and round.

It has been said that bus drivers are a special breed, which describes Barnes, who is a natural when it comes to hospitality and his genuine care and concern for people he meets, especially his passengers.

## Hart honored by bus safety council

CLEVELAND — Clyde Hart was presented with the Bus Industry Safety Council's 2017 Norm Littler Memorial Safety Award for his "contributions and distinguished leadership" to the council and to the American Bus Association.

Hart served as senior vice president for government affairs for the ABA and as general counsel for the safety council. He retired in 2014.

He received the award at ABA's Marketplace 2017 in Cleveland.

Hart joined ABA in 2001 and worked on several transportation reauthorization bills, including TEA-21, SAFETEA-LU, and MAP-21, as well as other legislation affecting the bus and motorcoach industry.

He also participated in the Charter Bus Negotiated Rulemaking and Entry Level Driver Training Advisory committees.

Before joining ABA, Hart served as senior counsel for the

Senate Committee on Commerce, the Interstate Commerce Commission and the Maritime Administrator. He is a U.S. Air Force veteran.

"Although our respective associations often disagree on policy, it was an honor to work alongside Clyde on Capitol Hill and represent our distinct positions," said Ken Presley, vice president of industry relations and chief operating officer for the United Motorcoach Association. "I learned tremendously from him. Our heartiest congratulations go out to him today as BISC honors his vast contributions to the industry."

The award's namesake, Norm Littler, was in the bus and motorcoach industry for more than four decades and served as ABA's vice president of regulatory affairs and executive director of the Bus Industry Safety Council before his passing in 2013.

Littler also worked as senior

vice president of government affairs at UMA. He was known for his accessibility, offering guidance and advice on safety and regulatory issues.

Other awards issued during ABA Marketplace were:

**BusRide Good Stewardship Award** — Gordie Mackay of Indian Trails in Owosso, Mich.

**Groups Today MOXIE Award** — Bob Cline of US Tours in Vienna, W.V.

**MCI Green Operator Award** — Arrow Stage Lines, Omaha, Neb., large company winner; H&L Charter Company of Rancho Cucamonga, Calif., small company winner

**Metro Innovative Operator Award** — Lamers Bus Lines of Green Bay, Wis.

**ABA Media Women in Buses Award** — Patricia Ziska of Motor Coach Industries, Inc., of Des Plaines, Ill.

## CLASSIFIED ADVERTISING



### 2012 MCI J4500

**Excellent Condition...none nicer!**

100k TCM • OEM 3 Point Seat Belts  
Cummins B500 • 58 pax w/lav • CD/DVD  
Michelin Tires • Alcoa Rims • Lots more options

**Lower Price: \$369k • Partial Financing O.A.C.**

Trade for MCI D or DL3 Considered

**More available**

**Call or Email today for more photos and info! 808.832.6261 sales@royalstarhawaii.com**

## RECRUITMENT

**CHTC (USA), Inc.**, A rapidly growing international Motor-Coach/ Bus manufacturer and distributor is seeking direct experienced individuals for the following key positions.



- |                             |                  |
|-----------------------------|------------------|
| 1. Engineering designer     | 4. Finance       |
| 2. Manufacturing operations | 5. Accounting    |
| 3. Technical support        | 6. Sales Support |

**Please e-mail or fax resume detailing knowledge and experience within the industry to:**

**calvin.wen@chtusa.com • Fax 909-993-0836**

**www.chtusa.com**

## REPOS FOR SALE

• "Bank Repos" across the US • Priced to Sell  
• Variety of Makes & Models

**1-877-737-2221 x30716**

**www.Bus-Buys.com** — View "Repo Inventory"



### Winners of the Georgia Motorcoach Operators Association Roadco

(Left to right) James Sencenbaugh and Mike Spaulding of Daniel's Charters & Tours, tied for first place; Jimmy Cantrell, president of Daniel's Charters; Craig Cochran of Daniel's Charters, second place; and James Clark of Horizon Motor Coach, third place.

## Calendar

### February 2017

**26-March 2** UMA Motorcoach Expo 2017, St. Louis, Mo. Info: [www.motorcoachexpo.com](http://www.motorcoachexpo.com)

**26-March 2** NTA Travel Exchange, St. Louis, Mo. Info: [www.ntaonline.com/convention](http://www.ntaonline.com/convention)

**28** UMA International Motorcoach Driver Competition, St. Louis, Mo. Info: [www.motorcoachexpo.com/uma-driver-competition](http://www.motorcoachexpo.com/uma-driver-competition)

### March 2017

**7** Greater New Jersey Motorcoach Association Spring Assoc. Meeting & Motorcoach Professional Awards, location TBD. Info: [www.gnjma.com](http://www.gnjma.com)

**26-28** Trailways Annual Conference & Meeting, Newport Beach, Calif. Info: [www.teamtrailways.com](http://www.teamtrailways.com)

**29** Pennsylvania Bus Association Marketplace, Spooky Nook Sports Complex, Lancaster, Pa. Info: [www.pabus.org/Events/Marketplace/Marketplace-2017](http://www.pabus.org/Events/Marketplace/Marketplace-2017)

**Call 866-930-8426 for Advertising**



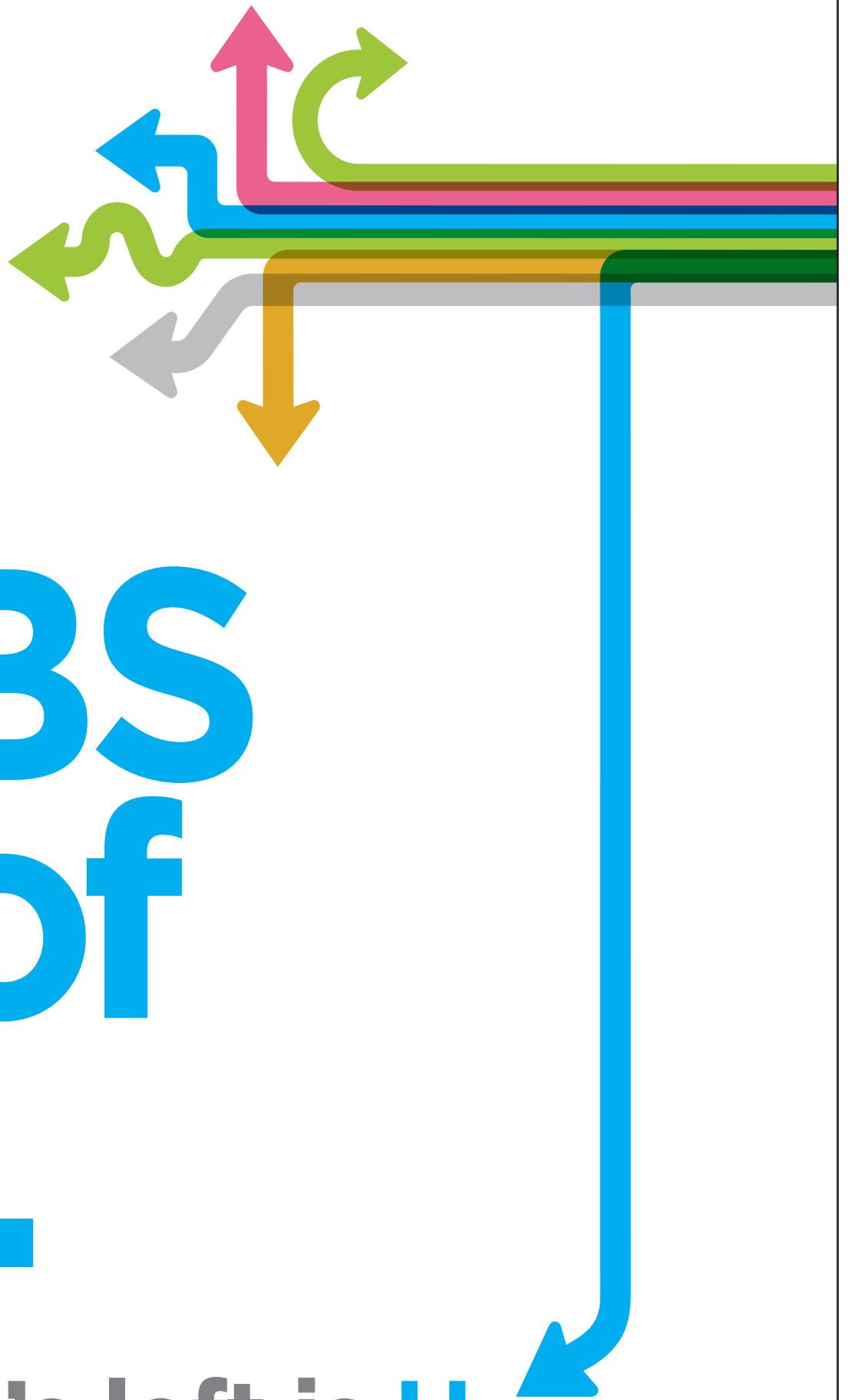
**PREVOST**

## **OUR REPUTATION FOR SERVICE IS FUELED BY EXPERIENCE.**

Every PrevoSt coach is backed by a highly skilled service team that's committed to keeping you productive and profitable. From our 24-hour emergency assistance to our coast-to-coast network of certified providers, we're here with uptime support that's unmatched in the industry.

[www.prevostcar.com](http://www.prevostcar.com)

# We take the BS out of BUS.



And all that's left is **U.**

Good relationships are based on simple truths. A commitment to a customer's unique vision. A smooth, clear path built with integrity. Expertise driven by experience. And no talk but straight talk. Those are our promises. All backed by our best-in-class Temsa coaches. No bull about it. Start today at [chbussales.com](http://chbussales.com).

**CH BUS SALES**  
EXCLUSIVE DISTRIBUTOR  
877-723-4045



TS 45



TS 35E



TS 30



**TEMSA**