

# Bus & Motorcoach NEWS

WHAT'S GOING ON IN THE BUS INDUSTRY

UNITED MOTORCOACH ASSOCIATION

## MOTORCOACH EXPO 2016



### Georgia World Congress Center

More than 1,000 attendees and nearly 200 exhibitors will converge on the Georgia World Congress Center in Atlanta this week for UMA Expo 2016.

## Expo exhibit space, hotel full: 'Everything is looking great'

ATLANTA — UMA Expo 2016 is *the* place to be for members of the bus and motorcoach industry.

This year's Expo at the Georgia World Congress Center in Atlanta has attracted more than 1,000 attendees and nearly 200 exhibitors. Exhibit space was sold out by early January and late comers had to be placed on a waiting list.

UMA's host hotel, the Hyatt Regency Atlanta, also sold out its block of rooms for Expo attendees, with the overflow moving to the nearby Hotel Indigo Atlanta Downtown.

"Our attendance numbers are strong," UMA President and CEO Victor Parra said. "We're tracking right along with New Orleans," where Expo 2015 saw attendance rise 20 percent from the previous year.

"Everything is looking great for Atlanta. We're very excited."

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.

It also includes Monday's UMA luncheon, sponsored by Irizar/INA Bus Sales and featuring keynote speaker Lisa Earle McLeod, a sales leadership expert best known for creating the popular business concept "Noble Purpose."

Her bestselling book, *Selling with Noble Purpose*, has been a game changer for leaders at global firms such as Flight Centre, Hootsuite, Merrill Lynch and Sunovion Pharmaceuticals.

The founder of McLeod & More, Inc., a sales leadership consulting firm, McLeod introduced the concept of Noble Purpose after her research with sales teams revealed that salespeople who sell with Noble Purpose, who truly

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## Village Tours of Wichita acquires Letsgo of Arkansas

WICHITA, Kan. — Wichita-based Village Tours & Travel has completed its sixth acquisition in five years with the purchase of Letsgo Charters, based in Fort Smith, Ark.

Terms of the deal, which closed last month, were not disclosed.

With the purchase, Village Tours also gets a Letsgo office in Springdale, Ark., 14 MCI motorcoaches, one 35-foot bus and 26 employees. The Letsgo name will go away, 10 of the 15 coaches will be rebranded under Village Tours and the remaining five will be sold and replaced, said Jeff Arensdorf, president of Village Tours LLC, who expects to retain all the employees.

The deal brings Village Tours' fleet to 87 coaches — 60 percent MCI, 36 percent Prevost and 4 percent Temsa — and about 230 employees at six offices: Wichita and Salina, Kan.; Oklahoma City and Tulsa, Okla.; and Fort Smith and Springdale, Ark.

Letsgo's owners were ready to retire and the company's northwest Arkansas service area is a logical extension beyond Village Tours' office in Tulsa, Arensdorf said.

"I liked the territory that they're in because it complements our Tulsa operation well and they built a nice little presence with the markets they serve, Fort Smith and Springdale," he said.

"There are no other bus companies located there, so people in that area have to bring coaches out of Oklahoma City or Tulsa or Little Rock essentially. It just fits, it just expands our geographic footprint really about another 90 miles; it's not that much farther than where we're at in Tulsa."

Letsgo's owners, Lynn Johnson, 65, and Richard McMahan, 73, started Letsgo in 2001 and also saw the Village Tours fit, Johnson said.

"They're sitting in Oklahoma and Kansas, next-door neighbors, and it was a logical choice for them to pick up our two locations," he said. "The other thing is, I like the way Village ran their operation, it's pretty similar to the way we ran ours. They're very good to their employees and we've always been employee-oriented also."

Arensdorf, 41, and his father, Norman, 66, who's semi-retired,

have owned Village Tours since 2000, but the company started in 1980.

Village Tours has grown significantly in the last five years, tripling its fleet and adding scores of employees through its acquisitions, which included:

- Salina Charter Coach in Salina and All-American Tours of Hays, Kan., in 2011
- Time Lines LLC of Oklahoma City in 2012
- Prestige Bus Lines of Wichita in 2013
- Travel Tours of Wagoner, Okla., in 2014

Village Tours has established a good foundation and model since 1980, Arensdorf said.

"So as there's been opportuni-

ties to expand our footprint and take what we know will work in other markets, we're open to that concept," he said. "But do I see our footprint getting much bigger than what it is now? No, I don't, because there still has to be a lot of controls in place and a lot of team effort and if you get much outside of this geographic area, it's going to be more difficult for each branch ...to be able to support each other.

"And we rely a lot on our branches to support each other, with everything — motorcoaches, drivers, mechanics — because if one of the branches gets really busy, then we can easily lean on another branch to help out. And the farther you get away from Wichita and Oklahoma City, in

particular, the more difficult that can get. So we're trying to control the growth as best as we can and we do rely on our established locations to help out."

For now, Village Tours' existing markets present growth opportunities, he said.

"The markets that we're in are not fully matured," Arensdorf said. "We have room for growth within our existing markets, so that's where the future growth, I believe, will be, letting these mature."

Village Tours' portfolio includes its tour and charter business, travel agency and line-haul business for Greyhound between Wichita and Pueblo, Colo. Village also manages the Greyhound station in

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# Uber experimenting with bus-like commuter service

SEATTLE — Ride-hailing company Uber, which has taken on the taxi cab and party bus industries, is now setting its sights on the city bus service in Seattle.

Uber's latest innovation is a multi-person ride-sharing scheme that picks up and drops off passengers along a pre-determined route — kind of like city buses.

Known officially as UberHOP, the idea supposedly blends a traditional wait-and-ride bus service with some of the on-demand convenience of Uber.

Users are paired with a driver in an SUV and up to five other passengers between designated pickup and drop-off spots Monday through Friday from 7 a.m. to 10 a.m. and 4:30 p.m. to 7:30 p.m. The driver is directed to a pickup location and will drop off the passengers at a pre-determined stop so they can walk the last few blocks to work.

The fare is \$5 per trip.

The de facto buses began running during commuting hours across Seattle late last year as part of a pilot program. Uber said the

'Uber helps use today's existing infrastructure more efficiently'

service is designed not to replace mass transit, but to augment it.

"Investment in mass transit is an important part of the solution," the company wrote in a blog post. "But it's expensive and not everyone lives within walking distance

of the subway or a bus stop. Uber helps use today's existing infrastructure more efficiently at no extra cost.

"Today, 76 percent of commuters in the US drive to work by themselves. If they could easily share the trip (and the cost) with one or more fellow commuters that would dramatically cut congestion, improving everyone's quality of life."

Uber already has several other ride-sharing services, including UberPOOL, recently launched in London, which allows users to

share rides with each other.

The company also announced a second pilot program in Chicago for uberCOMMUTE, a program for private drivers who want to recoup the cost of their commute by sharing the trip. It is available between 6 a.m. and 10 p.m. and anyone with a car will be able to take part if they give Uber access to their driving record and identity.

"By making it easy and affordable for people to share rides, we can get more butts into fewer cars," the company said.

# Alabama trucking company refiles suit against Pilot

MOBILE, Ala. — The only remaining lawsuit in the nearly three-year-old fuel rebate fraud case involving truck stop giant Pilot Flying J has been refiled in state court in Alabama.

A federal court had been overseeing the case.

Wright Transportation of Mobile filed its suit in December in Mobile County, restating its claims that Pilot intentionally and fraudulently scammed carriers out of tens of millions of dollars in

owed fuel rebates.

Pilot has already reached an \$85 million class-action settlement with 5,500 trucking companies and a \$92 million settlement with the Justice Department involving criminal accusations against the company.

## Separate lawsuit

Wright, along with six other carriers, opted out of the class-action settlement in order to pursue separate litigation.

All other carriers suing Pilot have either reached settlements with the company or have seen their claims dismissed on jurisdictional grounds.

In its new suit, Wright again makes the claim that Pilot, its executives and its sales staff intentionally scammed customers they deemed easy targets.

"Pilot's policy was designed to lure innocent mom and pop trucking companies...into purchasing diesel fuel from Pilot under the

guise of receiving a discount or rebate," the suit claims.

## 'Retail-minus'

Pilot allegedly executed the scheme by offering carriers rebate incentives to buy diesel from the Knoxville, Tenn.-based company. It would offer either "cost-plus" or "retail-minus" pricing — a break on the at-pump price — and then send carriers a check for the difference between pump prices and the previously agreed upon

discount.

Pilot, however, would fudge the numbers, carriers and authorities claim, and send carriers checks for less than what they were owed.

Pilot says it has discontinued the practice of manually calculating the rebates, the apparent source of the fraud accusations. Since the FBI raided Pilot's headquarters in April 2013, 10 Pilot employees have pleaded guilty to fraud or conspiracy charges.

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# THE DOCKET

## 2016 to be year of partnerships, FMCSA official says

LOUISVILLE, Ky. — Federal Motor Carrier Safety Administration Acting Administrator Scott Darling says 2016 will be the year of partnerships between the agency and the industries it regulates.

Darling, speaking at the American Bus Association's Marketplace in Louisville last month, pointed to the success of the agency's proposed entry-level driver training program, which included input from representatives of industry groups, including the United Motorcoach Association.

He said FMCSA plans to publish a driver training proposed rule soon, with a final rule expected later this year.

The agency issued a safety fitness determination proposal late last month to enhance its ability to identify non-compliant motor carriers. The proposed rule is subject to a 60-day comment period.

"It will change the agency's

safety rating process by incorporating current on-road safety performance data," Darling said.

He said FMCSA was implementing Phase 3 of the Compliance, Safety, Accountability program to better identify at-risk carriers so the agency can intervene more quickly.

## States could see unexpected windfall

WASHINGTON — A little-noticed provision in the five-year federal transportation funding bill that became law late last year might offer an unexpected funding bonus for state departments of transportation with unused earmarks.

According to the American Association of State Highway and Transportation Officials, the new law says that "notwithstanding the original period of availability" of the earmarks, the DOTs that were

"This year, we are setting a high bar for ourselves as we advance our safety mission," Darling told *Transport Topics*.

"This is going to be an exciting year for us. We're going to be working a lot with all our stakeholders to make sure we get the FAST Act provisions implemented

originally designated for these earmarks will now be able to access the unused funds.

The funds would be available for projects within 50 miles of the original site for up to three years after the states notify the U.S. Department of Transportation how they will spend the money.

Sometime early in 2016, the Federal Highway Administration is expected to make available a list of all such earmarks, allowing state DOTs to begin the process of

re-positioning the funds. "It may cover quite a number of earmarks that might otherwise indefinitely remain unspent," said Jung Lee, policy director for the American Association of State Highway and Transportation Officials.

Lee said the funds "may support a significant amount of new infrastructure investment based on money Congress already authorized but that state DOTs could not actually spend."

force multipliers. We perform at our highest level when we work closely with them."

Among those partners are the National Academies of Science, which Darling said is teaming with FMCSA to study CSA. The agency also is working with industry partners to study the effects on drivers of round-trip commutes to work of more than 150 miles and is considering giving credits to carriers for voluntarily using advanced safety equipment, enhanced driver fitness measures and fleet safety management tools.

That voluntary compliance program will be the subject of a listening program with FMCSA officials on Sunday, Jan. 31, during the UMA Expo 2016 in Atlanta.

Among other issues FMCSA plans to tackle this year will be the launch of a pilot program for drivers younger than 21 who have

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## COACHES FOR SALE



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- (2) 1997 DL3, 55 pax
- (2) 1998 EL3, 54 pax
- (2) 2000 EL3, 54 pax
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# Online registration system required of new carriers

WASHINGTON — The Federal Motor Carrier Safety Administration's new, simplified online registration process for new-entrant carriers is now up and running.

The Unified Registration System, which had been delayed because of problems with website development, has been required for new-entrant carriers that don't have and never have been assigned USDOT numbers since December.

Carriers that already have a USDOT number will have to start using the system on Sept. 30 of this year.

FMCSA said when fully implemented, the registration system will improve the registration process for motor carriers, property brokers, freight forwarders, intermodal equipment providers, hazardous materials safety permit applicants and cargo tank facilities required to register with the agency.

It also will streamline the existing federal registration processes to ensure FMCSA can more efficiently track these entities, identify unfit carriers and detect unsafe truck and bus companies

seeking to evade enforcement actions by attempting to regain USDOT registration by registering as a purported different, unrelated business entity.

FMCSA estimates the system will ultimately reduce costs to the industry by approximately \$9 million in time saved and fees incurred over a 10-year period.

FMCSA said once the system is available for all carriers, there won't be a need for separate provisions for new applicants.

The system will then be available for submission of all new

registration requests, tracking applications, updating information and filing biennial updates, the agency said.

FMCSA is giving some carriers an extra three months for compliance to help the transition to the new system. Private hazmat carriers and exempt for-hire carriers registered with FMCSA as of Sept. 30, 2016, will be given three months from then — to Dec. 30, 2016 — to file their evidence of compliance with the financial responsibility requirements.

FMCSA estimated a two-year

period for development of the website for the system to implement the rule and had an initial compliance date of Oct. 23, 2015.

However, the agency postponed the launch until December after it "experienced challenges completing the IT system necessary to fully implement" the rule.

The new system replaces four existing systems and combines 16 forms motor carriers and others now use to register and update data.

For more information about URS visit: <http://www.fmcsa.dot.gov/urs>.

# Cummins engines certified by EPA to meet 2017 standards

COLUMBUS, Ind. — Cummins Inc.'s diesel and natural gas engines have been certified by the U.S. Environmental Protection Agency as being compliant with the second step in greenhouse gas and fuel-efficiency standards that take effect in January 2017.

Fuel efficiency improved across the company's full commercial vehicle engine lineup from 5 liters to 15 liters.

The company attributed the gains to adjustments made through

additional monitoring and sensors and said performance, reliability and efficiency refinements would continue in 2016.

"Cummins is committed to providing customer-focused innovation as soon as it is ready," said Amy Boerger, vice president of sales and support.

## Fuel Economy

Boerger said the 2016 ISX15 400- to 475-horsepower engines will provide customers with fuel

economy gains of 2.5 percent on the base engine and up to 7.5 percent on engines with a SmartAdvantage powertrain, compared with the 2013 ISX15.

The SmartAdvantage powertrain includes SmartCoast features. With SmartCoast, the driveline disengages on moderate downhill grades, the engine returns to idle and drag is reduced.

Cummins said the latest certifications build on efficiency enhancements it started in 2014 and

2015 that enable its engines to meet EPA 2016 and greenhouse gas 2017 requirements.

"Onboard diagnostics require-

ments are met with enhanced monitors, ensuring that exhaust tailpipe emissions stay within the EPA limits," the company said.

## FMCSA

CONTINUED FROM PAGE 24

military experience. The agency also plans to issue a final rule on establishing a drug and alcohol database, but is waiting on the Department of Health and Human Services before it can move ahead

on hair testing.

The Senate Commerce, Science and Transportation Committee was scheduled to hold a hearing Jan. 20 to consider Darling's nomination to be FMCSA director. He was named acting director after Anne Ferro resigned as the agency's director in August 2014.

## RELATIONAL BUS SYSTEMS

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Charter Management System



g<sup>o</sup>Tour

Tour Management System



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# MOTORCOACH EXPO 2016

## MCI plans education programs, prizes, German-style fun

ATLANTA — Motor Coach Industries will showcase the latest innovations on its best-selling MCI J4500 and the luxury Setra S 417 Top Class coaches during UMA Motorcoach Expo in Atlanta.

MCI also will present customer-care programs, host a German beer and food fest and hold prize drawings.

MCI's booth (No. 1112) will include two 2016 MCI J4500 coaches, now with a tighter-turning axle system with independent front- and tag-axle suspension, and

smooth-stopping Bendix braking with an optional radar-based collision avoidance system.

MCI also will use the coaches to unveil an optional severe-duty package designed for harsh road environments.

The company will share data on the MCI J4500's low total cost of operation, backing its claims of leading fuel economy and 10-year residual-value advantage.

MCI also will display its two-door Setra S 417 Top Class with club corner lounge, featuring new,

exquisitely trimmed Voyage Ambassador seats, TopSky glass roof, galley and a rear window.

Key Daimler and Setra representatives from Europe will speak to customers about the Setra S 417 advances and how the many luxurious options make the model a fleet-differentiating choice for operators.

MCI Service Parts will provide details on new parts programs and technician training expansion, and it will demonstrate the new MCI Companion App. Smartphone users with MCI and Setra fleets are

now able to rapidly connect to all things MCI.

The app features fast, mobile access to an interactive map of MCI service center locations and one-touch calling for technical and emergency roadside assistance, parts promotions, and product information and much more.

MCI is inviting operators to nominate drivers for the eRating Driver of the Month Award. The award is sponsored by MCI but is open to drivers of all coach makes and models. Nominating forms will

be available at the company's booth.

The company will recognize all of the 2015 winners on Tuesday.

MCI is once again hosting a Setra Biergarten with a sampling of authentic German beers and snacks on Tuesday Feb. 2 from noon to 5 p.m.

The company will be giving away prizes, including an Apple iWatch (restrictions apply), with winners chosen from those who play its Reliability Driven Roadmap to Win game. The Grand Prize drawing takes place on Tuesday at 4 p.m.

## 45 (mostly new) reasons to attend Motorcoach Expo 2016

ATLANTA — Forty-five exhibitors — including coach operators, bus sales companies, high-tech manufacturers and financial and insurance firms — will be making their first UMA Motorcoach Expo appearance this month or are returning after an absence.

These are the new and returning exhibitors and their booth numbers (be sure and stop by to visit them during Expo):

- Alliance AutoGas (AAG) — No. 445
- AMBEST, Inc. — No. 717

- American Fleet Inc. — No. 422
- AMF Bruns of America LP — No. 616
- Atlantic City — No. 527
- Blue1USA — No. 1102
- Bode North America, Inc. — No. 1149
- Bus & Motorcoach Academy — No. 722
- Bus Parts Experts — No. 643
- BusesOnline.com — No. 621
- Busgraphix.com — No. 242
- Central Turbos — No. 331
- Cobbs Allen — No. 758
- D&W Diesel, Inc. — No. 324

- Edson Financial — No. 449
- FSX Equipment, Inc. — No. 1106
- Gerber Scientific Products — No. 845
- GPS Insight — No. 641
- GreenRoad Technologies — No. 542
- Insure and Go, USA — No. 547
- Irizar — No. 256
- J&J Chemical — No. 715
- KeepTruckin — No. 339
- LimosandBuses4Sale — No. 426
- Meet College Park GA CVB — No. 431

- National Transportation Safety Board — No. 757
- Onspot Automatic Tire Chains — No. 549
- PF Distribution Center, Inc. — No. 335
- PITT OHIO — No. 234
- ProFusion Industries — No. 536
- Rear View Safety — No. 428
- Rochester City Lines — No. 447
- Safety Step — No. 523
- Safety Vision — No. 328
- SEFAC, Inc. — No. 432
- Subout.com — No. 856

- The Ridges Resort & Marina — No. 425
- Transportation Information Systems — No. 427
- Transportation Safety Systems — No. 657
- UBUS — No. 658
- UC Davis Extension — No. 1203
- Ultra Seat Corporation — No. 440
- Unit Chemical Corporation — No. 1104
- Webb Severe Duty — No. 341
- Wheeler Bros, Inc. — No. 1147

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## Expo full

CONTINUED FROM PAGE 21

want to make a difference to their customers, outperform salespeople who are focused on targets and quotas.

McLeod has appeared on the "NBC Nightly News," the "Today Show," Oprah.com and "Good Morning America."

Expo also features a Monday morning speech by Andrew Young, a noted civil rights leader, diplomat, pastor and politician.

Young, a former ambassador, Georgia congressman and Atlanta mayor, will draw from his significant leadership experience to address how the same traits that made him successful in the public sector also are important in building a successful private business, including a motorcoach company.

This year's sneak preview after-party will be held Monday night at the World of Coca-Cola. The multimedia attraction presents the history of the famous beverage brand and is home of the 129-year-old secret formula for Coca-Cola.

For more information please call **757-494-1480** or e-mail [jimmy@venturebustours.com](mailto:jimmy@venturebustours.com)

## AngelTrax app tracks driver behavior

NEWTON, Ala. — AngelTrax, a mobile video surveillance provider, has unveiled the new MotoTrax™ Driver Behavior feature, designed specifically to help fleet managers instantly identify their riskiest drivers in real time.

Driver Behavior is the most advanced feature in MotoTrax, the AngelTrax online surveillance manager. The optional feature equips transportation directors with the data and analysis needed to pinpoint the drivers and behaviors that can cost the company the most in insur-

ance, litigation and maintenance.

With instant alerts, advanced scoring algorithms and easy-to-read comparison charts, the Driver Behavior feature delivers critical information in a user-friendly interface.

Live, in-browser scoring can be accessed securely from any location with an active Internet connection, providing real-time vehicle, group and fleet comparisons. Video clips correlating with event alerts are downloaded directly to a computer to reveal the cause and effect of hard braking, swerving and other aggres-

sive or distracted driving habits.

“Instead of relying on a third party to send you only the video clips they think you ought to see, you now have access to every video clip tagged with an event marker,” said AngelTrax President and CEO Richie Howard. “When a fleet manager is coaching a driver, showing the actual video of their own driving habits can make all the difference between an OK driver and the new safest driver in the company.”

To learn more, visit Expo Booth 607 or go to [www.angeltrax.com](http://www.angeltrax.com).

## Complete Coach Works adding DPFs

RIVERSIDE, Calif. — Complete Coach Works is in the process of completing the installation of Diesel Particulate Filters (DPFs) on 20 motorcoaches for El Paso-Los Angeles Limousine Express, Inc.

The project ensures that coaches operated by the company meet particulate emission standards for diesel-powered vehicles set by various regulatory agencies.

Several days of data logging on each engine is performed to obtain crucial information about the vehicle's exhaust system.

The data logger, which is temporarily installed on each vehicle, documents exhaust temperatures during normal engine operation.

Exhaust temperatures, which can be influenced by vehicle speed, load, idling, ambient air temperatures and driver tendencies, can impact the operation of the proper filter.

After data logging, each engine undergoes an assessment for flaws such as oil leaks, heavy smoke and exhaust leaks.

The next step is the installation of the DPF, which is a three-day process. Every coach receives the same type of passive filter, which can be removed, cleaned and replaced while the coaches are in the shop for routine maintenance.

“These are tour buses,” Mando Aguirre of Complete Coach Works said. “They have a tight allocation

for where the filter can be mounted, but even with that challenge we were able to complete a successful installation.”

He said the project has allowed the company to prove its ability to provide sound, secure installations during a short time frame to avoid affecting the company's scheduled operations.

“The most important thing is for our customers to know that... they will have a filter that has been installed in a safe process with all the due diligence done in regards to safety and the safe operation of that filter,” Aguirre said.

For more information visit Expo Booth No. 928 or go to [www.completecoach.com](http://www.completecoach.com).

## Voyager introduces rear mirror monitor

ELKHART, Ind. — ASA Electronics has introduced a new replacement rearview mirror monitor to assist drivers with changing lanes, merging into traffic and backing up.

The Voyager Replacement Rearview Mirror Monitor provides real-time images of vehicle blind spots displayed on the rearview mirror.

The monitor includes a seven-inch LCD screen with a 16:9 aspect ratio. It supports three camera inputs for rear and side camera applications. The overall size is 10.2 wide by 4.25 inches high by 1.8 inches deep and includes an integrated audio speaker.

The monitor can be powered manually or automatically triggered by 12-volt DC power. Front side button control allows for manual camera source selection and picture adjustment (via Menu). The Voyager mirror monitor works with all Voyager cameras and is a perfect replacement option for rearview mirrors on Ford, GM, Dodge and Sprinter chassis.

ASA Electronics has been designing and manufacturing mobile electronic products for the marine, RV, van, commercial, bus and limo

industries since 1977.

For more information, visit

Expo Booth No. 226 or go to [www.asaelectronics.com](http://www.asaelectronics.com).

## GPS Insight releases new FMCSA-compliant ELD

SCOTTSDALE, Ariz. — GPS Insight, a technology provider of GPS vehicle and asset tracking products for commercial and government fleets, has released a new electronic logging device (ELD).

The GPS Insight Hours of Service system leverages Innovative Software Engineering's eFleet-Suite application and the ELD 2000, a new GPS Insight-powered Android tablet, to deliver GPS fleet tracking, real-time electronic driver logs, Driver Vehicle Inspection Reports and navigation for FMCSA compliance.

The system is designed to eliminate paperwork, reduce manual input errors and ensure vehicles are

repaired in a timely manner. Electronic driver logs automatically capture driver log information and comprehensive back-office reporting allows fleet personnel to make proactive decisions to avoid hours-of-service violations.

It also provides navigation capabilities that improve routing efficiency.

The GPS Insight Hours of Service system complies with the current FMCSA requirements and will be updated to comply with the ELD mandate that takes effect in December 2017.

For more information, visit Expo Booth No. 641 or go to [www.gpsinsight.com](http://www.gpsinsight.com).

## Rochester City Lines touting plan to improve driver health

ROCHESTER, Minn. — Rochester City Lines is presenting a simple plan to help improve the health and wellness of drivers and associated staff during UMA Expo 2016 in Atlanta.

Owners Dan and Clavonne Holter said they became interested in the Isagenix comprehensive system of products as a way of lowering their health insurance costs while benefitting the health and nutrition of their drivers.

They said that drivers with increased alertness are safer and have greater job satisfaction, which leads to driver retention. And healthy

workers results in fewer sick days.

The nutrient-dense Isagenix product line is based on a scientific discovery that won the Nobel Prize in physiology and medicine in 2009. The products create the ability to age well and build lean muscle, and they also address other health challenges for people of all ages.

One-on-one free coaching by phone and advice is available from a team of health professionals.

For free samples of the products, visit Expo Booth No. 447. More information is available at [www.drscience.info](http://www.drscience.info).

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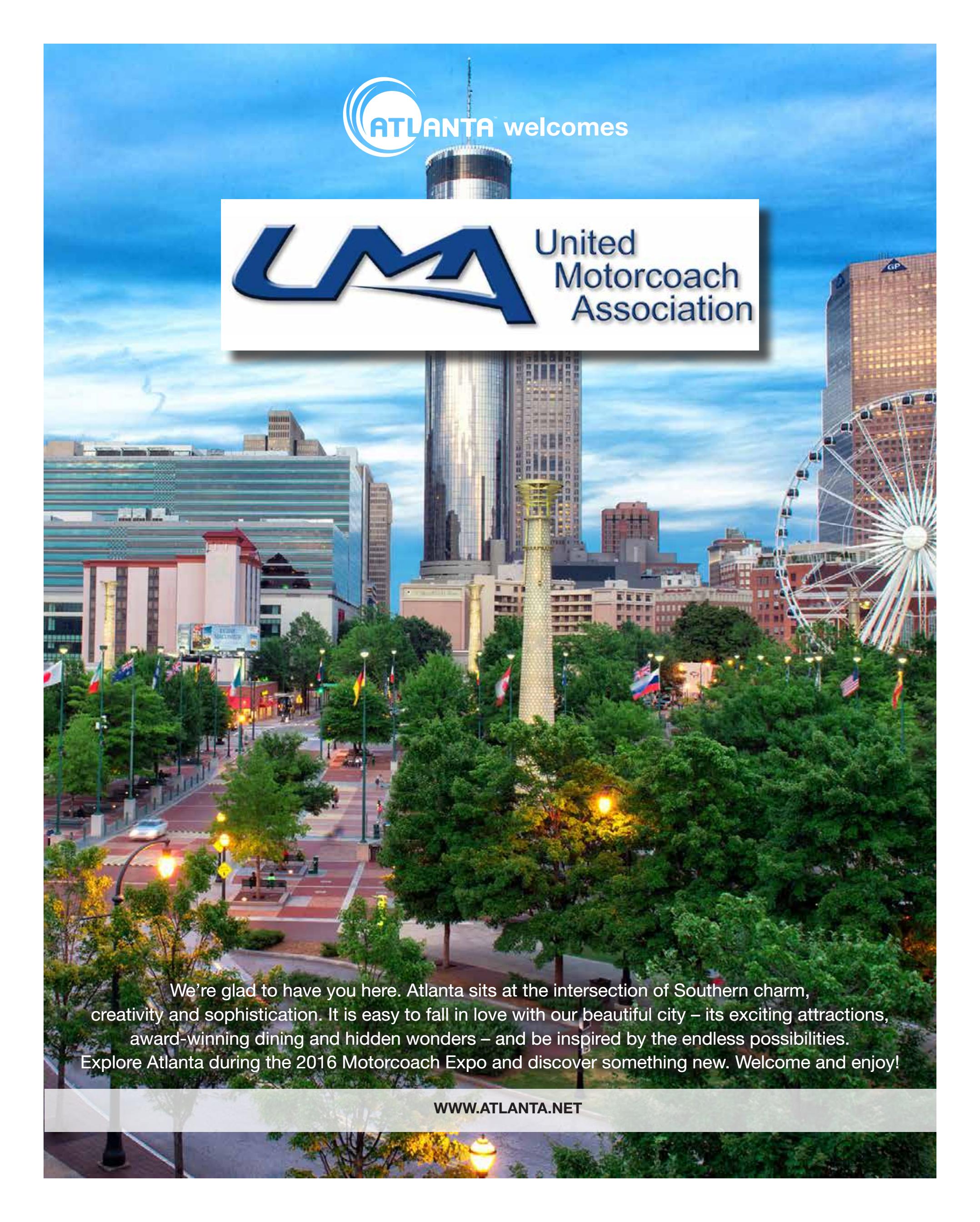
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## Collin Mooney named CVSA executive director

GREENBELT, Md. — Collin B. Mooney has been named executive director of the Commercial Vehicle Safety Alliance.

Mooney has been with CVSA for the past 13 years and has been deputy executive director since 2010. He was named acting executive director in 2015.

CVSA President Maj. Jay Thompson of the Arkansas Highway Police said the organization's Executive Committee conducted a comprehensive search before naming Mooney its fifth executive director.

"After 13 years with CVSA, through his unwavering commitment to this alliance and its mission, his deep industry knowledge, and his devotion to transportation safety, Collin has demonstrated he has what it takes to lead this organization and we are confident he will move us forward in achieving our strategic goals and mission," Thompson said.

Mooney has 27 years of experience in the transportation safety industry, all of which have been dedicated to large truck and bus safety. He began his public safety career in Canada with the Saskatchewan Highway Transport Patrol working in various locations within the province.

He also spent more than a decade as a transport officer with the

Commercial Vehicle Enforcement Branch of Alberta Transportation (now Alberta Justice and Solicitor General).

"As a former transport officer and CVSA-certified inspector, I understand the many challenges our roadside inspectors face, each and every day, in order to ensure the safe and efficient movement of people and commerce throughout North America," Mooney said.

"I'm excited about the opportunity to continue with my dedicated service of promoting commercial motor vehicle safety, by working collaboratively with member jurisdictions, all levels of government and the various industry stakeholders to lead the alliance into the future."

Mooney's responsibilities as CVSA's executive director will be to provide leadership, direction and administration for all aspects of the alliance, respond to the needs of the membership, advocate CVSA's public policy positions, provide quality programs and services to members and partners, and work toward the achievement of CVSA's mission, vision and goals.



Collin Mooney

## Longtime limo and bus salesman Froeschle dies

CARSON, Calif. — Bob Froeschle, a beloved, avuncular and humorous Southern California vehicle salesman for more than six decades, died on Jan. 1 in a local hospital.

By the calendar, he was 99, but only days shy of his 100th birthday. Froeschle was born Jan. 11, 1916, about five years after the first mass-produced consumer cars hit U.S. roads. A resident of Carson, he died of natural causes after a brief hospital stay.

Froeschle had worked at multiple auto dealerships in Southern California since he started in 1939 at a Cadillac dealership in Santa Ana. But he was best known in the limousine industry as a salesman for Coach West in Carson, about 15 miles south of Los Angeles, where he was hired in 1989 at age 73.

He had started selling stretch limousines in 1980 for another distributor, and eventually sold all types of limos, buses, funeral vehicles and chauffeured cars to clients along the West Coast.

"He had to teach a lot of people how to drive when he first started selling cars," said Jay Real, owner and CEO of Coach West, who hired Froeschle. "Driving was still new to a lot of people back then."

Froeschle embodied stamina, longevity, consistency and sheer joy of living. He regularly delivered vehicles to clients up to age 94, drove his own car until age 98, and worked steadily selling vehicles until the summer of 2015.

"He and I had a joke that he had a contract here until he turned 100," Real said. "He was just an icon. He was usually the first one in the office, and the last one to leave."

Froeschle's sales approach was defined by a sense of humor and loyalty to the customer, Real said. "He touched a lot of people."



Bob Froeschle

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# Let's make 2016 the year of recruitment marketing

By Christian Riddell  
Motorcoach Marketing Council

According to the Chinese calendar, 2016 is the Year of the Monkey.

But for business owners looking to hire additional or better employees, this is the year of recruitment marketing.

Finding good talent is a big challenge across the board for companies big and small these days. Although we can often feel alone as we look for new drivers or staff, the reality is that finding new, qualified, interested, hardworking, consistent, long-term employees is difficult for all companies.

"Recruitment marketing" is a term that you will hear a lot in the news over the next year. Companies are shifting away from traditional methods of finding new hires and looking for better ways to attract the talent they want.

Recruitment marketing is defined on *smashfly.com* as "...every tactic — content marketing, email nurturing, social recruiting, mobile recruiting, career site, SEO, employee referrals, talent net-

works, job marketing, employer branding, recruiting events, recruiting analytics, CRM — that a talent acquisition team uses to find, attract, engage and nurture leads in order to convert them into more qualified applicants to fill jobs now and in the future."

While that may seem like a mouthful, it also sheds some light on what it is that people are doing to find talent in the competitive job marketplace. The days of putting an ad on Craigslist or posting to a local job board are over and they're quickly being replaced by companies that understand that recruits are looking for more than a job; they are looking for a place to land.

These potential employees are looking to your social media, websites, blogs, videos and more to try to decide if your company is really the place where they want to spend their time and effort. This new frontier is transforming the recruitment job and becoming the new normal.

If you are, like most companies, immediately feeling overwhelmed, here are a few simple

## Marketing Minute GoMotorcoach It's the Smart Move

things you can do to move toward a better recruitment marketing strategy:

**Share your existing employees' stories.** A 30-second video with a loyal employee who loves working for your company and is a true company player is a powerful recruitment tool. Never underestimate the power of a few employees talking about how much they love to work for your company.

This starts to paint a picture of a company that not only talks a good game, but has employees who are happy to be there as well.

**Talk to your applicants.** Again, use video and talk to your potential applicants. Have owners or managers tell those applying for a job just how much they care about the company and its employees.

Tell them why your company is the best to work for and why they

should care, and extend a personal invitation to them to join your team.

**Create Web pages specific to the job you are looking to fill.** Regardless of whether you're hiring drivers, dispatchers or bus washers, build a page that talks about that particular position.

Seventy-nine percent of those looking for a new job head online to do so. On these pages, tell them how much that job means to your organization, why you care about the people who work in those positions, and what they need to do (or be) to apply.

Use text and video to engage potential applicants before they even submit an application.

**Make sure your career pages are mobile friendly.** Mobile site usage is up dramatically and will continue to be more and more a part of the job market moving forward.

Make sure you use website elements that work on both Apple and Android, and that you only choose ways to deliver content that will work universally.

Those companies that do this

have been proven to receive twice as many quality applicants as those that don't.

**Have an online pre-application.** One of the most frequently made mistakes by companies doing online recruiting is making it difficult to apply.

Make your primary application just a few short questions that can be answered in less than one minute. Use this data to pass applicants on to the next step of the process to a full application.

This ensures that you capture their contact information and can continue to recruit them moving forward.

**Use images and videos in job ads.** Even if you are posting on Craigslist or *Monster.com*, remember to put images and videos to further engage your potential recruits.

Your mission here is to show them why you are different. Don't just put up photos of the inside of your buses or your shop.

Put images of smiling, happy employees and driver meetings; videos of your employee parties;

CONTINUED ON PAGE 35 ►

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# OSHA doesn't come around often, but be prepared if it does

The federal investigators found some problems in the maintenance shop and left a list of 33 safety and health violations worth \$156,800 in proposed penalties.

Prompted by a complaint, inspectors from the U.S. Occupational Safety and Health Administration (OSHA) visited a Louisiana trucking company last year. The company was cited for a blocked and unmarked emergency exit, ungrounded electric equipment, unguarded machine tools, an uncovered electrical outlet box and various noise, respiratory and fire hazards.

The outcome should serve as a reminder to transportation companies across the country, said safety consultant Matthew Daecher, president of Daecher Consulting Group in Camp Hill, Pa.

"If you don't know anything about OSHA, whether you are not in compliance or your equipment is not up to safety standards, you have the higher potential of a serious injury in your facility," he said. "Second, if a disgruntled employee makes a complaint, whether it is

founded or not, they are going to investigate. If they find something, the fines can be significant."

According to an OSHA brochure, the agency cannot inspect all 7 million workplaces it covers each year. In fact, OSHA conducted 36,163 inspections in 2014, the last year for which statistics have been released.

"The odds of being visited by OSHA are pretty low," Daecher said. "It is not something people tend to focus on in this industry. We are so focused on transportation and DOT regulations, because that is where the largest risks are, and people don't put a lot of effort into workplace safety and OSHA unless they have been stung by an inspection or a significant injury."

Penalties for violations of OSHA regulations range from zero to \$1,000 for an "other-than-serious violation" and can reach \$70,000 for a "willful" violation that "the employer intentionally and knowingly commits." Repeated violations found in re-inspections can be penalized at \$70,000 and multiplied two, five or 10

times depending upon the size of the business.

An employer convicted of a criminal violation that results in the death of an employee could be fined up to \$250,000 and imprisoned up to six months or both. If the employer is a corporation the fine could be increased to \$500,000.

## The offenders

Each month OSHA posts a couple of dozen press releases to its website, each announcing significant penalties levied against workplaces written up for multiple violations. Only a handful of the 2015 announcements appeared to involve transportation companies.

One of these was Transporter Maintenance and Inspection LLC, a trucking company with 33 employees in Port Allen, La. The most serious offense, termed a willful violation, was failure to provide guardrails or "personal fall arrest" systems for employees working on tanker trailers. Inspectors also found 27 "serious" violations and five "other" violations at the shop

to tally a penalty total of \$156,800.

In April OSHA announced penalties for two transportation facilities near Idaho Falls, Idaho, which were the sites of fatal incidents involving mechanics. On Jan. 12, 2015, a mechanic performing transmission work for VH Trucking & Construction LLC was crushed when a truck fell off wooden blocks. Two weeks later an employee of Cross's Crashes Inc., a salvage yard, was killed when a van fell off of wheel rims.

An OSHA area director called the incidents "preventable tragedies." The press release said neither company "had basic safety programs or precautions in place. Neither employer took the steps necessary to secure the vehicles to prevent them from falling."

OSHA proposed fines of \$16,800 for VH Trucking and \$9,800 for Cross's Crashes.

## Why Us?

"Pretty much any private operator is going to be subject to OSHA," Daecher said. "Some states have more active state occu-

pational safety agencies but the federal standards are applicable. Some states have very active regulatory agencies and regulations that go above and beyond what OSHA does on a federal level."

The odds of an OSHA visit increase following a fatality or serious injury as well as the filing of a complaint. The agency's statistics list "fatality/catastrophe investigations" as the prompts for 850 of the inspections in 2014. Complaints led to 9,570 inspections.

The 36,163 inspections in 2014 resulted in 67,941 total violations, including 439 that were willful, 49,616 that were serious and 2,966 that were repeated.

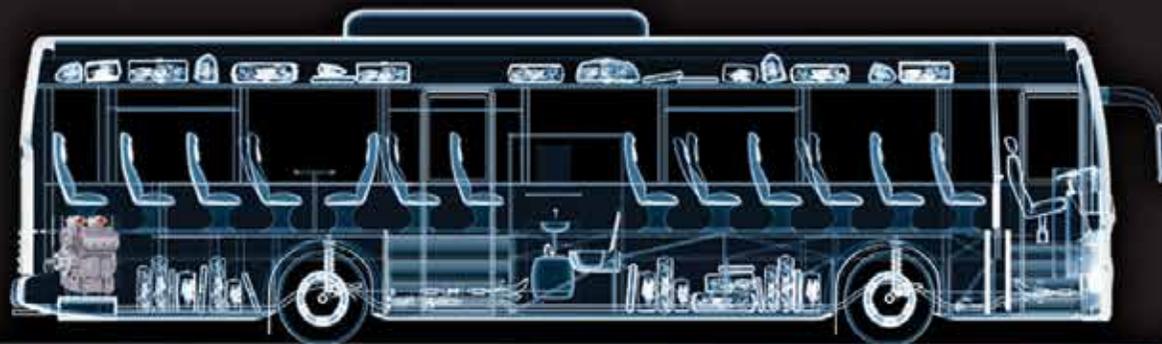
Federal law authorizes OSHA investigators to inspect work places without advance notice, but receipt of a complaint is likely to result initially in a phone call.

"They will decide whether to investigate depending upon your response to the call," Daecher said. "If they call and you don't have the right knowledge or right vocabulary for talking to them, that might

CONTINUED ON PAGE 35 ►

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OSHA

CONTINUED FROM PAGE 33

lead to a higher possibility of them coming on site.”

Familiarity with OSHA practices requires more effort than placing a guidebook on the shelf, said Daecher, who advises clients on safety matters.

“It certainly does take effort. There are hundreds of OSHA standards and regulations. You have to understand which ones apply to transportation operations and which ones are applicable in the types of facilities you operate.

Then you have to understand the actual regulations,” he said.

“You can’t just buy a book, put it on the shelf and be in compliance.”

Safe work practices and conditions should be a responsibility of every employee, Daecher advised.

“Almost every OSHA regulation has a training component. A lot of training is required before an employee serves one minute in whatever job they are going to do. When you hire a guy, you should provide him with OSHA-required training before he starts working in the shop on day one,” he said.

Marketing Minute

CONTINUED FROM PAGE 32

or anything else that will convince them that choosing your company would be better than going with one of your competitors.

Recruiting is big business and we, as an industry, have a long way to go to become better at it. Not only do we need to show recruits that we are a great company that focuses on customer service, has good equipment, offers competitive prices and makes safety a top priority — all of which are good things — we also need them to know that their lives will be better

if they choose us.

As you think about your recruiting strategy this year, think about how your company culture and philosophies will impact your employees. Think about your goals as an organization and what growth opportunities may exist for top performing employees.

And think about what you can do to breathe life into your online ads and what strategies you’ll implement to turn 2016 into the year of better recruitment marketing!

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

Calendar

January 2016

**31-Feb. 4 UMA Motorcoach Expo 2016**, Georgia World Congress Center, Atlanta. Info: [www.motorcoachexpo.com](http://www.motorcoachexpo.com).

**31-Feb. 4 Travel Exchange/NTA Convention**, Georgia World Congress Center, Atlanta. Info: [www.ntaonline.com](http://www.ntaonline.com).

February 2016

**2 National Association of Motorcoach Operators Semi-Annual Members Meeting**, Georgia World Conference Center, Atlanta. Info: [www.namocoaches.org](http://www.namocoaches.org).

**2-5 2016 Van Hool Training Workshop**, Winter Garden, Fla. Info: <http://abc-companies.com/service/training-and-support/workshops/register>.

**9-12 Spader Workshop: Total Management 2**, Ft. Lauderdale, Fla. Info: [www.spader.com](http://www.spader.com).

**21-23 Trailways Stockholders Meeting & Conference**, Westin Cape Coral Resort at Marina Village, Cape Coral, Fla. Info: [www.teamtrailways.com](http://www.teamtrailways.com).

March 2016

**7-10 Spader Workshop: Total Management 2**, Calgary, Alberta, Canada. Info: [www.spader.com](http://www.spader.com).

**15 Greater New Jersey Motor-**

**coach Association Spring Meeting & Awards Luncheon**, Bally’s Hotel & Casino, Atlantic City, N.J. Info: [www.gnjma.com](http://www.gnjma.com).

**15-18 2016 Van Hool Training Workshop**, Costa Mesa, Calif. Info: <http://abc-companies.com/service/training-and-support/workshops/register>.

**30 Pennsylvania Bus Association Marketplace...a Group Leader Show**, Spooky Nook Sports Complex, Manheim, Pa. Info: [www.pabus.org](http://www.pabus.org).

**31 Annual 2016 Maryland Motorcoach Association Group Leader Travel Showcase**, Spooky Nook Sports Complex, Manheim, Pa. Info: [www.marylandmotorcoach.org](http://www.marylandmotorcoach.org).

Village Tours

CONTINUED FROM PAGE 21

Wichita. On the line haul, Village Tours makes Greyhound connections east and west out of Salina on Interstate 70 and in Pueblo.

Business last year was good for Village Tours, as was 2014, Arensdorf said.

“We start every year not really knowing how it’s going to go because we don’t sit on a lot of con-

tracts that repeat every year,” he said. “And you hope that the business comes back and it has been, so I think we’re doing things the right way.”

Arensdorf expects 2016 to be better than 2015, based on the trend of the last five years.

“Revenues have been going up — obviously, a lot of acquisitions, so that should drive revenues, too — but we’ve also been keeping our expenses in check and maintaining

the kind of margin that we need to keep going,” he said.

Johnson, who intends to do some part-time driving for Village Tours, said he and McMahan focused on a diversified base of charter customers for Letsgo and a safe fleet.

“Richard and I always just ran our operation that if we wouldn’t put our grandchildren on that bus, we wouldn’t put anybody on that bus,” Johnson said.

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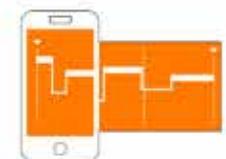
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