

37th Annual

California Bus Association Convention & Trade Show

October 23 - 26, 2010 Schedule

It's a Whole New

Ball Game



Saturday, October 23, 2010

4:00 P.M. 6:00 P.M. Registration–Convention Office

Noon



Skins Game
Desert Willow Mountain View
www.desertwillow.com

Sunday, October 24, 2010

10:00 A.M.. 5:00 P.M. Registration

11:00 A.M.. 2:30 P.M. Family Tour - *pick up at Rancho Las Palmas Ballroom Entrance*

Two hour celebrity tour of the valley and Palm Springs. Stop in Palm Springs for lunch and walking tour of downtown. Bus will return to the hotel at 2:30 pm.

Sponsored by Cardiff Transportation

Noon



CBA Golf Tournament
Rancho Las Palmas
www.rancholaspalmasgolf.com
Sponsored by - Republic Indemnity

1:00 P.M. 5:00 P.M. Hospitality Suite

Sponsored by - Daimler Buses North America & Allison Transmission

5:00 P.M. 7:00 P.M. Opening Reception

Sponsored by Motor Coach Industries & Detroit Diesel

7:00 P.M. 11:00 P.M. Hospitality Suite Open

Dinner on own

Monday, October 25, 2010

7:30 A.M. 11:00 A.M. Registration–Convention Office

7:30 A.M. 8:30 A.M. Continental Breakfast

7:45 A.M. 8:00 A.M. Welcome - Tom Giddens, CBA President

8:00 A.M. 9:30 A.M. Disney's Approach to Quality Service - Bruce Kimbrell, Facilitator



Quality Service showcases how Disney is able to understand the psychographics and demographics of Guests' needs, using a sound service infrastructure, ongoing research, and quality service standards that exceed Guests' expectations. Discover how attention to detail creates a consistent, world-class service environment for both employees and consumers.

Keynote address sponsored by Prevost Car, Inc.

9:30 A.M. 9:40 A.M. Break

9:40 A.M. 10:10 A.M. Legislative Report - Josh Pane

10:10 A.M. 11:40 A.M. CSA 2010

Amy Hope, Department of Transportation

What you and your drivers are doing RIGHT NOW will affect your company's new safety rating with CSA 2010, as FMCSA assessment has already begun! Find out how to prepare your Company for the forthcoming CSA2010 Carrier Rating System and how to address the new standards

11:40 A.M. 12:00 P.M. Motor Coach Council

Sandy Allen, Royal Coach Tours

NOON 1:15 P.M. Luncheon

Sponsored by - ABC Companies & REI, Radio Engineering Industries

Clarence Cornell School of Business - Victor Parra, United Motorcoach Association

The Bus and Motorcoach Academy's Clarence Cornell School of Business offers owners and managers the opportunity to obtain the basic business knowledge so critical to the success of today's bus and motorcoach companies. Classes are offered through the fastest growing segment of learning delivery today, e-learning. These online classes were developed by the College of Southern Maryland and course developers. The courses are convenient, self-paced and have start-end dates. Learners may take as many courses as they desire. Upon successful completion of the five basic courses, graduates receive a diploma and the designation "Accredited Passenger Transportation Operator."

1:15 P.M. 2:00 P.M. Small Business Jobs Act of 2010 - Bonus Depreciation and Section 179 Expensing Limits

Michael R. Denny, MCI Financial Services

The objective of the presentation will be to make sure that CBA members are aware of the Small Business Jobs Act, which was signed into law in late September. The law brings back Bonus Depreciation for calendar year 2010 and increases Section 179 Expensing Limits. The Law could potentially mean significant tax savings for operators purchasing new and pre-owned coaches.

1:15 P.M. 3:00 P.M.

The Dennis Easley Bus Rodeo

Sponsored by - BRC Coach & Transit, Las Vegas, NV and Calgary, Alberta



Rodeo Coach Provided by - ABC Companies

2:00 P.M. 4:00 P.M.

Exhibitors Set Up Table Top Trade Show

3:00 P.M. 4:00 P.M.

Bus Exhibit Set Up

Monday, October 25, 2010 - Evening

4:00 P.M. 6:00 P.M.

New Motor Coach Showcase



6:00 P.M. 6:15 P.M.

Coaches depart for Canyon Lanes

6:15 P.M. 9:15 P.M.



This event has been developed to become a dinner/entertainment function for all registered operator Convention attendees and sponsoring Associate/Allied members. If you have participated in our previous "Madness" events, you won't need any encouragement to attend another evening of light-hearted fun and fellowship. This year, we are going back to Canyon Lanes for a fun evening of bowling, good friends and yummy food! Break out your bowling shirts and shoes and join your friends and associates for a memorable evening, full of contests, prizes and fun!

Tuesday, October 26, 2010

7:30 A.M. 8:30 A.M.

Continental Breakfast

8:00 A.M. 9:15 A.M.

Charter Reauthorization - Panel Discussion

Clyde Hart, American Bus Association

Victor Parra, United Motorcoach Association

Jim Seal, Consultant

Mike Waters, Coach America

9:15 A.M. 10:00 A.M.

Managing A Serious Crash - Event, Company Response, Claim Management & Settlement/Trial

Paul Berne, Senior Vice President, Claims – Lancer Insurance Company

Bob Crescenzo, Vice President – Lancer Insurance Company

10:00 A.M. 10:15 A.M.

Break

10:15 A.M. 11:45 A.M.

Managing A Serious Crash – continued

Tuesday, October 26, 2010 – Continued

11:45 A.M. 2:45 P.M.

Vendor Showcase & Walk-around-lunch



2:45 p.m. 4:00 P.M.

Meet George Jetson-Gismos & Gadgets - Panel Discussion

Lane Departure Warning System - Iteris, William J Patroliia

Accident Event Recorders - Rosco Vision Systems, Inc. - Michael Bryne

All-In-One: Rear Observation, GPS Mapping and Digital Media Player Unit and the Safety Announcement Media Player - REI, Radio Engineering - Bob Greene

Fleet Management Solutions - Zonar Systems, LLC, Robert Weimer

4:00 p.m. 4:45 P.M.

International Tour Bus Facilitación and Licensing Up-Date

Arturo Martinez Esquer, Deputy Director of Visitor Assistance

State Secretary of Tourism of Baja California

4:30 P.M. 6:00 P.M.

Hospitality Suite Open

6:00 P.M. 7:00 P.M.

Reception

7:00 P.M. 9:00 P.M.

Gala Awards & Installation Banquet

(Business Casual Dress for Banquet)

The New Cal TIA...1+1=3

John Severini, President & CEO

calTIA - California Travel Industry Association

California Bus Association Golf Tournament Awards

The Dennis Easley Bus Roadeo Awards

sponsored by - BRC Coach & Transit, Las Vegas, NV and Calgary, Alberta

Outstanding Training Program / Trainer of the Year

sponsored by - T.I.B. Transportation Insurance Brokers

Outstanding Maintenance Person of the Year

sponsored by - Motor Coach Industries

Outstanding Operator of the the Year

sponsored by - National Interstate Insurance Company

Outstanding Driver of the Year

sponsored by - Lancer Insurance Company

Post Banquet -- Hospitality Suite Open