

## 37<sup>th</sup> Annual California Bus Association Annual Convention & Trade Show

October 23-26, 2010

Rancho Mirage Resort & Spa, Rancho Mirage, CA

# It's a Whole New Ball Game



Join bus companies from all over the west at this year's exciting and informative convention! As always, the CBA Convention & Tradeshow will afford you the opportunity to exchange your ideas, war stories and experiences with other operators and suppliers. Invest four days in the future of your company! You can't afford to miss it!



This year we are very excited to have the *Disney Institute* present Disney's Approach to Quality Service. Who couldn't use a little extra help in this area? Also on the schedule is CSA 2010, what you and your drivers are doing RIGHT NOW will affect your company's new safety rating with CSA 2010. Find out how to prepare your company for the forthcoming Carrier Rating System and how to address the new standards. Managing a Serious Crash Event will help you be better prepared in the event the unthinkable happens .... it's good to be prepared. Other informative topics include the Clarence Cornell School of Business, Charter Reauthorization, and George Jetson – Gismos and Gadgets. Not to mention all the fun events like networking with friends, bowling, golfing, shopping, soaking up some sun around the pool and much more.

Those of you who attended our 2008 convention will be looking forward to coming back to Rancho Las Palmas. You will enjoy indulging in the wide array of recreational activities and then retreating to the comfort of classic accommodations. Rancho Las Palmas is nestled in the heart of Rancho Mirage, at the base of the San Jacinto Mountain Range in the sun-drenched Coachella Valley. From soothing spa treatments to individual golf lessons, Rancho Las Palmas Resort provides an ideal environment for rest and relaxation. Guest rooms feature plush bedding and French doors that open onto private patios. Sparkling swimming pools beckon for a refreshing swim. Rancho Las Palmas Resort offers a variety of family-friendly features, including:



27-hole Ted Robinson-designed golf course

20,000-square-foot European spa, with 26 treatment rooms

Splashtopia, the incredible water feature with lazy river, slides, sandy beach and more

25 state-of-the-art hard tennis courts

240 acres of tranquil lakes, gardens, and fountains

**Golf, Golf & More Golf.....Palm Springs is the home to more than 110 world-class golf courses and we don't want you to miss out on an opportunity to get in the swing of things!**

### California Bus Association Golf Tournament - Sunday, October 24, 2010

Sponsored by - Republic Indemnity Insurance Company

12:30 PM SHOTGUN \* 4 Person Scramble Format

Rancho Las Palmas West/South  
42000 Bob Hope Drive  
Rancho Mirage, CA 92270

Adjacent to the spectacular Rancho Las Palmas Resort & Spa is the stunningly beautiful Ted Robinson designed, 27 hole golf course that is the centerpiece of Rancho Las Palmas Country Club. Rancho Las Palmas Country Club offers 27-holes with three distinct 9-hole layouts (North Course, South Course and West Course) which add a unique flavor to every round. The generous fairways of this very player friendly course wind their way throughout the Rancho Las Palmas resort, and with six lakes and infamous Ted Robinson bunkering it provides a memorable challenge for even the best of players.

The annual golf tournament is an opportunity to mix with other operators, associate, allied and affiliate members in a sporting event where the object is to have an enjoyable and fun-filled day. Country club dress code required and all players must be registered convention attendees. Team Awards will be presented during Monday's lunch to the 1st, and 2nd place team. Individual prizes will be awarded for Nearest to the Pin & Longest Drives. Good golf, good friends, good times.

#### *Pre-Convention Activity*

### **The Desert Willow Skins Game - Saturday, October 23, 2010**

T-times starting at Noon

Desert Willow - Mountain View - [www.desertwillow.com](http://www.desertwillow.com)  
38-995 Desert Willow Drive  
Palm Desert, CA 92260

Desert Willow Golf Resort located in Palm Desert, California, just minutes away from Palm Springs, offers two of the Coachella Valley's best plays. Play a smoother, more relaxing round on the magnificent Mountain View course which boasts newly renovated bunkers and greens.

This premium public golf resort was voted 4 and 1/2 stars, 'Best Places to Play' by Golf Digest Magazine. You can expect every aspect of your experience at Desert Willow Golf Resort to be taken to a heightened level.

\$1.00 Skin per player, per hole. The lowest score on each hole wins the hole. The Skin of a tied hole shall carry to the next hole, and shall continue to carry until a hole is won.

Space is very limited, 20 golfers maximum

### **Monday Night Bowling Madness Again!**

This event has been developed to become a dinner/entertainment function for all registered Convention attendees and will be sponsored by all Associate/Allied members who wish to participate. If you have attended one of our previous "Madness" events, you won't need any encouragement to attend another evening of light-hearted fun at Canyon Lanes. When was the last time YOU went bowling? You'll get a chance to break out that bowling shirt out of the closet once again, and join your friends and associates in creating a memorable evening, full of contests, prizes, good company and good eats! You'll want to make sure to attend this nostalgic trip down memory lane.

Monday Night Madness will be Monday, October 25, 2010 from 6:30 p.m. to 9:30 p.m. Transportation will be provided and buses will depart the hotel at 6:00 pm. Only vendor companies who are sponsoring the event will be allowed to attend this event along with all the registered operator members.

### **Vendor Showcase & New Motor Coach Showcase**

Support the participating exhibitors by planning to spend time in the Vendor Showcase and the New Motor Coach Showcase. A variety of products, services and new motorcoaches will be on display. Attendees of the Trade Show will be included in incentive drawings.

### **Registration Information**

Registration fees include participation in all Business Sessions, Seminars and Trade Show (except exhibitors), continental breakfasts, luncheons, coffee breaks, and scheduled dinners. Pricing information is listed on the registration form.

### **Hotel Accommodations**

Rancho Las Palmas Resort & Spa  
41000 Bob Hope Drive  
Rancho Mirage, CA 92270  
866-423-1195

It's never too early to make your room reservation. This location is so wonderful the room block will fill quickly. Even during the hot summer months this hotel sells out on the weekends. The room block will only be available until October 4, 2010 and after that time the hotel will not honor our group rate. Don't be left out in the cold, make your reservation today.

In order to receive the group rate, it is very important that the individuals identify themselves as part of the California Bus Association in order to receive the group room rate. Room reservations are to be made directly with Rancho Las Palmas Resort & Spa. Special Convention rates have been negotiated.

Single/Double \$ 169.00

**The California Bus Association is financially responsible for meeting our room block. If you hold rooms that you are not going to use and then cancel them just prior to the show date, it creates a financial hardship on the association. In 2008 we exceeded our room block weeks**

**prior to the show and many attendees were unable to acquire a room at the host hotel. Just prior to the show a large number of rooms were cancelled and our room pick up dropped below our contracted room block. Due to negotiations with the hotel we avoided paying the \$6,000 in attrition fees. Please only reserve what you are going to use. We do not want to waste association funds on attrition charges.**

In addition to the specified room rates, there will be an Automatic Daily Resort charge of \$10.00, per room, per night, plus applicable taxes, which are currently 10%. A Resort Charge is an automatic \$10.00 per room, per night charge that covers a number of Resort services and amenities that would customarily be charged to each guest individually. The Resort Charge includes: toll free, credit card, and local calling, entrance to the fitness center, in-room high-speed Internet access, in-room coffee and tea, and daily newspaper (Sunday upon request). As a "per room" charge (versus per person), the Resort Charge covers all registered room guests. In addition to the services listed above, this charge entitles Resort guests to discounted coupons at The River (outdoor shopping and dining area directly across from Rancho Las Palmas).

Reservations should be made by calling the hotel directly at (866) 423-1195. It is important that you contact the Resort no later than October 4, 2010 and identify yourself as part of CBA, and provide the Resort with attendee name, home or business address, email address (if any), requested type of room, requested bed type (i.e. king, double/double, queen, twin or suites), check-in and check-out dates, preference for smoking or non-smoking room and VIP status. Any requests for special room arrangements must be made at the time of this call. The Resort does not confirm reservations to individual attendees in writing.

When reservations are made, the Resort requires a deposit equal to the room rate and taxes for the first night for each reservation. An individual's deposit is refundable to that individual if the Resort receives notice of an individual's cancellation at least 3 days prior to scheduled arrival. Upon check-in, each attendee will be required to present a valid credit card upon check-in, on which an amount of sufficient pre-authorization can be obtained to cover the room and tax charges, and Automatic Daily Resort Charge and taxes thereon for the length of the attendee's stay, plus the anticipated use of the Resort's ancillary services, and Resort requires each attendee's home/business address and e-mail address. Each attendee must settle his or her account in full upon departure.

Please note check-in is 4:00 p.m. and checkout is 12:00 noon.

### **Badges**

Register for the Convention and you will receive a badge that allows you access to all programs (except single day registrations). To provide adequate security and to allow an accurate count of attendees, everyone participating in the Convention Events must have a badge. Single day registrations will have color coded badges. Badges will be checked at all functions.

### **Reception & Meals**

Meals are as listed on the Preliminary Schedule.

### **Dress Code**

The dress code for this convention will be Resort Casual except the Banquet which is Business Casual. For women "Resort casual" means khaki pants, skirt, dress, capris, blouse/top, and sandals. For men "Resort casual" means shirts with collars, such as polo shirts, and khakis or trousers. Leave those ties at home.

### **Cancellation Policy**

The registration fee, less a \$25.00 processing charge, will be refunded to those who cancel in writing by the end of the business on October 14, 2009 (see separate exhibit cancellation policy). No refunds will be made after October 14, 2010.



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**Associate / Allied Member Registration Form - print or type**

Company Name			
Address	City	State	Zip
Phone	Fax		
Authorized Signature		Date	

Registrant's Name	Email Address	Cell Phone	**one day only
#1(375)			<input type="checkbox"/>
#2(250)			<input type="checkbox"/>
#3(250)			<input type="checkbox"/>
#4(250)			<input type="checkbox"/>

\*\* One day registration is only available if the first registration fee has been paid. Please indicate the individuals name and day attending for any one-day registrations. Badges will be color coded for the one day registration and will be checked at all functions.

Registration will be accepted upon receipt of full payment of registration and exhibit fees (if any) with the completed applications forms. Registration after October 15, 2010 is subject to space/room availability.

Attendee check events attending	#1	#2	#3	#4
<b>Sunday, Oct. 24</b>				
Family Tour				
Opening Reception				
<b>Monday, Oct. 25</b>				
General Session				
Monday Lunch				
Monday Night Madness				
<b>Tuesday, Oct. 26</b>				
General Session				
Tuesday Lunch				
Banquet				
<b>Golf Tournaments</b>				
Saturday Skins Game				
Sundy Golf Tournament				
Golf Handicap				
Are you staying at Rancho Las Palmas Resort & Spa				

Convention Registration Associate/Allied			
Registration & events	fee	#registrants	sub-total
Associate/Allied First Registrant	\$375		\$
Additional Registrants	\$250		\$
**One Day (seminars only)	\$125		\$
Saturday Skins Game - space limited	\$135		\$
Sunday Golf Tournament - space limited	\$120		\$
Sponsorship(s) total as checked on reverse side			\$
Monday Night Madness - complete madness form	\$100		\$
Trade Show Tables - complete exhibit space form	\$350		\$
<b>Total Due</b>			\$

In consideration of being allowed to register for the convention, registrant hereby waives on behalf of itself and its employees, any and all liability the California Bus Association, its board of directors and staff has or is alleged to have to registrant or its employees arising out of the convention.

Payment Method
<input type="checkbox"/> ---Check payable to <i>California Bus Association</i> <input type="checkbox"/> ---Visa <input type="checkbox"/> ---Mastercard <input type="checkbox"/> ---Amex
Card # _____
Exp Date _____
Billing Street Address, Zip Code _____
Card Holder's Signature _____

Register by mail, fax or on-line at [www.cbabus.com](http://www.cbabus.com)  
 California Bus Association  
 PO Box 1155  
 Castroville, CA 95012  
 800.664.2877 Fax 831.633.1934  
 email: [info@cbabus.com](mailto:info@cbabus.com)



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**Sponsorship Opportunities - print or type**

Company Name			
Address	City	State	Zip
Phone	Fax		
Authorized Signature		Date	

Check the items you would like to sponsor	Price
<input type="checkbox"/> Tee-sponsorship - company name will be listed in convention program and on sponsored tee	\$100.00
<input type="checkbox"/> Golf - Closest to the pin - company name will be listed in convention program and on sponsored tee	\$100.00
<input type="checkbox"/> Golf - Longest Drive - company name will be listed in convention program and on sponsored tee	\$100.00
<input type="checkbox"/> Badges - one color company logo will be printed on the badges - EPS file of logo is will be needed by 9-1-2010	\$2,500.00
<input type="checkbox"/> Trade Show lunch - company name will be listed in convention program and one a sign posted on lunch table	\$500.00
<input type="checkbox"/> Monday Continental Breakfast Sponsorship - 6 sponsors available - company name will be listed in convention program and on sign	\$500.00
<input type="checkbox"/> Tuesday Continental Breakfast Sponsorship - 6 sponsors available - company name will be listed in convention program and on sign	\$500.00
<input type="checkbox"/> This sponsor will provide 200 pads and pens to be placed on the chairs for Tuesday's General Session. They will assume the cost to provide the items and also be responsible to placing them on the chairs.	\$250.00
<b>Total Due - transfer to registration form</b>	

Register by mail, fax or on-line at [www.cbabus.com](http://www.cbabus.com)  
 California Bus Association  
 PO Box 1155  
 Castroville, CA 95012  
 800.664.2877 Fax 831.633.1934  
 email: [info@cbabus.com](mailto:info@cbabus.com)



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**Application for Trade Show & Bus Exhibit Space - (Trade Show Tuesday, 10-26-10 from 11:00 am to 2:00 pm)**

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Contact Person \_\_\_\_\_ e-mail \_\_\_\_\_

Company Name for booth sign \_\_\_\_\_

If you need electricity please check here

**All Exhibitors Must be Members of the California Bus Association and be Fully Registered Convention Attendees.**

**Deadline for receipt of exhibit applications is October 15, 2010.** CBA cannot guarantee that space will still be available on that date. Booths will be assigned on a first-come, first served basis, except for those members who's sponsorship of award programs entitles them to first choice of booth locations. Space will be assigned upon receipt of full payment of registration and exhibit fees with the completed applications forms.

Bus Exhibitors also need to complete the section below.

**Bus Exhibit Space - (Tuesday, October 25, 2010 from 4:00 pm to 6:00 pm)**

Number of buses is limited to three (3).

Number \_\_\_\_\_ and types of buses to be displayed. \_\_\_\_\_

Date buses are to arrive \_\_\_\_\_ Contact at convention \_\_\_\_\_

Cell Phone of bus driver \_\_\_\_\_

The 2009 Convention and Trade Show included a Bus Exhibit with Reception. This event was overwhelmingly successful in bringing participants of the Convention to the Bus Exhibits. It is required that each Bus Exhibitor participate in the sponsorship of this event.

The sponsorship fee for the 2010 exhibit will be the cost of the event, divided equally among the exhibitors, or a maximum of \$600.00 per exhibitor (not per bus), whichever is less. The amount will be billed to your company at the conclusion of the convention (when we have the actual bill for the reception).

To participate in the Bus Exhibit & Reception, complete the following information:

I, \_\_\_\_\_ agree to participate in the Bus Exhibit & Reception as indicated above. Our company will pay our share of the total cost of this event, not to exceed \$600.00 within 30 days of receipt of the bill, at the conclusion of the convention. I understand that I will be responsible for moving, parking, attending my vehicle prior to, during and after this event. I also understand that I will be responsible for any damage to my vehicle, or injury to others that results from my vehicle being on display. I hereby hold the California Bus Association, its Board of Directors, and management firm harmless for any liabilities or losses that may occur.

Authorized Signature: \_\_\_\_\_

Dated \_\_\_\_\_

Only companies who have completed this form, will be allowed to exhibit vehicles anywhere on Rancho Las Palmas Resort & Spa property, or surrounding areas.

**BUS EXHIBIT SPACE IS LIMITED - REGISTER EARLY**

**Transportation to Monday Night Madness** - Can you help with demo coaches for transportation to Monday Night Madness? You will be required to provide CBA with a certificate of insurance naming CBA as an additional insured.

Yes, we will provide # \_\_\_\_\_ Coaches



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## Exhibitor Rules & Regulations

### Rules

These rules and regulations govern the exhibits under the auspices of the California Bus Association (hereafter listed as CBA) are part of the agreement for exhibit space.

### Space Size And Price

Each exhibit space is 8' by 10' and includes one draped 6' table with two chairs. Electricity can be provided for an additional fee if requested. (500 watt outlet) Free-standing displays are permitted in the outer perimeter of the room if they are no wider than the exhibit booth. The rate per booth is \$350.00. Tables are available to current members of CBA only. This year we will not be using pipe and drape.

### Use Of Space

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear; to this end, exhibits should be so arranged that exhibitors will be inside the space assigned. All material used for decoration, i.e., paper, cardboard, cloth, etc., shall be flame-retardant type. Safety and fire exits and equipment must be left accessible and in full view at all times.

### Liability

It is mutually agreed that the California Bus Association and Rancho Las Palmas Resort & Spa shall not be liable to any exhibitor for any damage to or for the loss or destruction of an exhibit on the property of an exhibitor or injuries to his/her person resulting from any cause. All claims for any such loss, damage, or injury are expressly waived by the exhibitor.

### Restriction

CBA reserves the right to prohibit any display or exhibit or any part of a proposed exhibit which it judges not suitable or in accordance with the general character of the exhibits; this refers to conduct of persons, printed matter, souvenirs, or anything that may be classed as unsuitable.

### Cancellations

In the event an exhibitor finds it necessary to cancel its participation in the CBA 2010 Trade Show, refunds will be as follows: For cancellations prior to October 15, 2010 - 50% refund if space is resold at full price; 25% refund if space is not resold; after October 15, 2010 - no refund. All cancellations must be in writing - postmarks will be controlling.

### Failure To Occupy Space

Space not occupied will be forfeited by exhibitor without refund.

### Installation Of Exhibits

Installation of exhibits will be on Monday, October 25, 2010 between the hours of 2:00 P.M. and 4:00 P.M.

### Open Exhibit Hours

Tuesday, October 26, 2010 between 11:00 A.M. and 2:00 P.M.

### Removal of Exhibits

No exhibits may be dismantled before the official closing of the CBA 2010 Trade Show at 2:00 P.M. on Tuesday, October 26, 2010.

### Exhibitor Registration

Exhibiting companies must be registered Convention attendees. Refer to the Registration form enclosed for the required registration fees. Only those persons wearing badges issued by CBA for the Convention will be permitted into the exhibit hall. It is important that all exhibitors be registered. Badges must be worn at all times; badge swapping among personnel is prohibited.

### Rights Of Trade Show Management

Should any emergency of any nature arise previous to the opening show date which would prevent its scheduled opening, destruction or damage to the exhibit area by fire, wind storm strikes, acts of God, etc., or a declaration of any emergency by the Government, it is expressly agreed that CBA may retain as much of the payment for exhibit space as is necessary to cover the expenses incurred by the Association up to the time of such emergency. All points not covered by these rules are subject to the judgment of the Board of Directors of CBA.

### Shipping of Display Materials

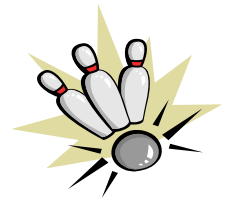
A convention service will not be used by CBA. Each exhibitor can ship their display materials to the hotel three (3) days prior to the date of the function. The following information must be included on all packages to ensure proper delivery:

1. Name of Organization - California Bus Association
2. Guest's Name
3. Attention of the Conference Manager - Suzie Petersen
4. Date of Function - Oct. 23 - Oct. 26, 2010

A package handling charge of \$5.00 per package (under 50 lbs) will be assessed and billed to you when you pick up your package from the CBA office. All packages stored for more than three (3) days before the function will incur a \$3.00 per day storage fee. For your convenience and safety, Hotel asks that all deliveries made on your behalf be made through our loading and unloading area. Packages can be picked up at the CBA Convention office during registration hours.



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**Monday Night Bowling Madness Sponsorship Form (Monday, 10-25-10 from 6:30 am to 9:30 pm)**

This event has been developed to become a dinner/entertainment function for all registered Convention attendees and will be sponsored by all Associate/Allied members who wish to participate. If you have participated in our previous "Madness" events, then you won't need any encouragement to attend another evening of light-hearted fun at Canyon Lanes. When was the last time YOU went bowling? You'll get a chance to break that bowling shirt out of the closet once again, and join your friends and associates in creating a memorable evening, full of contests, prizes, good company and good eats! You'll want to make sure to attend this nostalgic trip down memory lane.

Monday Night Madness will be sponsored as follows:

The (estimated) cost of the event, (\$7,500) divided by the total number of vendor attendees, (estimated 75) yields a per attendee/sponsor cost, (estimated @ \$100.00), multiplied by the number of attendees from your company yields your company's share of the sponsorship.

Monday Night Madness will be Monday, October 25, 2010 from 6:30 p.m. to 9:30 p.m. Transportation will be provided. Only vendor companies who have completed this registration will be allowed to attend this event.

Company Name \_\_\_\_\_

Number of Attendees Representing Your Company \_\_\_\_\_ X \$100 = Remit \_\_\_\_\_

Names of Attendees	

I understand and agree that adjustments may be made to the estimated budget and attendance figures, and additional charges may be billed to all participating sponsors.

Authorized Signature: \_\_\_\_\_ Dated \_\_\_\_\_