

Tennessee Motor Coach Association

Fall
2011



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LEXINGTON, KY
Lexington Convention and Visitors Bureau



Prepares for TMCA Visit in January



Before we know it, January will be here and it will be time for the 2012 Tennessee Motor Coach Association Convention & Marketplace, to be held January 22-25. The city of Lexington had embraced the TMCA and is making plans to welcome their attendees. The schedule is crammed packed with educational seminars and networking, all leading up to a full day of the Marketplace.



New for this year is a non-member Showcase of the Blue Grass State in conjunction with the Ice Breaker event at the Kentucky Horse Park. Attractions, Historical Sites, Entertainment Venues, Restaurants Wineries, Distilleries, Breweries, Artisan or Craftsmen have been invited to participate in this event. Our associate members located in Kentucky have been invited as well to participate.



Also on tap this year is an Operator's tour to Berea, KY. An all attendees' tour called the "Best of the Bluegrass". This tour includes some history, Keeneland Race Track, a working thoroughbred farm and a drive through the beautiful farmland all leading up to lunch at one of the Bourbon Distilleries. Wah Jones, the owner of Blue Grass Tours calls this tour "History, Horses and Hooch" and is one of his top sellers.



On Tuesday night our group will visit a real horse sales facility called Fasig-Tipton. Famous race horses like Seattle Slew, Genuine Risk and Unbridles were sold there. This facility is very elegant and grand, but what do you expect when you're selling horses for millions of dollars. We will have dinner and explore the facility.



Wednesday will be our all day Marketplace event and will be conducted as we have done in the past. Our Operators will be at the tables and our Associates will be broken down into two groups. Group one will do early open appointments. Then the floor will be cleared and the second group will take the floor. After lunch both groups can return. Associates will receive their group assignments at the registration desk. Associates should bring at least 60 packages and will be allowed 5 minute non-set appointments.



Our closing dinner this year will be hosted by the Knoxville Tourism & Sports Corporation and the Holiday Inn World's Fair Park, which is the site for the 2013 TMCA Convention. Knoxville has some excitement planned for our group.

Early registration has been extended until December 9th for those who choose to participate. To register you can access the on-line site or call the association office for forms. Hotel reservation for the Hyatt must be made no later than December 30th.

See you in the Horse Capitol of the World in January!

DMVs to begin verifying medical certification in 2012

By Jami Jones, Land Line senior editor

The days of commercial drivers telling state licensing agencies that their medical certifications are current are just about over because of a new regulation going into effect in January.

The Federal Motor Carrier Safety Administration issued a final rule in 2008 that changes the way states must verify the medical certification for drivers either renewing or applying for a CDL. Phased-in compliance deadlines for states and all commercial drivers start kicking in on Jan. 30, 2012. Some states such as Illinois are already sending letters out to CDL holders alerting them of the change.

Once everything is up and running on the state level, drivers will be required to present either the original or a copy of the current medical examiner's certificate. The state agency must then date stamp the certification card and return it to the driver. The date-stamped card will be sufficient to prove medical certification for 15 days. Within 10 days of tamping the card, the state licensing agency must enter the information into the Commercial Drivers License Information System, according to the new requirement.

States will be required to keep a copy of the stamped card for three years from the date the CDL is issued.

Once the information is entered in the CDLIS system, drivers won't be required to present the valid medical card for inspections or employment. Instead, inspectors will have access to the electronic information. Motor carriers won't even be able to use the medical card anymore to prove a driver's fitness.

Starting Jan. 30, 2012, the motor carriers must keep a copy of the current CDLIS motor vehicle record documenting medical certification status in the driver's qualification file before allowing the driver behind the wheel. Commercial drivers will have to stay on top of their medical certification because of the new requirement.

If the certification expires before the CDL, states will be required to update the driver's CDLIS file to reflect the driver as "not certified." The driver's CDL will be downgraded after 60 days of the expiration of the medical certification.

The Owner-Operator Independent Drivers Association filed comments in early 2007 when FMCSA pitched the proposed rulemaking for comment. The Association did not challenge the requirement for proving medical certification, but did attempt to restrict states from requiring the "long form" in place of the certification card. Citing extensive privacy concerns, OOIDA pointed out that countless people could potentially have access to a driver's personal medical information contained on the medical "long form."

"The right to privacy must be balanced against legitimate governmental rights to collect certain information," Association officials wrote in comments submitted to FMCSA. "Nevertheless, commercial drivers still retain a significant privacy interest in remaining free of unwarranted governmental intrusions into their lives."

In addition to infringing on privacy, OOIDA said that allowing states and employers to require the "long form" could very well undermine highway safety and the quality of medical care drivers receive from their physicians. OOIDA said more drivers would share sensitive medical information with their physicians if they knew that it wouldn't wind up in a state or employer file somewhere with potential unfettered access to almost anyone.

While the new final rule issued by the agency does not require use of the "long form" in obtaining or renewing CDLs or for proof of fitness to motor carriers, the new reg doesn't prohibit it either. "OOIDA's recommendation that employers be prohibited from obtaining the medical examination report ("long form") is not necessary to prevent infringing upon the employee's privacy rights," FMCSA officials wrote in the comments portion of the final rule. Agency officials went on to say that if an employer required the form and put it in a driver qualification file, agency auditors could ask for the "long form" during an audit. As far as states requiring the "long form," FMCSA officials said it was up to state officials to decide if they wanted to implement stricter requirements on medical certification. FMCSA regs are essentially the minimum requirements.

Updated 2012 Convention & Marketplace Schedule

Sunday- January 22

2:00 pm- 5:00 pm

Registration *Berea Room*

4:00 pm - 6:00 pm

Board Meeting *Henry Clay Room Sponsor Sardo Bus & Coach Upholstery*

7:00 pm- 9:00 pm

Board of Directors & Operators Dinner *(BOD, Operators & Tour Planners)*

Sponsored Audubon Nature Institute, Bayou Lafourche Area CVB & New Orleans Plantation Country

Monday- January 23

9:00 am - 5:30 pm

Registration *Heritage Pre-function*

9:00 am - 1:30 pm

Operators Fam & Luncheon- Berea, KY *(Operators & Tour Planners Only)*

The event is sponsored by the Berea CVB and the Historic Boone Tavern.

2:00 pm- 2:30 pm

General Session/Election *Elkhorn B & C Break-Ridgeland CVB*

2:30 pm - 4:00 pm

Motorcoach Mania *Elkhorn B & C*

Sponsored by The General Morgan Inn & Myers Pumpkin Patch

4:45 pm - 5:30 pm

Orientation *This is a must for the first time attendee. Heritage Ballroom 2 & 3*

4:30 pm - 5:30 pm

Operators Seminar- Updates on CSA *Elkhorn B & C*

7:00 pm - 10:30 pm

Ice Breaker Event & KY Vendor's Showcase

This event is sponsored by the Lexington CVB and the Kentucky Dept of Tourism.

Tuesday- January 24

8:00 am - 4:00 pm

Registration *Heritage Pre-function*

7:30 am – 8:30am

Continental Breakfast *Regency Ballroom*

8:30 am - 1:30 am

Best of the Bluegrass Tour

2:30 pm - 4:00 pm

Operators Seminars-Life Cycle of Components *Elkhorn B*

Break sponsored by Bush Brothers

2:30 pm - 4:00 pm

All Attendees Seminars-Marketing in a Sluggish Economy

4:00 pm - 5:00 pm

Placement of items on Operators Tables

4:30 pm – 6:00 pm

Coach & Booth viewing on the convention floor

7:30 pm - 10:30 pm

Evening Event at Fasig-Tipton Sales Facility

Wednesday- January 25

7:30 am- 9:30am

Continental Breakfast *Heritage Hall Prevost car*

8:00 am - 10:00 am

Marketplace 1 *LCC Heritage Hall East*

10:00 am -10:30 am

Break *Heritage Hall*

10:30 am -12:30 pm

Marketplace 2 *Heritage Hall East*

12:45 pm - 2:30 pm

Marketplace Lunch *Patterson Ballroom*

Entertainment provided by Tennessee Shindig , Lunch Co-sponsor- Clarke Power Services & ABC Companies

3:00 pm - 5:30 pm

Marketplace 3 *Heritage Hall East*

7:00 pm - 8:00 pm

Cocktail Reception *Patterson Ballroom*

8:15 pm - 10 pm

Closing Dinner & Awards *Patterson Ballroom*

Our closing dinner will be sponsored by the Knoxville Tourism & Sports Corporation and the Holiday Inn World's Fair Park, which are the host locations for the 2013 TMCA Convention & Marketplace.

Thursday- January 26

9:00 am- 11:00 am

Board Meeting *Break sponsored by Fairfield Inns of the Smokies*

Convention Item sponsors- Badges (**Pigeon Forge Dept of Tourism**), Bags (**Lancer Insurance & Service Insurance Agency**), Note pads (**Corinth CVB**), Mini-Schedules (**Mid-South Bus Center**), Note Books (**Smith Family Dinner Theater**) , Directory (**Prevost**)

GREENE COACH COMPANY ADOPTS EFLEETSUITE EOBR FROM ISE FLEET SERVICES

Greeneville, TN. November 10, 2011. Greene Coach Company, Inc. announces it has adopted ISE Fleet Services eFleetSuite EOBR solution across its motorcoach fleet. Drivers at Greene Coach are now completely paperless for compliance to FMCSA regulations governing Hours of Service (HOS) and Driver Vehicle Inspection Reports (DVIR).

Russell Ooten, Owner and CEO at Greene Coach, notes, "I am very pleased with the results of our transition to electronic logs and inspection reports using the eFleetSuite system. Drivers have found the system easy to use and we have already seen productivity increases from automated information capture and record retention. Furthermore, having available driver hours visible in both the coach and website enables us to better plan tour stops and events that are consistent with driver's duty limits and deter conflicting demands by tour directors."

eFleetSuite from ISE Fleet Services is a safety and compliance application suite designed to reduce risk, prevent accidents, boost productivity, and manage FMCSA compliance. The system includes the mDash 4, a low-cost rugged in-cab EOBR that help drivers stay within safety and compliance parameters. Roadside inspections are aided by providing information for a clean inspection that leads to a good driving record and an improved fleet CSA score. Safety compliance officers, fleet managers, dispatchers and maintenance personnel use eFleetSuite's web application for real-time and paperless compliance and resource management.

"We continue to be impressed with the features of the eFleetSuite system. The seamless integration between the electronic driver logs and driver vehicle inspection reporting applications is unique and ensures that needed information for safety compliance and vehicle maintenance is consistently captured," adds Mr. Ooten. "The compliance mapping feature allows back-office users to check on our drivers locations and it shows us a color coded view of their available hours as well as current location. This is helping us make better planning decisions. We couldn't ask for a better partner."

"Russ has been a terrific partner in assisting us with tailoring our eFleetSuite application to the demands of the motorcoach industry", says John Gaither, Vice President Sales for ISE Fleet Services. "He really understands the unique needs of motorcoach operators – no surprise since he grew up in the business started by his father 66 years ago."

About Greene Coach Co, Inc.:

Providing Charter services and Specialty Tours, Greene Coach Company, Inc., founded in 1945, is the oldest continuously operated motorcoach company in Tennessee. Our commitment to the traveling public is based upon safety, reliability and strong professional ethics. Greene Coach is located in Greeneville, Tennessee, and specializes in charter services originating in the Southeastern United States as well as providing specialty tours. Greene Coach provides the latest in state-of-the-art transportation equipment along with experienced drivers to make your Charter or scheduled Greene Coach Tour enjoyable and hassle free.

About Innovative Software Engineering and ISE Fleet Services:

Innovative Software Engineering (ISE) is a leading full-service software development and systems integration firm providing Business Strategy, Program Management, Systems Engineering, Software Development and Quality Assurance services. ISE specializes in developing telematics solutions, enterprise mobility applications and custom software tailored to the unique needs of its clients. Customers come from a wide range of industries including communications, education, telematics, transportation and health care. ISE Fleet Services leverages ISE's products and experience and specializes in end-to-end solutions geared especially to satisfying the safety and compliance demands of its commercial fleet customers in North America. Customers include Southeastern Freight Lines, Navistar, John Deere, McGraw-Hill Education, Qualcomm, and Intermec.

New Members

Attractions

**Belle of Louisville/
Waterfront Development Corp.**
401 West River Road
Louisville, KY 40202
(502) 574-2992
www.belleof louisvilleky.org
Kelly Gream, Sales & Marketing

**Flat Rock Playhouse- The
State Theatre of North Carolina**
2661 Greenville Highway
Flat Rock, NC 28731
(828) 693-0731
www.flatrockplayhouse.org
Pam Collins, Director of Sales

McWane Science Center
200 19th Street N
Birmingham, AL 35203
(205) 714-8489
www.mcwane.org
Jeff Pace, Director of Group Sales

Convention Sponsorship Opportunities

Listed is the amount to cover the entire event, a sponsor can choose to do the entire amount or a selected dollar amount. We will try to match co-sponsors with suitable other co-sponsors to complete the total event amount. If you are interested in sponsoring an event please call Debbie Neese at (423) 288-8622 prior to registering.

Jan 24- Continental Breakfast-\$3000
Jan 24- Best of the BlueGrass Luncheon- \$5000
Jan 24- Fasig-Tipton Dinner- \$8000
Jan 25- Morning Marketplace Break- \$1000
Jan 25- Marketplace Luncheon- \$5000 remaining
Jan 25- Afternoon- Break-\$1000
Jan 25- Cocktail Reception- \$5000

With sponsorship you will receive signage at the event, you will be listed in all material and on the on-line site.

CVBs & DMO's

Berea Convention & Visitors Bureau
3 Artist Circle
Berea, KY 40403
(859) 986-2540
www.berea.com
Connie Modine, Group Tour Coordinator

Cleveland/Bolivar Chamber of Commerce
600 Third Street
Cleveland, MS 38732
(662) 843-2712
www.visitclevelandms.com
Cheryl Line, Tourism Director

Dekalb Convention & Visitors Bureau
1957 Lakeside Pkwy Ste 510
Tucker, GA 30084
(770) 492-5000
www.visitatlantasdekalbcounty.com
Sharon Dupont, Tour & Travel Manager

Dickson County Chamber of Commerce
119 Hwy 70 East
Dickson, TN 37055
(615) 446-2349
www.dicksoncountychamber.com
Rhonda T. Adams

Lodging

Shular Hospitality/Shular Inn
2708 Parkway
Pigeon Forge, TN 37863
(865) 453-2700 ext 609
www.shularinn-pigeonforge.com
Susan Padgett

Econo Lodge
2440 N. Parkway
Pigeon Forge, TN 37863
(865) 453-2700 ext 609
www.shularinn-pigeonforge.com
Susan Padgett

Service

ISE Fleet Services
2850 Coral Court Ste 100
Coralville, IA 52241
(319) 535-0524
www.isefleetservices.com
John Gaither, VP of Sales