

SAVE THE DATE!

October 20 - 23, 2024



24th Annual

NWMA

Operators Conference, Driver's
Competition (ROADEO) & Vendor
Showcase

Hilton Garden Inn- Seattle-
Lynwood WA

3801 Alderwood Mall Blvd,
Lynwood, WA 98036



24th Annual BUS ROADEO & CONFERENCE

www.nwmotorcoach.com

ACCOMMODATIONS & CONFERENCE

HILTON GARDEN INN Seattle/Lynnwood
3801 Alderwood Mall Blvd.
Lynnwood, WA 98036
425-409-0098

\$139.00 ++ Per Night 2-Q
\$159.00 ++ Per Night 1-K



DRIVER COMPETITION LOCATION

Alderwood Community Church
3403 Alderwood Mall Blvd, Lynnwood, WA 98036

REGISTRATION RATES:

MEMBER

Owner/Operator \$225.00
Driver \$199.00
Supplier \$350.00

NON-MEMBER

Owner/Operator \$325.00
Driver \$299.00
Supplier \$450.00

PRELIMINARY AGENDA

OWNER/OPERATOR EDUCATIONAL SESSIONS

DRIVER EDUCATIONAL SESSIONS

ALL TOGETHER

Sunday – October 20, 2024

3:00PM **Early bird arrivals**

All times/session are tentative

Monday – October 21, 2024

8:00AM – 9:00AM
Lobby Restaurant

Breakfast included in room rate

7:30AM

Golfers Depart



8:00AM – 2:00PM

Annual NWMA Golf Outing – Nile Shrine Golf Course a full-service facility offering 9 and 18-hole green fees, golf carts and more. The course is managed by PGA Golf Pro, Joe Korn who keeps the course running along with his staff in the Pro Shop. *Additional \$58.00 pp includes cart.*
Organizer: Rick Henderson, Premier Coaches NW.

Sponsorship Welcomed

1:00PM – 4:00PM

Registration Opened

4:00PM

Vendor Set Up

2:30PM – 4:30PM

NWMA Annual Board Meeting



5:00PM – 6:00PM

Vendor Reception – All registered vendors will receive a table to display their literature. Information will remain in place until close of event on Tuesday evening.

Sponsored By: Visit Lynwood

6:00PM

Board Bus



6:30PM – 8:30-PM

DINE AROUND

Transportation Provided By: Starline Luxury Coaches

8:30PM

Bus departs

9:00PM – 10:00PM

Networking Social

Sponsorship Welcomed

Tuesday – October 22, 2024

8:00AM – 4:00PM

Registration Opened

8:30AM – 9:30AM
Lobby Restaurant

Breakfast included in room rate

All times/session are tentative

Tuesday – October 22, 2024 Continued

10:00AM – 11:00AM **Educational Sessions for Operators** – Panel discussion on:

- **Advanced Clean Trucks:** This rule applies to medium- and heavy-duty vehicle manufacturers that sell those vehicles in WA and requires them to sell an increasing percentage of electric, hydrogen, or other zero-emission vehicles in the state annually until 2035. The exact percentage requirement depends on vehicle weight; generally speaking, lighter vehicles face more stringent requirements than larger vehicles that are more difficult to electrify and decarbonize. The rule recently took effect in WA for model year 2025 vehicles.

- **Heavy-Duty Omnibus:** This is a collection of new emission standards that require new medium- and heavy-duty internal combustion engines to release lower levels of nitrogen oxides (NOx) and particulate matter. The regulation takes effect starting with model year 2026 vehicles
Panel will consist of Manufacturers from the Industry

10:00AM – 11:00AM **Educational Sessions for Drivers** - CVB's Who are they and what can they do for you? From parking locations, freebies, places to eat and more in this session you'll learn why you should be utilizing this fantastic no cost source when you're on the road.

Presenter(s): Tish Losure, CSTP, Western Pleasure Tours & Dawn Jackson, Discover Kalispell

11:00AM – 12:00PM **Educational Sessions for Operators** - Opportunities to enhance your security posture through "No Cost" TSA sponsored programs.

Speakers: TSA

STSI Steven Fraser

TSI Jason Landon

TSI Kevin Palmer

TSI Sarah Lytle

TSI Bill Peters

11:00AM – 12:00PM **Educational Session for Drivers** "How to get ahead of Driver Fatigue" so you're not caught "Asleep at The Wheel". Driver fatigue is a silent yet critical issue in the trucking industry. It refers to a state of exhaustion or sleepiness resulting from inadequate sleep, extended work hours, strenuous work or non-work activities, or a combination of these factors. This condition significantly impacts truck drivers, who often face long and irregular hours on the road. As a nonprofit dedicated to supporting truckers and their families, we aim to highlight the seriousness of driver fatigue and offer practical solutions for its prevention.

Presenter: Dan Tomlinson, Lancer Insurance

12:00PM – 1:30PM **Lunch & OEM Presentations** (NOTE: time will be allowed to view any demo's that are at the meeting)

Sponsorship Welcomed

1:30PM – 2:00PM Break

All times/session are tentative

Tuesday – October 22, 2024 Continued

2:00PM – 3:00PM **Educational Session for Operators & Drivers** “Back to Basics” - a look at current trends and promoting a “culture of safety”
Presenter: Dan Tomlinson, Lancer Insurance

3:00PM – 4:00PM **Educational Session for Operator** - Expiring Tax Benefits - Use Them Before They Are Gone - It doesn't quite seem possible, but here we are on the edge of the last year of some nice tax benefits for businesses. 2025 is the year many tax benefits are set to expire. We will explore which are set to expire so you can be prepared to take advantage of them!
Presenter: Tracy Fickett, CPA, BusBooks

3:00PM – 4:00PM **Educational Session for Driver** - Driving in a multi bus move. - Why driver interactions during a multi bus move can make or break a trip.
Mike Howard-Starline Jeff Brennan-Beeline?

4:00PM – 5:00PM Break

5:00PM – 6:30PM NWMA **Annual Trade Show and Reception** – The perfect opportunity to “Mix and Mingle” and highlight your products.

Sponsored by: MCI



6:30PM – 8:30PM **Dinner & Industry Updates with ABA & UMA & Board Nominations**
Sponsorship Welcomed

8:30PM– 10:30PM **Networking Social**
Sponsorship Welcomed

Wednesday October 23, 2024

6:00AM – 8:00AM Course Set Up

7:00AM – 8:00AM Breakfast on your own included
in room rate



8:00AM – 3:00PM **ROADEO** – Drivers Competition & Lunch-The winner of the Driver Competition can choose to go onto the United Motorcoach Association (UMA) National Driver’s Competition in Oklahoma City, OK at their Annual EXPO provided they meet the UMA qualifications.

Sponsored by: PrevoSt

PREVOST

-EVENT CONCLUDES-

All times/session are tentative

SPONSORSHIP OPPORTUNITIES

Inspire, Engage, Support



ADVERTISEMENT (IF APPLICABLE, BASED ON SPONSORSHIP LEVEL):

- FULL COLOR ADVERTISEMENT WILL BE PLACED IN THE PROGRAM BOOKLET.
 - (A FULL PAGE IS 8" X 10", HALF PAGE IS 8" X 5" AND A QUARTER PAGE IS 4" X 5" ALL ADDS SHOULD BE SET UP VERTICALLY AND DELIVERED IN 300DPI PDF FORMAT)
 - DEADLINE FOR ADS IS SEPTEMBER 15, 2024
 - ADS CAN BE SENT TO [INFO@NWMOTORCOACH.COM](mailto:info@nwmotorcoach.com)
 - SHIPPING OF PROMOTIONAL MATERIALS DUE TO THE; TO BE DELIVERED ON, OCTOBER 20, 2024 TO THE HOTEL
- REGISTRATION LIST:**
- WE WILL SUPPLY AN ELECTRONIC LIST OF ATTENDEES TO YOU AT THE END OF THE CONFERENCE VIA EMAIL.

NWMA ENCOURAGES YOUR SPONSORSHIP AND APPRECIATES AND WELCOMES ANY LEVEL OF SUPPORT

THANK YOU!

SPONSORS RECEIVE	PLATINUMUM \$2,500.00	GOLD \$2,000.00	SILVER \$1,500.00	BRONZE \$1,000.00
Sponsorship recognition in the event program	☑	☑	☑	☑
Exhibitor table during educational sessions & meals	☑	☑	☑	☑
Ad in event program	☑ Full Page	☑ Half Page	☑ Quarter Page	☑ Business Card
Recognition in Register. Now Eblast	☑	☑	☑	☑
Opportunity to introduce the company during the event	☑	☑		
Company brochures included in the registration packet	☑	☑		
# of Registrations Included	3	2	1	0

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3801 Alderwood Mall Blvd.
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Advertisement Instructions for the 24th Annual Bus ROADEO, Equipment EXPO & Educational Conference

If applicable, based on sponsorship level)

Full Color advertisement will be placed in the program booklet. (A full page is 8" x 10", half page is 8" x 5" and a quarter page is 4" x 5" All adds should be set up vertically and delivered in 300dpi PDF format)

- Deadline for ads is **SEPTEMBER 15, 2024**
- Ads can be sent to **info@nwmotorcoach.com**
- Shipping of promotional materials due to the host hotel to be delivered on, **October 15, 2024**

NOTE: An attendee registration list will be supplied in an excel format to you at the end of the conference via email upon request.

NWMA encourages your sponsorship and appreciates and welcomes any level of support you choose to give.

Thank you in advance for your support.

**Our company is interested in supporting this event
at the following level.**

(Please complete this form noting your support level and return it to: info@nwmotorcoach.com)

Name: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Sponsorship Level: (circle one) Platinum Gold Silver Bronze

Total Due: _____

___ Please make checks payable to Motorcoach Assoc of the NW.

___ Please invoice me via PayPal so that I can pay with a credit card.

Contact us at info@nwmotorcoach.com if you have any questions.