

Tuesday, Feb. 27, 2018

Trailways Member Regional Meetings

(Trailways Members Only, Please- see color dot on back of your name tag)

Time: 10:15AM – 11:15AM (Concurrent)

Location: Sandpiper A, B, C Breakout Rooms are on lower level.

East Region #1 (red dot on back of name tag) (Room - Sandpiper A)	States east of Mississippi River – NY, MA, MI, PA, OH, IN, MD, DC, VA, TN, MS, AL, GA, FL + Toronto & Europe	Team Leader: Jonatan Berzas Staff – Eva Hotard	1 hour 10:15 – 11:15 AM (Concurrent)
Central Region #2 (yellow dot on back of name tag) (Room - Sandpiper B)	Central states: ND/SD, WI, IO, IL, MO, OK, AR LA, TX	Leader: Joe Kobussen Staff – Chelsy Smidler	1 hour 10:15 – 11:15 AM (Concurrent)
West Region #3 Blue dot on back of name tag (Room - Sandpiper C)	States west of the Rocky Mountains – CO, UT, WA, NV, AZ, CA	Leader: Curtis Riggs Staff – Tracey Simmons	1 hour 10:15 – 11:15 AM (Concurrent)

Members – Please plan for the discussion: What is your outlook on customers' expectations regarding travel buying. What is the possible impact of new entries in the US market such as Flixbus? To prepare in advance, please plan to share one or two of your marketing priorities to improve your business in 2018? Also, share one or two ideas on how you have used the Trailways brand in your marketing. *Lastly, How do you as Operator-Members work together and refer business to each other?*

11: 15 – 11:30 COFFEE BREAK (in foyer)

Switch Rooms for Workshop of Choice