



**MMA 2023 Operators Conference & Board Mtg Agenda**  
**March 19 - 21, 2023**  
**DoubleTree by Hilton Ocean Front**  
**Ocean City, Maryland**

**Sunday, March 19, 2023**

- 2:00PM – 5:00PM Registration Opened
- 3:00 PM – 5:00PM MMA Board of Directors Meeting
- 5:30PM – 6:30PM Team Building Exercise Sip & Paint (There is an additional cost of \$30.00 for this event and registration is required)  
**Sponsorship Available**
- 6:30PM to 8:00PM Board Dinner w/invited guests  
**Sponsorship Available**
- 6:00PM to 8:00PM Dinner on own for all others
- 8:00PM Networking Suite  
**Sponsorship Available**

**Monday, March 20, 2023**

8:00AM – 9:00AM Breakfast on own

9:30AM – 10:30AM **Real Talk about Driver Recruiting**

Everyone is talking about the driver shortage. Unfortunately, it's not going to get any better until we solve the underlying issues that are fueling the problem. In this session we will discuss some of the root causes of the current driver shortage and the lack of new drives coming into the business. We will discuss what operators must do to recruit and retain the drivers they need to secure their future.

*Presenter: Christian Riddell, CEO, TBN*

10:30AM – 11:30AM           **SMART Goals, reaching them, and other hot topics** - Are your goals SMART? Do your financial reports help your company reach your goals? Indicate when they have been met or help determine what stands in the way? Let's review SMART goals. how to analyze your financial information and identify what changes will help you accomplish your business goals. As always, hot topics will be discussed.

*Presenter: Tracy Fickett. CPA*

12:00PM – 2:30PM           Lunch with the Equipment & Supplier Vendors – this event is a perfect opportunity for OEM's, Insurance, & Equipment Suppliers to highlight their companies to the operators during this laid-back lunch. Registered Supplier Vendors will have a 6' table to display their information. Lunch will be buffet to allow for operators to visit with the vendors.

**Sponsored By: TIB/Sackett Cook**

3:00PM                           Board bus for FAM Tour

*Transportation provided by Irizar*

3:00PM – 5:00PM           FAM Tour of local area attractions (to Assateague Island & Berlin, Maryland). The perfect opportunity to network in a relaxed atmosphere and enjoy the wonders of Assateague Island & Berlin, MD.

5:30PM – 6:30PM           Cocktails and Conversation with OC Tour & Travel Partners at Harbor Place Harrison's Harbor Watch provides the history, ambiance, and charm authentic to Ocean City, Maryland.

**Sponsorship Available**

6:30PM – 8:00PM           Dinner All together at Harbor Place

**Sponsorship Available**

*Transportation provided by Irizar*

8:30PM                       Networking Suite at DoubleTree

**Sponsorship Available**

### **Tuesday March 21, 2023**

8:30AM – 9:30AM           Breakfast & Guest Speaker(s) Ken Presley, *Vice President, Legislative & Regulatory Affairs & Industry Relations/COO with United Motorcoach Association will be on hand to provide political and legislative insight, and Suzanne Te Beau Rohde, Senior Vice President, Government Affairs & Policy at the American Bus Association will update the group on Industry Updates.*

**Breakfast Sponsored By: MCI**

9:30AM – 10:30AM       **Social Media, “Love it or Hate it, it's here to Stay”** - How to implement a strategic and impactful social media program through better photographs and effective written content, Guest Speaker, *John Dove, KRR Creative Strategies.*

**Sponsorship Available**

11:00AM                      Departures

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#### Attendee Registration:

- MMA Operator Members \$60.00 per person
- Neighboring States Operator Members \$70.00 per person

Vendor/Tabletop Display Registrations:

- \$255.00 per person member company
- \$375.00 per person non-member company
- \$119.00 per person for Tour & Travel Cocktails and Conversation & Dinner at Harbor Place

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