



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

Penthouse Suite

Registration Opened

3:00 PM – 5:00PM

Compass Room

MMA Board of Directors Meeting

5:30PM – 6:30PM

Team Building Exercise Sip & Paint - Great time to connect and concoct that special glass to sip our Orange Crush a specialty drink of OC. *(There is an additional cost of \$30.00 for this event and registration is required)*

Penthouse Suite

6:30PM to 8:30PM

Sponsorship Available

Board Dinner w/invited guests

Dinner on own for all others

9:00PM

Penthouse Suite

Sponsorship Available

Networking Suite

Monday, March 20, 2023

8:00AM – 9:00AM

Breakfast on own – Marlin Moon Restaurant in the DoubleTree is open or for those more adventuresome there are quite a few great pancake houses up and down the main strip of OC

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

Penthouse Suite

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

Penthouse Suite

11:30AM Equipment Vendor Set-Up on
Mezzanine above Indoor Pool

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

Mezzanine above Indoor Pool

2:30PM **Board bus for FAM Tour**

Transportation provided by Irizar

2:30PM – 4:30PM 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.

Escort: Helen Arthur:

5:00PM Approximate return time at hotel to freshen up and get ready for dinner at
Harrisons Harbor Watch

5:45PM **Board Bus for Dinner Event**

Transportation provided by Irizar

6:00PM – 7:30PM DESTINATION MARKETPLACE - 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.

Sponsored by Ocean City & Their Partners

Harrisons Harbor Watch

7:30PM – 9:00PM Dinner All together at Harrisons Harbor Watch – a great chance to catch up and just enjoy each other's company.

Sponsorship Available

Harrisons Harbor Watch

9:15PM Networking Suite at DoubleTree

Sponsorship Available

Penthouse Suite

Tuesday March 21, 2023

8:30AM – 10:00AM Breakfast & Guest Speaker(s) *Robert King, Division Administrator, FMCSA,*

Maryland Division, & Ken Presley, Vice President, Legislative & Regulatory Affairs & Industry Relations/COO with United Motorcoach Association will be on hand to provide political and legislative insight, concerning the industry.

**Breakfast Sponsored By: MCI
Penthouse Suite**

10:00AM – 11:00AM 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

Penthouse Suite

11:00AM Departures

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
-

Thank You To Our Sponsors



**Transportation
Insurance
Brokers**

