



## Pennsylvania Bus Association 2021 Annual Meeting FAM Experiences

### Day One

Sunday, October 24, 2021

1:00-5:00 p.m.

FAM Tours



#### **FAM 1: Exploring Easton: Crayola Experience™**

- Did you know that Crayola is handcrafted in Easton, PA? Crayola Experience™ is Crayola's premier, one-of-a-kind attraction that offers dozens of hands-on, creative activities. Children and Adults alike can explore art and technology, express their creativity, and have a chance to see just what goes into making the world's most famous crayons. After exploring all the attractions, visitors can grab a bite to eat at Café Crayola; then stop at the Crayola Store and grab all sorts of goodies that can't be found anywhere else in the world!



#### **National Canal Museum**

- The National Canal Museum tells the story of America's historic towpath canals. The museum has a collection of scale model canal boats, tools used in the boat-building business, and offers canal boat rides on the 48-ton Josiah White II canal boat, led by donkeys, on the old Section 8 of the Lehigh Canal in Hugh Moore Park.



#### **Weyerbacher Brewing Company**

- Weyerbacher Brewing Company is the largest brewery in Lehigh Valley. Their impressive list of beers include Blithering Idiot, Last Chance IPA, Sunday Morning Stout, and Merry Monks, and much more! The brewery offers **free** tours on the weekends, where you can learn about the brewery's history, current distribution and sales, ingredients, and the brewing and packaging process. Their tasting room offers some of their latest offerings, as well as some local wines, and delicious food.



#### **Heritage Guild**

- A destination for the beginner, the enthusiast, and the collector! The Heritage Guild offers an indoor archery range, indoor firearms ranges (total of 29 lanes), rental guns, full service gunsmithing and bow smithing. This is a unique destination that provides training and special events in a modern, safe, and comfortable facility.



**FAM 2: Southside Bethlehem:**  
**National Museum of Industrial History**

- This Smithsonian Affiliate is dedicated to preserving America’s rich industrial heritage. It is located in a 100-year-old former Bethlehem Steel facility on the largest private brownfield in America. The Museum is home to exciting exhibits, engaging programs and amazing history.

**The Colony Meadery**

- The Colony Meadery's mission is to produce the boldest and most innovative meads in the world, a honey-based alcoholic beverage. They offer flagship varieties including Straight No Chaser, a traditional orange-blossom mead, and Mo-Mead-O, a mead with hints of mint and lime, and much more! Experience their award-winning mead in one of their tasting rooms, where you can enjoy a glass and some lite bites.

**ArtsQuest™ at SteelStacks & Hoover Mason Trestle**

- ArtsQuest™ is a nonprofit dedicated to providing access to music, arts, cultural experiences, and educational and outreach programs that assist the region in economic development, urban revitalization, and community enrichment. The campus features live music, films, festivals, and community celebrations year-round. A few of their flagship events include **Musikfest®** and **Christkindlmarkt**; their programming currently touches more than 1.5 million people on an annual basis!
- Hoover Mason Trestle, located on the former site of Bethlehem Steel, once connected the ore yards to the blast furnaces at the heart of the plant. Today, the trestle has been reimagined into an elevated park and pedestrian walkway. Raised 46 feet above the ground, the trail runs 1,650 feet from near Bethlehem Landing Visitors Center toward Wind Creek Bethlehem.

**Day Two**  
*Monday, October 25, 2021*

2:00-5:00 FAM Tours



**FAM 1: Main Street Bethlehem, Walking Through History:**  
**Historic Bethlehem Museums & Sites**

- Historic Bethlehem Museums & Sites establishes itself as the premier historical organization in our region to showcase Bethlehem’s unique history.. They offer a variety of tours, programming, and events throughout the year to preserve Bethlehem’s historic ambience, including 19 historic buildings, 20 acres of land, 40,000 artifacts, two National Historic landmarks, and countless stories.

**Black River Farms Winery & Wardog Spirits**

- **Black River Farms** is a family owned-and-operated estate vineyard, located in Hellertown, that encompasses 17 acres, 9 of which grow 14 varieties of grapes. BRF’s has selections from red, white & rosé and offers seasonal sales of garden-fresh vegetables, fruit, flowers, and eggs. **Wardog Spirits** is a local distillery owned and operated out of Black River Farms. All of Wardogs spirits are handcrafted and combine traditional methods with newfangled technologies. Offering spirits from Apple Pie Moonshine to a variety of rum, whiskey and vodka selections, there is a spirit for everyone.





## **FAM 2: Handcrafted:**

### **Martin Guitar Factory**

- Creating the finest instruments for 175 years, C. F. Martin & Co., one of the world's leading acoustic instrument makers, and they are located in Lehigh Valley! Visitors can take a free guided tour of the factory floor and explore the art of guitarmaking; follow a guitar from rough lumber to a finished product which requires more than 300 steps to complete.

### **PPL Center**

- PPL Center, located in downtown Allentown, is a state-of-the-art multipurpose arena. The center hosts more than 140 events each year, including the Phantoms, the AHL affiliate of the NHL Philadelphia Flyers, live concerts, family shows, trade shows, figure skating events, various sporting events, Disney on Ice, and much more!

### **America on Wheels**

- America on Wheels showcases exhibits that preserve the historical, social, and cultural impact of our nation's transportation systems. The museum features cars, trucks, motorcycles, and bicycles as it tells two very important regional stories – the history of Mack Trucks and the early development of the automobile industry and highway system in Pennsylvania.