ABA Government Affairs and Policy (GAP)
Submitted by: Suzanne Rohde, VP of Government Affairs & Policy

Since the Spring 2017 Government Affairs Policy Board report, the Government Affairs and Policy Division (GAP) staff have continued to aggressively engage on both legislative and regulatory matters, as the Trump administration and Congress struggled to achieve policy goals. Although the Republican controlled federal government has few successes to date, the GAP team has made progress on various ABA motorcoach, tour and travel industry initiatives. On May 5, the President signed the FY 2017 omnibus appropriations bill funding the federal government through September 30, 2017, the end of the government’s fiscal year. The bill did include funding for the intercity bus security grant program, however it reduced the amount to $2 million dollars from the Senate approved $3 million. As well, language in the transportation appropriations bill reports in both the House and Senate included ABA language addressing the Federal Motor Carrier Safety Administration’s final rule concerning the lease and interchange of passenger vehicles. As well, GAP made progress in advancing ABA’s legislative objective concerning airport access, working with a coalition and crafting an amendment for consideration as part of the Federal Aviation Administration reauthorization effort. Also, GAP met with UMA leadership to find common ground with H.R. 2120, UMA’s bill introduced early this year. The GAP staff also engaged in advocacy efforts concerning travel related issues, including the VISA waiver program and funding for Brand USA. Finally, in response to various policy interests of this Administration, including tax reform, infrastructure funding and regulatory reform, the GAP team continued to monitor the policy debates; meet with Congressional offices to provide education on the motorcoach tour and travel industry interests; attend/participate in hearings and forums concerning the policy topics; offer input when requested; and track progress on various initiatives to advance the policy interests.

In addition to legislative activities, GAP also continued to build relationships within the new administration, particularly on regulatory matters, and engage in agency rulemaking processes and regulatory reform efforts. These activities included attending the Roads and Rails Regulatory Relief Event with President Trump held at the USDOT, meeting with Chief Counsel of the Federal Motor Carrier Safety Administration, monitoring the execution of Executive Orders concerning regulatory reform, tracking legislative efforts related to regulatory reform, reviewing rulemaking proposals, preparing and filing comments where appropriate, and assisting ABA members with regulatory matters through the issuance of alerts, briefings and conference calls. The GAP, along with all of ABA, also supported emergency relief efforts in response to Hurricane Harvey, and assisted with a number of non-federal related, locally related legislative/regulatory issues.

In terms of BusPAC, fundraising activities have recovered from a rather slow start at the beginning of the year, through the aggressive efforts of GAP’s new Communications Legislative and Communications Associate/PAC Administrator, Brad Tucker and Chairman Peter Picknelly. The spring Fly-In/Board meeting produced a strong showing, along with on-going outreach through the summer months. Currently, the balance in the BusPAC account is $217,974. To date, contributions this year are exceeding last year, with $59,000 contributed. However, as a reminder, the fundraising goal for 2017 is $100,000. As well, the fund continues to receive staff contributions.

In addition to federal advocacy activities, GAP also attended the engaged in the ABA strategic planning session in June, prepared for and supported the summer 2017 Bus Industry Safety Council (BISC) and Bus Maintenance and Repair Council (BusMARC) meetings, supported the ABA’s IPW Open House in
June. As well, on an on-going basis, GAP continued to engage in coalition building activities, participated in various state/regional association and safety related meetings and conference calls, and initiated activities in support of the 2018 Congressional Fly-In. The GAP team also tracked various state legislative initiatives, and provided support to ABA Communications and Membership.
ABA Finance Department
Submitted by: Eric Braendel, Chief Financial Officer

Revenue, excluding investment income, totaled $5,666,000 through 8 months ending August 31, 2017, up $138,000 from $5,528,000 through the same period in 2016.

Expenses through the first 8 months of 2017 were $4,572,000, an increase of $170,000 compared to $4,402,000 in 2016. The year to year increase in expenses is due to higher costs at Marketplace in Cleveland for food, decorating and audio visual. In addition, Board of Directors’ expenses are higher than in the previous year due to a strategic planning meeting that was held in June. Net income before investment income, or excess of revenues over expenses, through the first 8 months of 2017, is $1,093,000, or 3%, lower than the same period in 2016. ABA’s budget is highly dependent on the success of Marketplace each year. Revenue for Marketplace exceeded our budget, however due to the increase in costs at Marketplace in Cleveland, it is likely that we will fall short of the profit budgeted for Marketplace by approximately $50,000.

Current assets at August 31, 2017, consisting of cash, accounts receivable and investments total $6,577,000 compared to $6,107,000 last year at this time. In April 2017, prior to the Spring Board Meeting, ABA transferred $100,000 from its operating account to the reserve account at BNY Mellon per the decision to build up the investment reserves. This is the 6th consecutive year ABA has contributed $100,000 to the reserve fund in its effort to replenish the funds used to purchase its office condominium. ABA currently plans on contributing an additional $100,000 in April 2018, prior to the 2018 spring meeting.
ABA Communications Board of Directors Report
Submitted by: Melanie Hinton, Director, Communications & Media Relations

Highlights:

Promoting ABA

We launched two consumer-oriented campaigns this summer: Our Roads, Our Safety Partnership with FMCSA, American Truckers Association (ATA) and AAA and a #BusesKeepYouMoving social media campaign for the Northeast and Mid-Atlantic Amtrak corridors while work was being done at New York’s Penn Station. This project has been dubbed the #SummerOfHell by NY Gov. Andrew Cuomo.

We also encouraged members to follow ABA on social media as well as post the ABA logo on their websites to showcase their membership.

Our Roads, Our Safety Partnership

ABA joined a coalition with FMCSA, ATA and AAA to promote as a surface transportation industry, safe driving on the roads around Commercial Motor Vehicles. ABA and our partners have been promoting the safety campaign on social media, our websites, our members and to the media. We encourage you to share our social media posts on the campaign and utilize the materials on the FMCSA website.

#BusesKeepYouMoving

ABA took advantage of the situation with New York’s Penn Station rehab project to promote our many members who travel to NY either on scheduled runs or charters, we created an answer to #SummerOfHell: #BusesKeepYouMoving. When we saw a news article about the renovation project, we posted on social media and recommended that people to take the bus instead. We targeted commuters from Richmond, Va., up to Boston. We garnered some positive feedback and saw our social media numbers grow. This campaign ran through the end of August. To date, we had more than 121,872 impressions on posts.

Crisis Communications

While we had a relatively quiet summer regarding bus accidents, ABA put forth a campaign to educate our bus and tour operator members about ABA’s Crisis Communications member benefit. We mailed a flier to members laying out what to do in a crisis. Melanie Hinton participated in two webinars focused on crisis communications and social media.

Government Affairs & Policy:

We have been quite busy on the legislative and regulatory side of the association. Early in the summer, ABA joined other travel industry associations to show support a number of travel and tourism issues, such as: funding cuts for Brand USA; funding cuts for state tourism offices; and visa processing issues.

ABA also made several statements regarding FMCSA regulation updates and findings; Intercity Bus Security Grant program funding; and other issues affecting the motorcoach industry.

ABA Annual Meeting & Marketplace 2018
The Communications team has spent the summer building excitement about the 2018 ABA Annual Meeting & Marketplace. We have created a strong social media campaign highlighting the show with Marketplace Mondays, Wayback Wednesdays and Throwback Thursdays.

We have also invited our speakers to create videos promoting their sessions and Marketplace this year and will utilize these videos, along with the videos we captured last year, throughout the campaign.

**Membership:**

Working closely with the membership team, I have identified ways we can promote our members more and in turn recruit new members.

In early September, we launched a social media ad campaign focusing on two groups: operators and tour and travel. We have designed ads that will speak to each group about the benefits of ABA. We have also partnered with a few industry trade publications to place ABA ads and articles that promote ABA. As part of the social media campaign, we created a video that tells the membership story. This video will be on ABA’s website as well as different member groups on social media.

Early in the summer, ABA did a call for Heroes of the Industry stories asking members to tell us about the Corporate Social Responsibility. We have collected a number of stories which we will begin promoting as articles in the Destinations magazine starting with the Jan/Feb 2018 issues.

ABA also helped with coordination efforts during post-Hurricane Harvey evacuations and clean-up efforts. Utilizing ABA’s network we were able to help spread the word about the hurricane, areas affected and call for companies to help with evacuation efforts.

**Activities:**

**Media Engagement:**

Over the summer, ABA sent out 13 statements and comments regarding government action as well as highlighting ABA success such as ABA’s Annual Meeting & Marketplace numbers from Cleveland and announcing ABA Foundation’s Scholarship winners. Peter also did a number of interviews with Sirius XM’s Road Dog Trucker, Washington Post and Politico over the summer.

One of the highlights of media engagement this summer was responding to an article in School Bus Fleet magazine that stated that school buses were safer than motorcoaches. We questioned the assessment and received positive responses on social media from ABA members and non-members who were appreciative of ABA “sticking up for the industry.” ABA was the only association that responded to this article.

**Social Media Activities**

We have been utilizing our social media channels more with the #ABAWorkingForYou campaign, highlighting our members with “National Days” each week and promoting the benefits of being a member of ABA as well as attending ABA events. This year we have been utilizing videos taken at ABA’s Annual Meeting & Marketplace to promote ABA’s Councils, meetings and ABA work in general. These videos have proved to be quite popular with followers. We also relaunched ABA’s Instagram page in August.

Because of our increase engagement and use of social media networks, we have seen our social media audience and interaction continue to grow:
Facebook: 4624 in April to 4770 now (as of Sept. 1) (+547 since June 2016)
Twitter: 3674 in April to 3807 now (as of Sept 1) (+431 since June 2016)
LinkedIn: 3532 in April to 3560 now (as of Sept 1) (+ 120 since June 2016)
Instagram: 397 as of Sept. 1

Crisis Communication

In 2017, ABA has assisted the following companies with Crisis Communication needs:

Storer Coachways (1/4-1/5)
Burlington Trailways (2/24)
Transportation Charter Services (5/5)
First Class Tours (5/9)
Werner Coach (5/15)
Miller Transportation (7/22-26)
Chicago Classic Coach (8/2)
ABA Meetings, Education & Member Services Board Report
Submitted by: Lynn Brewer, Senior VP Meetings, Education & Member Services

MARKETPLACE REGISTRATION (MKPL 2018 numbers are as of Sept.1; the others are as of Aug.15)

<table>
<thead>
<tr>
<th>OPERATORS</th>
<th>MKPL 2018</th>
<th>MKPL 2017</th>
<th>MKPL 2016</th>
<th>MKPL 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUYERS with Appts</td>
<td>591</td>
<td>463</td>
<td>471</td>
<td>447</td>
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<tr>
<td>DMO’s</td>
<td>270</td>
<td>246</td>
<td>272</td>
<td>265</td>
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<tr>
<td>LODGING</td>
<td>372</td>
<td>326</td>
<td>369</td>
<td>357</td>
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<td>ATTRACTIONS</td>
<td>266</td>
<td>256</td>
<td>262</td>
<td>271</td>
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<td>REC OP/CHARTER OP</td>
<td>447</td>
<td>389</td>
<td>419</td>
<td>373</td>
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<tr>
<td>ASSOCIATES</td>
<td>85</td>
<td>70</td>
<td>84</td>
<td>33</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1860</td>
<td>1593</td>
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MEMBERSHIP TOTALS (Comparison from August 2017 - 2015)

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td>Associate Suppliers</td>
<td>145</td>
<td>130</td>
<td>113</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>359</td>
<td>322</td>
<td>270</td>
</tr>
<tr>
<td>Bus Operator</td>
<td>656</td>
<td>597</td>
<td>521</td>
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<tr>
<td>Travel Industry</td>
<td>2135</td>
<td>1985</td>
<td>2022</td>
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<tr>
<td>Total Members</td>
<td>3369</td>
<td>3103</td>
<td>2993</td>
</tr>
</tbody>
</table>

191 (*159) new companies have joined ABA since January 1, 2017.
- 15 Associates (*14)
- 27 Tour Operators
- 40 Bus Operators
- 109 Travel Industry Companies (12 Inherited/Membership plus members/*133)

MEMBERSHIP RETENTION

Renewal Rates:
Association Suppliers: 88%
Bus Operators: 83%
Tour Operators: 85%
Travel Industry: 91%