2018 SPRING BOARD REPORT
MEETINGS, EDUCATION AND MEMBER SERVICES DEPARTMENT
Submitted by Lynn M. Brewer

DEPARTMENT OVERVIEW

This department is responsible for all meetings, sponsorships, membership programs, member services, data management, and education programs:

- ABA’s Annual Meeting & Marketplace
- Membership Marketing, Recruitment, Growth and Retention
- Membership Benefits, Strategic Partners and Premium Partners
- The Motorcoach Marketer Membership Directory
- Management of the Association Database
- Board of Director Meetings
- Marketplace Advisory Committee and Subcommittees
- Marketplace Education Program
- Certified Travel Industry Specialist Program
- ABA’s Membership Committee
- Florida Motorcoach Association Meetings
- Membership Council Meetings:
  - Bus Industry Safety Council (BISC)
  - Bus Maintenance and Repair Council (BusMARC)
  - Hispanic Motorcoach Council
  - Entertainer Motorcoach Council
  - Asian Motorcoach Council
  - School Bus Council
- Regional and Training Meetings
- Sponsorships for all Association Activities
- Women in Buses Council program and meetings
- Management of Partner Programs
- Webinar Program

Staff members include:

Lynn Brewer, Senior Vice President of Meetings, Education and Member Services
Vicki Osman, CTIS, Senior Director of Member Services and Marketing
Jana Fields, Senior Director of Sponsorships and Meeting Planning
Roderick Lewis, CTIS, Director of Membership and Business Development
Allison Brewer, CTIS, Manager, Membership Sales and Promotions
Izza Qureshi, Coordinator, Member Engagement

The Database Management & Member Services position is currently open
2018 Annual Meeting & Marketplace
Jan. 26 – 30, 2018
Charlotte, NC

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<tbody>
<tr>
<td>Buyers</td>
<td>1013</td>
<td>796</td>
<td>876</td>
<td>734</td>
<td>933</td>
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<tr>
<td>At Buyers</td>
<td>303</td>
<td>300</td>
<td>310</td>
<td>282</td>
<td>322</td>
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<tr>
<td>DMO</td>
<td>497</td>
<td>574</td>
<td>621</td>
<td>700</td>
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<td>Lodging</td>
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<td>402</td>
<td>413</td>
<td>442</td>
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<td>Attractions</td>
<td>677</td>
<td>661</td>
<td>710</td>
<td>732</td>
<td>716</td>
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<td>Rec Op/Charter</td>
<td>107</td>
<td>110</td>
<td>108</td>
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<tr>
<td>Associates</td>
<td>345</td>
<td>336</td>
<td>362</td>
<td>251</td>
<td>304</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>3092</strong></td>
<td><strong>2940</strong></td>
<td><strong>3146</strong></td>
<td><strong>2832</strong></td>
<td><strong>3171</strong></td>
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Attendance Statistics
3400 people attended the show
1013 motorcoach and tour operators were in attendance, from 407 companies

Marketplace Business Floor
29 appointments on average were prescheduled for each seller
142,000 appointment slots were available
303 motorcoach and tour operator Buyers took appointments

Marketplace Networking Floor
208 sponsors (2018 sponsorship fees totaled $372,800)
139 exhibitors, including 62 associate product and service suppliers
17 motorcoaches on display

ABA Gives Back
$25,085 raised for Isabella Santos Foundation

ABA Foundation Fundraising
More than $159,000 raised for Foundation Scholarships at the Live Auction, Silent Auction and Afterglow Party

Post-Marketplace Survey Results (scale from 1 - 10)
- 8.9: Overall Marketplace Experience
- 8.6: Business Appointments
- 8.5: Education
- 8.5: Networking Opportunities
8.5: ABA Annual Meeting
8.0: Luncheon Keynote Speaker
8.7: Networking Floor Booths/Exhibits
8.9: Bus Industry Safety Council Meetings/Education
8.3: Bus Maintenance and Repair Council Meetings/Education

Industry Partnerships
Partner meetings at Marketplace included:
- IMG
- NBTA
- NAMO
- Travel South USA
- BISC
- BusMARCC
- HMC
- FMA
- EMC
- Women in Buses
- Distinctive Systems User Group meeting
- Betterez User Group meeting
- NEW: Asian Operator Council
- NEW: School Bus Council

Awards presented:
- The Women in Buses Award was presented to Camille JeBran, Trans Bridge Lines.
- The Innovative Operator Award, sponsored by Metro Magazine, was given to Transportation Charter Services.
- The Good Stewardship Award, sponsored by BusRide magazine, was given to Dan Eisenstrager.
- The Green Spirit Operator Award, sponsored by MCI, was given to Badger Coaches, Premier Transportation and Idaho National Laboratory.
- Serendipity Media presented its Groups Today Today! Award to Fly My Group.
- The Bus Industry Safety Council honored Louis Hotard with the Norm Littler Memorial Safety Award.
2019 ANNUAL MEETING & MARKETPLACE
JAN. 25 – 29, 2019
LOUISVILLE, KY

2019 Marketplace Advisory Committee
Chairman: Kim Grzywacz, CTIS, CIT Signature Transportation
Tour Operator Rep: Erin Curry, CTIS, Appian Tours
Tour Operator Rep: Kelly Camps, Contiki
Operator Rep: Brian Whitaker, Windy City Limo & Bus
At Large Rep: Alexia Edge, Ripley Entertainment
At Large Rep: Bud Geissler, Travel Insured
Attraction Rep: Matt Luckett, Buca di Beppo & Planet Hollywood International
Attraction Rep: Greg Dotson, Merlin Entertainment
Hotel Rep: Jason Wood, TravelAdvocates
Education Chair: Ken Wengerd, Pioneer Trails
Orientation Chair: Tillie Youngs, 1,000 Islands International
Resource Central Chair: Kristal Painter, Visit French Lick
Manufacturer Rep: Brenda Borwege, ABC Companies
Manufacturer Rep: Brent Maitland, MCI
Manufacturer Rep: Julie Leonard, Prevost Car
Associate Rep: Eric Elliott, Distinctive Systems
Associate Rep: Kasie Smith, Serendipity Publishing

The Marketplace Advisory Committee and Subcommittees (Orientation, Education and Resource Central) met in Louisville in March to develop their timeline and goals for Marketplace 2019.

Host City Louisville
Louisville hosted Marketplace just three years ago, in 2016. Since that time, the convention center has been totally renovated, there is a brand-new convention center hotel, and the entire downtown area boasts dozens of new attractions and restaurants. Louisville will offer:

- 5 Pre/Post FAM Tours
- 10 Sightseeing Tours on Saturday
- Explore Louisville on Saturday Night
- Kentucky Derby Museum Event on Sunday Night
- Dine Around Louisville on Monday Night

ABA Gives Back Charity
The Backside Learning Center at Churchill Downs was chosen as the 2019 ABA Gives Back Charity. Since its inception, the BLC has evolved into a comprehensive resource center, providing an array of educational programming, an after-school program for the children of
backside workers, social services and referrals, and translation and interpretation. Of equal importance, they serve as a community center and a “home away from home” for the nearly 1,000 workers at Churchill Downs racetrack who find themselves far from family and friends.

Specifically, we are hoping to raise enough money to purchase a van so that BLC can transport the children to camps and after-school programs.

**Sponsorships**
- 80 sponsor renewal contracts have been sent for 2019. The return date is May 15, 2018.
- We had 15 new sponsors in 2018 and will increase that number for 2019.
- For Level 3 and Level 4 sponsorships, we have sold one lunch and the closing evening event. We have a verbal commitment for one breakfast, but do not have the contract back.
- We are streamlining the sponsorship level amounts and benefits, making the options and benefits easier to understand.
- We are also offering the Webinar Series as a year-long sponsorship opportunity.
- We have redesigned and updated the marketing piece for Marketplace 2019 sponsorships, which will be sent to segmented and targeted groups.

**Housing**
- We are offering nine hotel properties, all within 4 blocks of the Louisville Convention Center.
- The room rates range from $149-$189 per night for Buyers and $160-$209 for Sellers.
- Transportation will be provided from all hotels to the convention center and for the evening events.
- The board meetings will take place at the Louisville Convention Center. The board will be able to stay at their hotel of choice.
- Housing will open in May 2018 when registration opens.

**MEMBERSHIP DEPARTMENT**

**Membership Totals**
*(Count comparison from March 2018 - 2016)*

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<tr>
<th></th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
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<tr>
<td>Associate Suppliers</td>
<td>212</td>
<td>203</td>
<td>180</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>403</td>
<td>353</td>
<td>297</td>
</tr>
<tr>
<td>Bus Operator</td>
<td>738</td>
<td>669</td>
<td>578</td>
</tr>
<tr>
<td>Travel Industry</td>
<td>2,125</td>
<td>2,104</td>
<td>2,132</td>
</tr>
<tr>
<td>Total Members</td>
<td>3,478</td>
<td>3,329</td>
<td>3,187</td>
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Since January 1\textsuperscript{st}, 94 new companies have joined ABA:
- 9 Associate
- 15 Tour Operators
- 18 Bus Operators
- 52 Travel Industry Companies

**Membership Retention**
- Due to the implementation of the new database, we were delayed in sending renewal invoices.
- On Feb. 26 all outstanding members were sent copies of their invoices and are being followed-up with.
- Extensions and or installment payment plans have been provided where applicable.

**Membership Growth**
We have instituted new procedures to help track, acquire and retain members and we have re-aligned staff assignments to better streamline these procedures:
- More than 1,500 direct phone calls and emails were sent to selected member prospects in the 1\textsuperscript{st} quarter of 2018.
- The MEMS staff has attended 4 industry tradeshows in the 1\textsuperscript{st} quarter:
  - UMA Expo – San Antonio, TX
  - Heartland Showcase – Buffalo, NY
  - International LCT Conference – Las Vegas, NV
  - Travel South Showcase – Biloxi, MS
- Shows that we are attending in the next few months:
  - Discover New England – Cape Cod, MA
  - IPW – Denver, CO
  - Summer BISC/BusMARC – Baltimore, MD
  - Pennsylvania Bus Association conference – York, PA

Membership campaigns and promotions include:
- Meetings Meet-Up: Wherever ABA staff members travel for state association meetings, emailed invites are pre-sent to top Bus and Tour Operator non-member prospects in the area. After the conference, these companies are placed in high priority for the membership department.
- Scheduled appointments at industry tradeshows: Appointment times are scheduled for member and non-member companies at industry tradeshows. This opportunity is used to both sell ABA member services as well as research areas ABA membership can be enhanced.
- The Membership PLUS campaign allows all multiple property and management group members to provide their properties with a single ABA membership for a small fee.
- Specialized rates for tradeshow attendees.
- Revised Member Get a Member Program with personal instead of company-based rewards.
- New membership promotional materials for specific prospect segments: tour operators, international inbound operators, prospects in the west, and small operators.
Monthly E-mail Focus:
- Dining & Shopping Destinations
- West (AK, CA, HI, NV, OR, WA)
- Southwest (AZ, NM, OK, TX)

Increased ABA branding presence at industry events include:
- Pre-show marketing for tradeshows
- “Tradeshow” and “Meetings” kits for all staff to take when traveling
- ABA themed luggage tags

To accurately identify which marketing efforts are creating the most memberships, we are using flags in our database to detail what source a new member comes from.
We are also tracking expenses versus revenue to identify which shows are more valuable.

Member Services
- New ABA member benefits introduced:
  - ABA Driver Training program: ABA has partnered with Prevost to help members with the challenges of recruiting, training and retaining qualified drivers by offering courses relevant for new and experienced drivers.
  - Exclusive, discounted access to year-round professional development with business consultant John Kennedy. Each ABA member is offered 50% off John’s video subscription program.
  - We are expanding the benefits of multiple property members, offering them more exposure for their properties while increasing our reach into their chains and management groups.
  - A video tutorial library has been developed for members to best maximize their membership with ABA. Topics include: calendar of events, members only section, changing passwords, etc. We will add tutorials as needed.

MEMBERSHIP DATABASE: Impexium Configuration and Implementation
- Successful implementation of new AMS in February 2018.
- Contacting current members to update contact information for new system.
- Purged database of incomplete or invalid records for database integrity.
- Built subscription system to enable member control of the type of information they want to receive and to what email/mailing address they want it sent to.
- Built reporting requirements in new system.
- Planning on going live with members in April.
- Working with Impexium to create appointment scheduling system for Marketplace.

CERTIFIED TRAVEL INDUSTRY SPECIALIST PROGRAM
- The 2018 program has been developed and announced.
- We had 29 graduates at Marketplace.
- We have 37 new enrollees for 2018.
• Working to develop CTIS Cadre for graduates to be peer educators.
• Promoting courses and program as a member benefit.

WEBINAR SERIES
• The MEMS department hosts a minimum of 2 webinars each month.
• The Webinar series was expanded and currently offers 35 seminars for on demand viewing for up to one year.
• Partnered with the communications department to create Education Express, which is a monthly update of education programs, webinars and webinars on demand.
• Developing exclusive partnerships with professional speakers for discounts on their services and products for ABA members.
• Contracting with Marketplace speakers for the Marketplace Webinar series which will run June 2018 - May 2019.

BISC/BusMARC SPONSORSHIPS
• BISC sponsorships can be purchased for a year, encompassing the Summer Meeting and the Winter Meeting. They can also choose to sponsor a specific item at either of the meetings.
• We are in the process of renewing sponsorship contracts for the Summer 2018 meeting and the Winter 2019 meeting.
• ABC Companies continues as the Title Sponsor for BISC and for BusMARC.
• We are working hard to obtain additional sponsors for BISC and BusMARC.