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## Schedule of Events

All meetings and events are held at The Breakers, One South County Road, Palm Beach, FL 33480 (844) 862-4160.

### Monday, September 23

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 11:00 a.m.</td>
<td>ABA Foundation Board of Governors Breakfast and Meeting&lt;br&gt;Gold Room</td>
</tr>
<tr>
<td>11:00 a.m. - 12:30 p.m.</td>
<td>Scheduled Service and Charter and Tour Council Meeting&lt;br&gt;Ponce de Leon 1, 2&lt;br&gt;Tour and Travel Council Meeting&lt;br&gt;South Mezzanine 1</td>
</tr>
<tr>
<td>12:30 - 1:00 p.m.</td>
<td>Board of Directors and Board of Governors Lunch&lt;br&gt;Time and Place Committee Meeting&lt;br&gt;Ponce de Leon 3</td>
</tr>
<tr>
<td>1:30 - 5:00 pm</td>
<td>Board of Directors Meeting&lt;br&gt;Ponce de Leon 1,2</td>
</tr>
<tr>
<td>7:00 - 10:00 pm</td>
<td>Board of Directors Reception and Dinner&lt;br&gt;Ocean Lawn</td>
</tr>
</tbody>
</table>

### Tuesday, September 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 9:00 am</td>
<td>Board of Directors Breakfast&lt;br&gt;Ponce de Leon 5</td>
</tr>
<tr>
<td></td>
<td>ABA Governance Committee Meeting and Breakfast&lt;br&gt;Gold Room</td>
</tr>
<tr>
<td>9:00 am - 12:00 pm</td>
<td>Board of Directors Meeting&lt;br&gt;Ponce de Leon 1,2</td>
</tr>
<tr>
<td>12:00 - 1:00 pm</td>
<td>Board of Directors Lunch&lt;br&gt;Ponce de Leon 5</td>
</tr>
</tbody>
</table>
1:00 - 4:00 pm  Leadership Legal Issues Session  
_Ponce de Leon 1,2_

4:00 - 5:00 pm  Executive Committee Meeting  
_Ocean Lawn_

**Executive Committee**
- Don DeVivo  Ben Blunt
- Gene Berardi  Terry Fischer
- John Meier  Buddy Young
- John Miller  Karen Sanders
- Jim Jalbert  Bill Torres
- Steve Woelfel  Chris Shepler

**Executive Committee Invited Guests**
- Bill Blankenship  Francis Tedesco
- Linda Burtwistle  Michael Colborne

7:00 - 10:00 pm  Board of Directors Reception and Dinner  
_The Beach Club Restaurant_
Meeting Agenda

Monday, September 23 - Tuesday, September 24

D. DeVivo  
- Opening Remarks
- Guest Recognition
- Approval of the Previous Meeting Minutes

P. Pantuso  
- President’s Report

R. Schweitzer  
- Counsel’s Report

Committee Reports

E. Berardi  
- Audit

J. Miller  
- BusMARC

P. Picknelly  
- BusPAC

E. Berardi  
- Finance & Budget

J. Meier  
- Governance

E. Berardi  
- Time & Place

L. Busskohl  
- 2020 Marketplace Outlook

T. JeBran  
- ABA Foundation Report

Staff Reports

S. Rohde  
- Government Affairs & Policy Update

L. Zegeye  
- Membership

L. Brewer  
- Meetings & Education

M. Hinton  
- Communications

Radar Issues

Executive Session

Leadership Legal Issues Session

Adjourn
Guests In Attendance

Ron Bast*
Go Riteway Transportation Group

Alex Berardi
Adirondack Trailways

Peter Borowsky
Starr Bus Charter & Tours

Brenda Borwege*
ABC Companies

Tom DeMatteo^
ABC Companies

Jeff Goldwasser*
Amaya Astron Seating

Scotty Henry
Martz Group

Tara Hippensteel*
Topgolf International

Patti Lloyd*
Cape Code Chamber of Commerce/CVB

Matthew Moore
Burlington Trailways

Julie Proscia^
Smith Amundsen LLC

Mike Trageser*
Wind Creek Bethlehem

Karl Webb*
Bridgestone Americas Tire Operations

Michelle Wiltgen**
National Interstate Insurance Co.

Mary Young
Capitol Bus Lines Inc.

Pat Ziska*
Motor Coach Industries

*Member of ABA Foundation Board of Governors
^Speaker
Board Of Directors

Donald DeVivo, Chairman
DATTCO Inc.

Eugene J. Berardi Jr., Vice Chairman
Adirondack Trailways

John Meier, Immediate Past Chairman
Badger Coaches Inc.

Luke Busskohl, Marketplace Chairman
Arrow Stage Lines

Douglas Anderson
Anderson Coach & Travel

Chris Anzuoni
Plymouth & Brockton Street Railway Company

Jonathan Berzas
Fullington Trailways LLC

Bill Blankenship
Greyhound Lines Inc.

Ben Blunt
Concord Coach Lines Inc.

Harry Blunt
Concord Coach Lines Inc.

Stephanie Brooks
Globus Family of Brands

Cindy Brown
Boston Duck Tours

Linda Burtwistle
Coach USA Inc.

Michael Colborne
Pacific Western Transportation

Bryan Cole
Super Holiday Tours

Julia Conway
Big Bus Tours USA

Roman Cornell
ABC Companies

Warren Dickinson
Bridgestone Americas Tire Operations LLC

Mike Dickson
Southeastern Stages Inc.

David Eaton
Conway Tours

Ronald Eyre
Eyre Bus, Tour & Travel

Terry Fischer
Transportation Charter Services (TCS)

Alan Glickman
Starr Bus Charter & Tours

Kim Grzywacz
CIT Signature Transportation

ABA Fall Board of Directors Meeting
James Jalbert  
C & J Bus Lines

Thomas JeBran  
Trans-Bridge Lines Inc.

Daryl Johnson  
J & J Tours and Charters

A.J. Kinney  
Great Day! Tours & Charter Bus Service

Stephanie Lee  
Group Sales Box Office at Broadway.com

Craig Lentzsch

John Miller  
Miller Transportation Inc.

Ronald Moore  
Burlington Trailways

Thomas Morgan  
Citizen Auto Stage Company/Gray Line  
Tours of Tucson

T.J. Morgan  
Citizen Auto Stage Company/Gray Line  
Tours of Tucson

Camilla Morris  
Hale Transportation-Oneonta Division

John Percy  
Destination Niagara USA

Peter Picknelly  
Peter Pan Bus Lines Inc.

Polina Raygorodskaya  
Wanderu Inc.

Karen Sanders  
Bus Supply Charters Inc.

Chris Shepler  
Shepler’s Mackinac Island Ferry

Ian Smart  
Motor Coach Industries

Mikie Shapelier  
Ride the Ducks of Seattle

Albert Spence  
A.S. Midway Trailways

Francis Tedesco  
Academy Bus LLC

William Torres  
DC Trails

François Tremblay  
Prevois

Charles Young  
Capitol Bus Lines Inc.

Steve Woelfel  
Jefferson Lines

Peter Pantuso, President & CEO  
American Bus Association
Executive Committee

CHAIR
Donald DeVivo
President
DATTCO Inc.

VICE CHAIR
Eugene Berardi, Jr.
President & CEO
Adirondack Trailways

IMMEDIATE PAST CHAIR
John Meier
Executive Vice President
Badger Coaches Inc.

PRESIDENT
Peter J. Pantuso, CTIS
President & CEO
American Bus Association

TREASURER
John Miller
President
Miller Transportation

POLICY COMMITTEE CHAIR
James Jalbert
President
C&J Lines

FIXED ROUTE REP
Ben Blunt
Vice President
Concord Coach Lines, Inc.

CHARTER & TOUR REP
Terry Fischer
President
Transportation Charter Services

ENTERPRISE REP
Charles Young Jr.
President
Capitol Bus Lines, Inc.

AT-LARGE
Karen Sanders
Co-Owner
Bus Supply Charters

William Torres
President
DC Trails

Steve Woelfel
President & CEO
Jefferson Lines

Chris Shepler
President
Shepler’s Mackinac Island Ferry

ABA Fall Board of Directors Meeting
Financial Update

### Overview
As of July 31, 2019

<table>
<thead>
<tr>
<th></th>
<th>2018 YTD</th>
<th>2019 YTD</th>
<th>2019 Budget</th>
<th>2020 Draft Budget</th>
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</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketplace/Meetings</td>
<td>3,246,538</td>
<td>3,632,087</td>
<td>3,320,000</td>
<td>3,538,000</td>
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<tr>
<td>Membership</td>
<td>1,455,940</td>
<td>1,435,027</td>
<td>1,721,000</td>
<td>1,739,225</td>
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<tr>
<td>Publications</td>
<td>324,401</td>
<td>320,460</td>
<td>636,000</td>
<td>641,000</td>
</tr>
<tr>
<td>Other</td>
<td>341,913</td>
<td>308,416</td>
<td>453,500</td>
<td>513,122</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$5,368,791</td>
<td>$5,695,990</td>
<td>$6,130,500</td>
<td>$6,431,347</td>
</tr>
<tr>
<td><strong>Expense</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketplace/Meetings</td>
<td>1,367,863</td>
<td>1,562,065</td>
<td>1,667,775</td>
<td>1,708,469</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>986,339</td>
<td>967,494</td>
<td>1,478,381</td>
<td>1,569,175</td>
</tr>
<tr>
<td>Government Affairs</td>
<td>696,974</td>
<td>733,544</td>
<td>1,133,167</td>
<td>1,239,845</td>
</tr>
<tr>
<td>Publications</td>
<td>348,938</td>
<td>325,451</td>
<td>688,116</td>
<td>587,654</td>
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<tr>
<td>Membership</td>
<td>495,030</td>
<td>462,801</td>
<td>584,794</td>
<td>591,608</td>
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<tr>
<td>Communications</td>
<td>225,647</td>
<td>227,262</td>
<td>331,268</td>
<td>408,686</td>
</tr>
<tr>
<td>Board</td>
<td>176,133</td>
<td>150,087</td>
<td>245,665</td>
<td>275,980</td>
</tr>
<tr>
<td><strong>Total Expense</strong></td>
<td>$4,296,133</td>
<td>$4,428,704</td>
<td>$6,129,166</td>
<td>$6,381,417</td>
</tr>
<tr>
<td><strong>Net (Before Investment Activity)</strong></td>
<td>$1,071,967</td>
<td>$1,267,286</td>
<td>$1,334</td>
<td>$49,930</td>
</tr>
<tr>
<td><strong>Investment Activity</strong></td>
<td>-$15,469</td>
<td>$530,385</td>
<td>$200,000</td>
<td>$200,000</td>
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<tr>
<td><strong>Net (After Investment Activity)</strong></td>
<td>$1,056,398</td>
<td>$1,797,671</td>
<td>$201,334</td>
<td>$249,930</td>
</tr>
</tbody>
</table>

Revenue, excluding investment income, totaled $5.7M through seven months ending July 31, 2019, up $300k from $5.4M through the same period in 2018. Membership, and Publications revenue are in line with the prior year with Marketplace and other meetings as the primary reason for the increase in revenue year over year. Marketplace revenue in 2019 is $300k above 2018, primarily due to
sponsorship passthroughs while Bus Industry Safety Council/BusMARC revenue is $64k above prior year mainly due to the timing of when revenue was booked in 2019 versus 2018. Expenses totaled $4.4M compared to $4.3M mainly due to an increase in Marketplace Sponsor Passthroughs, which are fully offset by revenue. After accounting for the $200k in Marketplace Sponsor Passthroughs costs which are offset dollar for dollar by revenue, total expenses have declined year over year by approximately $70k.

The 2020 Draft ABA Budget is included for your review and approval. We expect total revenue in 2020 to be $6.4M, an increase of $300k over the 2019 budget due mainly to an increase in Marketplace revenue. We increased the budget for Marketplace revenue due to the strong 2019 finish and an anticipated increase in 2020. Membership revenue includes a 2.5% dues increase across all categories. Publications revenue is expected to be similar to 2019, while an increase in affinity income in 2019, with similar expectations in 2020 resulted in an increase in the budget for Other Income. The 2020 budget for expenses include a 3% cost of living increase for salaries. ABA is also continuing to use outside lobbyists in the Government Affairs department in 2020 near the same levels in 2019, which is approximately $230k. The 2020 budget calls for a net income, before investment activity of 50k.

As of July 31, 2019, the balance in the ABA reserve fund was $5.26M. The YTD return for the fund 10.59%, while the return for the fund since inception with the new investment advisor, Goldman Sachs, is 7.0%. The date of inception with Goldman Sachs was November 4, 2018. ABA’s Strategic Plan calls for a primary goal for the reserve level to equal the balance in July 2010, prior to the withdrawal of funds used for the purchase of ABA’s office condominium in Washington, DC. Each year, for the past eight years, ABA has transferred $100k from operating funds to the reserve fund with plans to continue until reserves reach the Strategic Plan’s secondary goal, which is to accumulate twelve months’ of ABA’s budgeted expenses which is currently $6.1M.

As of July 31, 2019, the balance in the ABA Foundation endowment fund was $6.89M. The YTD return for the fund is 13.6%, while the return for the fund since inception with the new investment advisor, Goldman Sachs, is 8.3%. The date of inception with Goldman Sachs was November 4, 2018. The income generated from the Endowment Fund is used to support the research and scholarship activities of the ABA Foundation.
Accomplishments

LEGISLATIVE & REGULATORY RELIEF

Lease & Interchange
Although the House passed FY 2020 transportation appropriations bill did not retain prior year language sponsored by ABA to press the Federal Motor Carrier Safety Administration (FMCSA) for action, ABA's outreach to the Administration finally prevailed. On August 12, FMCSA published a final rule revising the original 2015 lease & interchange rule, addressing the issues ABA members raised in their petitions for consideration. (See GAP Staff Report)

Security Grants
Funding for homeland security matters, including the intercity bus security grant program, is an annual challenge. To date, neither the House or Senate has passed an FY 2020 homeland security appropriations bill, and due to the nature of issues covered by this bill, such as immigration, it remains controversial. Considering the time left in the Congressional session, it is likely the IBSGP will receive another year of funding at the $2 million level. As to FY 2019 funding, the Federal Emergency Management Administration announced grant awards on August 2, with 29 recipients- all ABA members - receiving varying levels of funding totaling $2 million.

National Parks Fees
The bill report for the House passed FY 2020 interior appropriations bill, similar to last year, did contain language supporting of ABA's goal to obtain relief from the 2018 National Park Service (NPS) policy changes affecting fees and commercial use authorization requirements. Based on this success and other efforts, ABA is making headway both on Capitol Hill and within the Department of the Interior, to accomplish the goal. To date, NPS has postponed its initial October implementation of the policy changes and modified its interpretation of the new requirements in support of ABA position. ABA will be meeting with Interior officials in the coming weeks to pursue further modifications to the policies.

Tolling
The Senate Environment & Public Works Committee is the first of several House and Senate committees to take action towards reauthorizing the federal surface transportation program. The
Committee marked up a bill, S. 2303, in late July and ABA was successful in obtaining language in the bill to facilitate enforcement of the FAST Act tolling equity provision.

**California Meal & Rest Break**
Following the success of the American Trucking Association (ATA’s) preemption petition, ABA filed a petition for a preemption determination of the California meal & rest break rules as they apply to passenger carriers, on January 10. The Agency published the petition for comment in May, and the comment period closed on June 10. Although the passenger carrier industry has similar, if not stronger, arguments in support of preemption the California rules, FMCSA has yet to issue its determination.

**CBP APIS**
The U.S. Customs and Border Protection Agency (CBP) reached out to ABA in June, to coordinate their initiative to transition the currently voluntary Advanced Passenger Information System (APIS) program, into a mandatory program over the next two years. We will be hosting two webinars with CBP to education operators on this transition.

**CBP/ICE – Bus Boardings**
In response to concerns and requests for assistance from ABA members concerning CBP bus boardings, reactions from the ACLU and the media and a ban on motor coach operators allowing CBP to board their buses in Washington State, ABA arranged a meeting with the Principal Deputy General Counsel for the Department of Homeland Security to discuss CBP activities in August 2019.

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**CONVENING THE INDUSTRY**

**Bus Industry Safety Council (BISC)**
The 2019 Summer BISC meeting took place near BWI airport on June 25-26, 2019. It was a very well attended event, with more than 170 participants. The speakers and sessions covered a broad range of topics, with very robust participation by government officials overseeing motorcoach operations, including FMCSA, the Department of Defense, the Department of Justice, the National Transportation Safety Board and others.

BISC will also again be holding a “BISC West” session in conjunction with the California Bus Association in October 2019, and will join with IMG at the Winter 2020 meeting in Omaha, NE, January 12-13, 2020.
Bus Maintenance and Repair Council (BusMARC)

The 2019 Summer BusMARC meeting was again held concurrently with the BISC Summer Meeting and was well attended with over 80 participants. Additionally, 45 attendees participated in the two off-sites, held at Woodlawn Motor Coach and Martz facilities. For the Winter meeting, to be held in conjunction with ABA’s Marketplace, January 13-14, 2020, in Omaha, NE. In Omaha, the off-site visits will take place at Arrow Stage Lines and REI facilities.

Hispanic Motorcoach Council (HMC)

The 2019 Summer HMC meeting took place in Orlando, Fla., on June 19. More than 20 motorcoach operators attended the all day meeting. The sessions were led by officials from organizations such as FMCSA and Florida Highway Patrol. HMC also provided sessions on the ELD transition and the motorcoach fuel tax rebate.

The next HMC meeting will be on October 2 in Laredo, Tex. Attendees can expect to hear from Customs and Border Protection, Texas Highway Patrol, FMCSA, among others.

Entertainer Motorcoach Council (EMC)

EMC met in Nashville, Tenn. on May 15. More than 50 participants attended the all day meeting. The sessions included an FMCSA and Tennessee Highway Patrol update, a seatbelt discussion led by ABA counsel Rick Schweitzer and an industry expert panel that included manufacturer, insurance and ELD representatives. Prevost hosted a client meeting after the meeting.

The next EMC meeting will be on January 20, 2020 in Nashville, Tenn.
Women in Buses

MCI is the title sponsor for the Women In Buses Program. On August 15, Sima Dahl conducted the webinar “Women at Work: Leadership Hacks to Accelerate Your Ascent.” The webinar focused on self-promotion for the female professional.

Pam Reipold will present Communicating in a Crisis, Handling a Fatal Accident at the next on-site meeting during Marketplace.

Marketplace 2020

Marketplace 2020 is being promoted with targeted “road maps” and customized messages for individual membership segments which include daily schedule suggestions and a list of suggested activities at Marketplace. Other promotion includes the following:

• Phone calls to qualified prospects
• Monthly Luke Busskohl “Marketplace Chair” Videos
• Announcements in ABA Publications
• Encouraging former attendees to be Marketplace Ambassadors
• Sponsor Promotions and “Sponsor Spotlight”
• Promotion of Busworld Academy Powered by ABA

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
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<tbody>
<tr>
<td>OPERATORS</td>
<td>560</td>
<td>536</td>
</tr>
<tr>
<td>AT BUYERS</td>
<td>260</td>
<td>257</td>
</tr>
<tr>
<td>DMO</td>
<td>368</td>
<td>370</td>
</tr>
<tr>
<td>LODGING</td>
<td>266</td>
<td>234</td>
</tr>
<tr>
<td>ATTRATIONS</td>
<td>432</td>
<td>404</td>
</tr>
<tr>
<td>REC OP/CHARTER</td>
<td>73</td>
<td>75</td>
</tr>
<tr>
<td>ASSOCIATES</td>
<td>117</td>
<td>79</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2076</td>
<td>1717</td>
</tr>
</tbody>
</table>

Marketplace Registrations as of September 11
ABA continues to offer a minimum of two webinars each month, along with 58 seminars on-demand. Exclusive partnerships with professional speakers for discounts on their services and products for ABA members are being developed.

• 25 CTIS Enrollees in 2019

ABA is looking at potential changes to CTIS program to make it more relevant.

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SUPPORTING THE INDUSTRY

Crisis Communications

ABA continues to offer assistance to members when a crisis happens.

ABA provided support to:
• Polynesian Adventure Tours (2/18)
• Lorenz Bus Service (8/19)

ABA provided other assistance to:
• Atlantic Limousine and Transportation – Crisis Communications Planning
• EPN Travel – Crisis Communications Planning
• First Class Charter – Crisis Communications Planning
• Innovative Coaches – Crisis Communications Planning

ABA staff has presented on reputation management and crisis communications at various state association meetings throughout the country.
Member Communications and Publications

Social Media

ABA’s social media presence continues to grow.

facebook.com/AmericanBusAssociation/

@AmericanBusAssn

@AmericanBusAssn

ABA Fall Board of Directors Meeting
MEMBERSHIP UPDATE

BY THE NUMBERS

- 78 new members since May 1
- Increase in Motorcoach and Tour Operator membership categories.
- Travel and Associate members with unpaid 2019 membership suspended until payment is received.

PARTNERSHIPS

The Award Zone
Driver incentive program for bus operators.

Smith Travel Research
Recognized leader in providing accurate, actionable information as well as analysis to the lodging industry.
EXPANDING MEMBERSHIP

Onboarding webinars are taking place monthly to better engage members and take advantage of their benefits and resources from day one.

The Membership staff has exhibited and/or attended four industry tradeshows:

- **RTO Summit (Target: Tour Operator) – New York City**
- **Discover New England (Target: Tour Operator/Travel) – Mashantucket, Conn.**
- **International Pow Wow (Target: Motorcoach/ Tour Operator/Travel) - Anaheim, Calif.**
- **Student & Youth Travel Association (Target: Tour Operator/Travel) – Birmingham, Ala.**

Coming up in September: **Northwest USA Spotlight (Target: Tour Operator/Travel) – Olympia, Wash.**

Recruitment campaigns also includes leads from varies sources (board members, committee members, and staff).

ABA on the Road – Membership has secured two speaking engagements as well as registered to network with potential members at Northwest USA Spotlight, in Olympia, WA, and Bienvenue Quebec, in Quebec City.

Customized Membership Brochures were professionally printed and used at Student & Youth Travel Association and will be used at other trade shows for recruitment purpose.
Media Highlights

Media Hits

So far in 2019, ABA has been mentioned 564 times in news articles. Example of some of the publications we have been featured in:

- Lease and Interchange of Vehicles; Motor Carriers of Passengers

- American Bus Association Issues Statement on Surface Transportation Reauthorization Bill
  About the American Bus Association. The American Bus Association (ABA) is the trade organization of the intercity bus industry, with

- Locals reach out to bus tour market
  Smaller Tourism Alliance Partnership Marketplace. But this year’s American Bus Association Marketplace is Gering’s first major push into the

- TRAVEL WEEKLY
- LEISURE GROUP TRAVEL
- The Washington Post
- schoolbus FLEET
- metro MAGAZINE
- Bloomberg GOVERNMENT

ABA Fall Board of Directors Meeting
Speaker Biographies

**Julie Proscia**
Partner, SmithAmundsen

Julie Proscia represents many public sector/municipal employers in traditional labor and employment issues. Most commonly, Julie represents municipalities in labor disputes, including negotiations, grievances, ULP defense, and arbitration. Her impressive legal practice includes representing both public and private sector employers in federal, state and administrative venues. These venues include a trial practice in federal and state court, as well as at the Illinois Human Rights Commission, Equal Employment Opportunity Commission, National Labor Relations Board and Department of Labor.

Finally, in addition to, and in concert with, her labor and employment practice, Julie assists a substantial number of not-for-profits with both their traditional employment issues, as well as the issues that arise before 501(c)(3) and 501 (c)(6) organizations. Julie’s not-for-profit practice includes training in board policies, procedures, and development, as well as counseling a defense. In 2012, Julie was honored as one of the 40 Attorneys Under 40 in the State of Illinois to Watch by Chicago Lawyer magazine.

**Tom DeMatteo**
General Counsel, ABC Companies

Tom DeMatteo joined ABC Bus Companies, Inc. in 1996, a nationwide distributor for charter, transit and mid-size buses. He is responsible for all legal affairs of the company, including nationwide litigation management, international business transactions, distribution and sales contracts, leasing and secured transactions, real estate, employment law and regulatory affairs. He is an honors graduate of Hamline University School of Law and was also an adjunct professor for the corporate counsel program at Hamline for over 10 years.

Tom was formerly chair of the City of Afton’s Planning Commission and was on its Personnel Administration Committee. Tom was Chair of the Client Leadership Counsel for USLAW, a national network of leading U.S. law firms during 2014-2016, and Vice Chair from 2012-2013. He recently received USLAW's award for client service and support for USLAW's nationwide network of preeminent law firms.
Michelle Wiltgen
Assistant Vice President, National Interstate

Michelle Wiltgen is Assistant Vice President and National Marketing Manager for National Interstate Insurance Company headquartered in Richfield, Ohio. Michelle is responsible for marketing all programs, including traditional insurance and captive insurance programs for the Passenger Division of National Interstate. She has written several articles and has presented at numerous industry conferences, conventions and events.

She started her career at Progressive Insurance in 1984 before moving to National Interstate in 1991 when the company was just over a year old. She is now the longest tenured employee of National Interstate and is recognized by this industry as the face of her company. Michelle is active in several national and state associations and has served on the boards of UMA and the Alabama Motorcoach Association. She currently serves on the Board of Governors for the ABA Foundation. Michelle holds a BA in Management & Labor Relations from Cleveland State University and now resides in Lake Worth, Florida with her husband Dann.
MAKE AN IMPACT IN WASHINGTON

39%
Eligible Board members that have not contributed to BusPAC in 2019.

61%
Eligible Board members that have contributed to BusPAC in 2019.

Total Raised
$57,590

2019 Goal
$100,000

Help our industry - get involved today!
## Event Calendar

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Governors Fall Meeting</td>
<td>September 23, 2019</td>
<td>The Breakers Palm Beach, FL</td>
</tr>
<tr>
<td>FALL BOARD MEETING</td>
<td>September 23-23, 2019</td>
<td>The Breakers Palm Beach, FL</td>
</tr>
<tr>
<td>Hispanic Motorcoach Council</td>
<td>October 2, 2019</td>
<td>La Posada Hotel Laredo, TX</td>
</tr>
<tr>
<td>BUS SAFETY COUNCIL WEST</td>
<td>October 15, 2019</td>
<td>Carlsbad, CA</td>
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<tr>
<td>ABA'S MARKETPLACE 2020</td>
<td>January 10-14, 2020</td>
<td>Omaha, NE</td>
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<tr>
<td>WINTER BOARD MEETING</td>
<td>January 10-11, 2020</td>
<td>Omaha, NE</td>
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<tr>
<td>ABA Fall Board of Directors Meeting</td>
<td>January 13-14, 2020</td>
<td>Omaha, NE</td>
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<tr>
<td>EVENT</td>
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<tr>
<td>EMC Entertainer Motorcoach Council</td>
<td>January 20, 2020</td>
<td>Renaissance Hotel Downtown Nashville, TN</td>
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<tr>
<td>ABA Foundation Board of Governors Spring Meeting</td>
<td>April 27, 2019</td>
<td>Conrad Hilton Washington, DC</td>
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<tr>
<td>ABA Spring Board Meeting</td>
<td>April 27-28, 2020</td>
<td>Conrad Hilton Washington, DC</td>
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<tr>
<td>ABA Foundation Board of Governors Fall Meeting</td>
<td>TBD (August/September)</td>
<td>ABA Washington, DC</td>
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<td>ABA Fall Board Meeting</td>
<td>September 23-24, 2020</td>
<td>The Inn at Biltmore Asheville, NC</td>
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<tr>
<td>ABA Spring Board Meeting</td>
<td>January 29-February 2, 2021</td>
<td>Baltimore, MD</td>
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<tr>
<td>ABA Foundation Board of Governors Spring Meeting</td>
<td>April 26, 2021</td>
<td>Conrad Hilton Washington, DC</td>
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<tr>
<td>ABA Spring Board Meeting</td>
<td>April 26-27, 2021</td>
<td>Conrad Hilton Washington, DC</td>
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<td>Marketplace 2022</td>
<td>January 7-11, 2022</td>
<td>Grapevine, TX</td>
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<td>Marketplace 2024</td>
<td>January 5-9, 2024</td>
<td>Nashville, TN</td>
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Busworld

Promoting Passenger-Centric, Technology-Driven and Sustainable Bus and Motorcoach Transportation throughout North America

**Tentative Schedule**
*Additional speakers to be announced.*

**Monday, January 13**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 9:30 – 10:15 am  | Busworld Academy Opening Session  
*Supported by Prevost*                           |
| 10:30 am – 12 pm | CEO Panel: The State and Future of the North American Bus and Motorcoach Market  
*Supported by Motor Coach Industries*          |
|                  | Keynote: Jean Dominique Bonnet, Frost & Sullivan  
Roman Cornell, ABC Companies  
Ian Smart, Motor Coach Industries  
François Tremblay, Prevost             |
| 2:45 – 3:45 pm   | Experiences, Challenges and Trends in Electric and Alternative Fuel  
*Supported by ABC Companies*          |
|                  | Robert Segers, ALSTOM  
Jan Deman, Zero-Emission Bus Project in Belgium  
Daniel Gage, Natural Gas Vehicles for America  
Becky Knox, Edison Electric Institute |
| 4 – 5:30 pm      | Implementing Electric and Alternative Fuel Bus and Motorcoach Operations  
Marc Vanhoutte, TRANSDEV (Amsterdam) |

ABA Fall Board of Directors Meeting
Tuesday, January 14

9 – 10:15 am  Driver Hiring, Training and Monitoring Best Practices

* Sponsored by Motor Coach Industries *

- Dr. Peter Lawrence, Director of Transportation, Fairport Central School District
- Geert Wets, Transportation Research Institute, Hasselt University (Belgium)

10:30 am – 12pm  Cooperation Between Cities, Transit and Private Bus Operators

- Joseph Schwieterman, DePaul University
- Charlie Zelle, Jefferson Lines
- Jean Dominique Bonnet, Frost & Sullivan

2 – 3:30 pm  Autonomy and “Mobility-As-A-Service” in the Bus and Motorcoach Industry

- Moderator and Keynote: Marko Jarnovic, COMTRADE
- Siddiqui Yasir, International Mobility as a Service Alliance
- Mark Hofmann, Checkmybus

3:30 – 4pm  Busworld Academy Closing Session

- Peter Pantuso, ABA
- Don DeVivo, ABA
- Vincent De Waele, Busworld International
- Jan Deman, Busworld Academy

**Busworld Advisory Committee**

<table>
<thead>
<tr>
<th>Doug Anderson</th>
<th>Anderson Coach &amp; Travel</th>
<th>Mike Colborne</th>
<th>Pacific Western Transportation</th>
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<tbody>
<tr>
<td>Gene Berardi</td>
<td>Adirondack Trailways</td>
<td>Julia Conway</td>
<td>Big Bus Tours USA</td>
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<td>Bill Blankenship</td>
<td>Greyhound Lines Inc.</td>
<td>Don DeVivo</td>
<td>DATTCO Inc.</td>
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<tr>
<td>Ben Blunt</td>
<td>Concord Coach Lines Inc.</td>
<td>Terry Fischer</td>
<td>Transportation Charter Services</td>
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<tr>
<td>Harry Blunt</td>
<td>Concord Coach Lines Inc.</td>
<td>John Meier</td>
<td>Badger Coaches Inc.</td>
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<tr>
<td>Linda Burtwistle</td>
<td>Coach USA Inc.</td>
<td>John Miller</td>
<td>Miller Transportation Inc.</td>
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<tr>
<td>Luke Busskohl</td>
<td>Arrow Stage Lines</td>
<td>Francis Tedesco</td>
<td>Academy Bus LLC</td>
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<td></td>
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<td>Steve Woelfel</td>
<td>Jefferson Lines</td>
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ABA Fall Board of Directors Meeting
Members in Attendance
Doug Anderson
Chris Anzuoni
Eugene Berardi Jr.
Ben Blunt
Harry Blunt
Stephanie Brooks
Cindy Brown
Linda Burtwistle
Luke Busskohl
Michael Colborne
Bryan Cole
Roman Cornell
Don DeVivo
Warren Dickinson
Mike Dickson
David Eaton
Ron Eyre
Terry Fischer

Members Not in Attendance
Jonathan Berzas
Julia Conway
A.J. Kinney
John Meier
Camilla Morris
Steve Woelfel
Stephanie Lee

Guests & Speakers
Kaeli Andersen
Mary Baker
Ron Bast
Peter Beinart
Pete Borowsky
Brenda Borwege
Jackie Eaton
Opening Remarks
ABA Chairman Don DeVivo welcomed the board to the Capital Hilton.

Approval of the Previous Meeting Minutes
A motion was passed to approve the minutes from the Marketplace Board Meeting at the Louisville Marketplace meeting in Louisville, Kentucky on January 25, 2019.

Report of the President
ABA President & CEO covered the following subjects during his report:

- ABA has implanted a new phone system that will allow staff to communicate with members more effectively.

- The ABA sponsorship sales position has moved to Washington DC, following the retirement of Jana Fields.

- Peter highlighted travel industry revenue as an area of potential concern for the association.

  The reason for this decline could be related to a decline in group tour focus.
State budgets have also tightened, which means CVB’s have less money to spend

ABA is developing member brochures that will be based on membership segments

ABA Marketplace 2019 was a successful event, and ABA will look to build off that positive momentum

ABA is still looking for a location for the 2023 Marketplace

The ABA Communications Department has implemented a “live chat” function for the website that has allowed better communication with members

The Foundation has received two anonymous donations totaling $500,000

The Board of Governors determined that the 2018 Motorcoach Census would be skipped in favor of focusing on the 2019 census

The Board of Governors has approved the “Environment Benefits Study of Motorcoach Travel”

The BOG has also approved “The Federal Transportation Federal Subsidy Study”

**Counsel’s Report**

Mr. Schweitzer began by reminding the members that the meeting would be conducted under the ABA Anti-Trust Guidelines and that there should not be any discussions about rates, components of rates, or competition

Rick Schweitzer discussed the FAST Act and how it could potentially impact the facilities in various states

ABA has contacted some of these facilities to learn more about their terms and conditions for the motorcoach industry

Schweitzer suggested that ABA needs to send another letter to Massachusetts DOT

Schweitzer believes that sending the letter to the Massachusetts DOT will send a message to other state DOT’s

The pre-emption petition that has been filed by ABA regarding the California Rest Break topic will be published in the Federal Register soon

Rick added that the other pre-emption petition regarding the San Francisco Airport inspection policies will possibly be added to the Federal Register
Peter Picknelly raised a question about the best strategies for disputing incorrect toll charges in places like the Ted Williams Tunnel in Boston.

**Audit Committee Report**
ABA CFO Eric Braendel presented the Audit Report.

- ABA missed its budget in 2019, incurring a loss of $188,000 not including investment activity.
  - The publication revenue and marketplace revenue were lower than budgeted.
- Eric Braendel notified TD Bank that ABA would not be meeting the expected Cash Flow Ratio for the coming year, and added that ABA is taking steps in 2019 to ensure that missing this ratio will not happen again.
- ABA received a waiver from TD Bank.

A motion was passed to accept the audit report.

**Finance and Budget Committee Report**
The Finance and Budget Committee Report was presented by Eric Braendel.

- ABA Revenue for YTD is $5,170,000
  - An increase of $287,000 from the year before.
- The 2019 Marketplace Revenue looks slightly inflated due higher Sponsorship Passthroughs related to the Marketplace closing event.
- Expenses increased by $180,000 from the previous year.
  - Most of this increase is attributed to the Marketplace Sponsorship Passthrough expense related to the closing event.
- ABA took on a new administrative cost by switching the phone system to a Ring Central phone system and adding an automated Accounts Payable system called Mineral Tree.
  - Ring Central costs less than the old phone system.
- ABA is looking at moving away from Great Plains accounting software over to Sage Intact.
- ABA plans on looking at possible re-financing options in the coming year related to the loan on the 111 K property.
Ron Eyre asked a question regarding whether any of the other 111 K tenants have sold their condos in the building

Braendel stated that the current building owner, Rubenstein Partners, inquired about ABA’s interest in selling the floor back to them

**Bus Maintenance and Repair Council (BusMARC) Report**
ABA Board Member John Miller delivered the BusMARC Report.
- BusMARC had 65 attendees at a meeting in Louisville at Marketplace
- Miller noted that there were some attendance issues because of overlaps with BISC
- BusMARC is exploring a partnership with the Trucking Maintenance and Repair Council about industry standards
- Mr. Miller said that BusMARC will look to be more “shop-focused”

**Strategic Safety Report**
ABA Board Member Buddy Young provided the Strategic Safety and BISC update.
- 2018 was the first year that BISC ended “in a financial positive” thanks to support from sponsors
- 21 sessions were held at the BISC winter meeting
- BISC has been conducting quarterly conference calls with each committee
- TSA will be at the summer BISC meeting to discuss cyber security
- The BISC summer meeting will have a session to address the current state of the opioid crisis in the industry and the legalization of marijuana
- BISC is celebrating its 20th year in existence

**BusPAC Report**
The BusPAC Report was delivered by ABA Board Member Peter Picknelly.
- BusPAC aims to raise $100,000 annually
- As of the Board Meeting, 68 percent of the Board of Directors had not given to the BusPAC
- In 2019, BusPAC participated in 11 political events and contributed $15,000 to campaigns
  - 3 events have been sponsored by BusPAC
ABA is looking to preserve its fuel tax exemption, and avoid the probable increases that will come from trying fund the impending infrastructure bill.

Doug Anderson met separately with Congressman Mike Kelly to address the fuel tax exemption.

**Guest Speaker**
ABA Vice President of Government Affairs and Policy Suzanne Rohde introduced the Deputy Staff Director to Congressman Sam Graves, Jack Ruddy, who spoke about his role on the Transportation and Infrastructure Committee.

**2020 Marketplace Outlook**
Marketplace Chairman Luke Busskohl brought the Board up to speed on developments regarding ABA’s Annual Meeting and Marketplace 2020.

- Busskohl said that he is looking forward to ensuring good education sessions and the success of BusWorld Academy at the 2020 Marketplace event.

**ABA Foundation Report**
The ABA Foundation Report was presented by ABA Board member Tom JeBran.

- JeBran noted that there has been an increase in applications for the Foundation Scholarship Program.

- Mr. JeBran highlighted the new “Scholarship in a Box” informational initiative.

- The current Foundation revenue is $189,000 and expenses were $80,000.

- The Foundation will look to start new research projects including: Driver Pay Structures, Environmental Benefits of Motorcoach Travel, and the Federal Transportation Subsidies Study.

- Two anonymous donors have agreed to give the Foundation a total of $500,000 to go towards research if the Foundation raises $1,000,000.

**Guest Speaker**
ABA President and CEO, Peter Pantuso introduced guest speaker Peter Beinart to speak about the American political landscape.

**Membership Report**
ABA Senior Director of Membership Lia Zegeye presented the Membership Report.

- Lia Zegeye said that the membership count is trending in the right direction from April 2018.

- ABA will be reaching out to Western States to try to expand the number of operators.
• Zegeye added that ABA Membership staff is hoping to target non-members who attended 2019 Marketplace

• The Membership Department will be conducting monthly new member webinars

• Zegeye will be attending Bienvenue in Quebec, Canada to try to reach potential members in that region of Canada

Meetings Report
ABA Senior Vice President of Meetings and Education Lynn Brewer presented the Meetings Report.

• Lynn Brewer emphasized that ABA is always seeking to get more Buyers to the ABA Marketplace

  • Many of the Marketplace attendees have been bringing less delegates than in the past

• Marketplace 2019 had a record number of motorcoaches on the event floor: 22

• Marketplace Exhibitors have continued to trend in the direction of buying more space for the Marketplace floor

• ABA will offer complimentary airport transportation for the 2020 Marketplace

• Scatterjoy Acres will be the 2020 ABA Gives Back Charity

• The ABA Meetings Department will be working hard to make sure there will be ample space for Marketplace Events at the venues in Omaha

Communications Report
ABA Director of Communications & Media Relations Melanie Hinton delivered the communications report.

• ABA Communications has been emphasizing the recent efforts of the GAP team

• ABA put out its first annual report since 2004

• Melanie Hinton described the new ABA “Let’s Talk” initiative to try to highlight the value that ABA can bring to its new members

• ABA has continued to utilize the “live chat” function on the website

• Hinton thanked Kim Gryzwacz for the success of her Marketplace promotional videos

• Hinton encouraged the Board of Directors to provide testimony for why they are excited to attend Marketplace in Omaha
• ABA has sent out 20 releases since January

• Hinton reminded the Board that ABA continues to be a good resource for crisis communications

Government Affairs Report
The Government Affairs Report was provided by ABA’s SVP Suzanne Rohde, on Tuesday, May 1.

ABA continues to pursue 3 objectives through the annual appropriations process:
  • Increased funding for the Intercity Bus Security Grants program
  • Language to pressure the National Park Service (NPS) to modify the April 2018 fee/fee structure changes
  • Language to pressure FMCSA to complete the rule to revise the 2015 Lease & Interchange rule

ABA leadership held a successful day of Hill meetings in support of an infrastructure/reauthorization bill, in March

As part of this Board meeting, several attendees will also be meeting with Legislators while in town.

A panel of ABA consultants provided updates on ABA advocacy activities:
  • K&l Gates gave an update on advocacy concerning ABA appropriations objectives
  • Lippes Mathias gave an update on advocacy concerning the NPS issue
  • Capitol Tax Partners gave an update on infrastructure funding initiatives and other tax matters

Congresswoman Eleanor Holmes Norton provided an update on Congressional activities related to infrastructure/surface reauthorization

Jack Ruddy, Minority Deputy Director of the House Transportation Committee, provide Ranking Member Sam Graves’ views on infrastructure/reauthorization legislation

FMCSA Administrator Martinez provided an update on the Agency’s regulatory/administrative matters of interest to the motorcoach industry usPAC

Paul Lewis, from the ENO Center for Transportation, discussed his research on benefits of transit contracting
On Wednesday morn, ABA/BusPAC held a successful event with Congressman Richard Neal, Chairman of the House Ways & Means Committee

**Radar Issues**

- Peter Picknelly asked about the potential for the existence of an electric or hybrid bus
  
  - Ian Smart said that there are electric buses being tested with a target range of 200 miles
  
  - Francois Tremblay said that employee or transit shuttles might be the more practical application for electric vehicles because there will be more room for batteries in the cargo section of the vehicles and they return to charging stations at the end of the day
  
  - Don DeVivo mentioned that there will be seminar on electric buses at BusWorld Academy in Omaha

- Chris Shepler encouraged the Board to attend BISC because of the direction it can provide for ABA member companies and employees like his who do not run coaches but still need to deal with customer movement

- Suzanne Rohde described the importance of providing comments on ABA issues that will be appearing in the Federal Register

*The Board made a motion to go into Executive Session.*
Antitrust Guidelines

AMERICAN BUS ASSOCIATION, AMERICAN BUS ASSOCIATION FOUNDATION AND
NATIONAL BUS TRAFFIC ASSOCIATION

ANTITRUST GUIDELINES

It is the policy of the American Bus Association ("ABA"), American Bus Association Foundation ("ABAF") and the National Bus Traffic Association ("NBTA") to conduct their operations in strict compliance with the antitrust laws. No ABA or NBTA activities shall create even the appearance of a violation of the letter or the spirit of the antitrust laws. These antitrust guidelines shall apply to all meetings of the ABA, ABAF and NBTA, including committee meetings, and in connection with any social and other informal gatherings incidental to ABA, ABAF or NBTA-sponsored meetings or activities.

Members should be especially careful to observe these antitrust guidelines at informal gatherings and in discussions outside of the formal ABA, ABAF or NBTA meetings. Most often, problems under the antitrust laws arise not in scheduled meetings but in discussions that occur outside the meeting setting. Members should not engage in improper discussions either inside or outside the formal industry meetings.

A. Meetings shall be held only when there are proper items of substance to be discussed which justify a meeting. Prior to every meeting, a written agenda and notice of the meeting shall be sent to every member of the group scheduled to meet. The agenda shall set out the topics for discussion, and may, if necessary, be reviewed and approved by counsel prior to distribution.

B. Participants at the meeting shall adhere to the topics listed on the agenda.

C. Minutes shall be kept at every formal meeting, and written copies of the minutes shall be distributed to each participant at a meeting.
D. An ABA staff member shall attend all meetings. It may also be appropriate for ABA counsel to attend some ABA committee meetings, including meetings of the Board of Directors and the Executive Committee.

E. A copy of these antitrust guidelines shall be made available to all participants at all ABA, ABAF and NBTA meetings.

F. If a member raises a subject of doubtful legality for discussion at a meeting, he or she shall be told immediately that the subject may not be a proper one for discussion, and consideration of that issue shall cease. The particular subject will be referred to counsel, who will advise on the propriety under the antitrust laws of consideration of the subject by ABA.

**UNACCEPTABLE TOPICS OF DISCUSSION**

In general, discussions at any meeting, "rump session" or social gathering that constitute or imply an agreement or understanding concerning the following topics, are strictly prohibited:

* prices, discounts, or terms or conditions of sale;

* profits, profit margins, or cost data (including wage and salary rates, equipment prices, or other actual elements of costs);

* market shares, sales territories, or markets;

* allocation of customers or territories;

* selection, rejection, or termination of customers or suppliers;

* refusal to deal with suppliers, customers, or other competitors;

* restricting the territory in which a company may provide products or service;

* bidding or refraining from bidding to provide products or service; or
*any matter that is inconsistent with the proposition that each member company of ABA, ABAF or NBTA must exercise its independent business judgment in pricing its services, dealing with its customers and suppliers and choosing the markets in which it will compete.

**EXCEPTIONS TO THE GENERAL RULES REGARDING UNACCEPTABLE TOPICS OF DISCUSSION**

There are several exceptions to the prohibition on discussing the above topics:

1. **ABA Government Affairs Activities.** ABA's members may jointly discuss and implement ABA's government affairs policies. ABA members may be allowed to discuss the above topics in the context of a legitimate effort to affect legislation or regulatory policy of the government, and to work together towards these goals.

2. **Industry Data Collection.** ABA, ABAF and NBTA may collect historical information from members on operations, costs, revenues, use of technology or equipment, and other matters, for preparation of industry studies or the publication of statistics relating to the industry as a whole.

3. **NBTA Collective Activities.** NBTA may publish and distribute guides outlining certain standardized industry practices, related to the transactions and procedures necessary for the operation of the Interline Revenue Clearinghouse. Those discussions which are intended and designed to facilitate the coordination and operation of interlining passenger service providers may be acceptable on a limited basis, provided that competitive terms are avoided. These acceptable topics include:

   3.1. through routes;  
   3.2. mileage guides;  
   3.3. rules;  
   3.4. reclaim formulas and procedures;  
   3.5. terminal facility locations and facility accessibility features; and  
   3.6. the procedures for joint consideration, initiation or establishment of the matters in 1 through 5, above.

This limited immunity from the antitrust laws applies only if certain legally required procedures are used for the discussions and process of evaluation at NBTA meetings. Accordingly, NBTA meetings to consider such issues in a collective format may be conducted only in compliance with these procedures. These procedures will be reviewed by NBTA staff and, if necessary, by NBTA counsel prior to each meeting at which these subjects will be reviewed.

   a) **Pooling Agreements.** Individual member companies may also receive immunity from the antitrust laws to discuss and enter into agreements to pool or divide traffic, services, or revenues. These discussions must be intended and designed
to lead to an agreement that will be submitted to the Surface Transportation Board of the U.S. Department of Transportation for approval.

b) **Vendor-Vendee Discussions.** In some circumstances, it may be acceptable for member carriers to form buying cooperatives to purchase products or services jointly from industry vendors. These collective discussions and agreements are, in general, acceptable under the antitrust laws, although they should be reviewed with counsel as to the structure and method of implementation.
By-Laws

BY - LAWS
OF THE
AMERICAN BUS ASSOCIATION
Amended as of January 13, 2017

ARTICLE I
OFFICES

Section 1. The place of business of the Association and the office of its statutory agent shall be the City of Washington, DC. The Association may change the location of its place of business or its statutory agent, or both.

ARTICLE II
MISSION, OBJECTS AND PURPOSES

Section 1. The American Bus Association represents the business concerns of both U.S. and Canadian privately owned motorcoach and tour operators. ABA represents the U.S. bus industry in Washington, DC, and supports the government affairs activities of its Canadian members and counterpart associations. ABA facilitates relationships between the North American motorcoach industry and all related segments of the travel and supplier industry. In addition, ABA creates awareness of the motorcoach industry among consumers in North America (USA, Canada and Mexico), and communicates publicly on important issues like motorcoach and highway safety.

Section 2. The objects and purposes of the Association are:
- To promote and develop the services provided by tour-charter bus service, fixed route bus service, and the tour and travel segments of the industry.
- To advocate the enactment of uniform, just and proper laws and cooperate with public officials in securing the enforcement of all laws, rules and regulations applicable to the bus transportation industry.
- To promote the highest possible ethical standards by companies engaged in providing bus transportation to the public and by those providing equipment, accommodations and other services to such companies and their passengers by promoting compliance with the American Bus Association’s Code of Ethics and other actions.
- To promote closer relations and cooperation among all Association members and membership segments.
- To promote friendly relations with, and to secure the cooperation and good will, of the public.
To improve the transportation service rendered by its members, including adequate connecting and through services.
To promote the construction, maintenance, repair and improvement of all roads used for bus transportation.
To promote the construction and maintenance of bus terminals and related facilities.
To promote the safety, convenience, and betterment of bus operations and serve the interest and welfare of the members of the American Bus Association and the public at large.
To work with government to create a climate for growth of the private sector motor vehicle passenger transportation industry.
To provide forums where various segments of the tour and travel community can establish relationships and business opportunities.
To enable members the opportunity to participate in the privatization of motor vehicle passenger transportation.
To provide educational opportunities to all members.

ARTICLE III
MEMBERSHIP

Section 1. Membership in the Association shall be divided into six classes:
Bus Operators.
Associations of Bus Operators.
State, Regional and Provincial Associations.
Associates.
Travel Industry.
Tour Operators.

Section 2. As used in Section 1 of this Article:
"Bus Operators" include any individual, partnership, company, corporation or group of such companies engaged in the business of transporting persons for hire in vehicles over the public highways as a common or contract carrier, either directly or as a managing agent except that "Bus Operator" does not include any entity which is owned or operated by a State, municipality, public agency, public corporation, or any local public body or any other entity which is not operated for profit.
"Associations of Bus Operators" means any association of motor bus operators, other than a State association, with members whose qualifications for membership are the same as those set forth in paragraph (a) of this section for bus operator members of the Association.
"State, Regional and Provincial Association" means any State, Regional or Provincial association of motor vehicle operators in which bus operators are individually eligible for membership.
"Associates" means any organization which supplies equipment, material and services to the industry such as buses, engines, tires, accessories, petroleum products,
publications, advertising and public relations firms, and the like, any entity which is not eligible for membership as a "Bus Operator" under paragraph (a) of this section because of its public ownership or operation, and other organizations which have business dealings of a general nature with bus operator members but does not include any persons eligible for membership solely as a travel industry member.

"Travel Industry" members include hotels, motels, attractions, conventions and visitor bureaus, official State and provincial tourism offices, regional promotion agencies, Federal travel promotion agencies, retail travel agencies, tour brokers, food service organizations, and other firms or suppliers providing travel goods and services to bus operator members but does not include any entity which provides accommodations or goods and which is not operated for profit.

"Tour Operators" includes any person or organization, other than a bus operator or an employee or agent of a bus operator, who, for compensation, assists or arranges for the transportation of passengers by bus in sightseeing or pleasure tours or other special operations, who have been in the business of arranging for bus tours for at least two years, and commission agents but does not include any governmental or other entity which is not operated for profit.

Section 3.

Any eligible person or organization may become a member by furnishing such information as may be required by the President/CEO demonstrating its willingness and ability to comply with the Association's Code of Ethics, payment of dues, and upon approval by the Board of Directors or by the President/CEO acting on behalf of the Board. In addition, an applicant for membership as a bus operator must demonstrate its compliance with the membership requirements of the Association as set forth in Section 4 of Article III.

No tour operator affiliated with a bus operator shall be eligible for membership unless the affiliated carrier is a bus operator member of the Association.

A bus operator who owns or controls one or more bus operators or one or more tour operators may file a joint application for membership on behalf of all such operators or each bus operator or tour operator may file a separate application.

An association of bus operators may become a member upon approval by the Board of Directors and upon the payment of such dues as may be prescribed by the Board.

A bus operator may not hold any other class of membership in the Association unless dues applicable to membership as a bus operator are paid.

Section 4.

a) No person or organization may become or remain a bus operator member --

Unless it is in compliance with the applicable U.S., Canadian, state and/or provincial laws and regulations respecting the registration and operation of a bus operator business, or in the absence of such a verifiable compliance standard, then the appropriate national/state/
provincial requirements for establishing and operating a bus operator business.

b) No person or organization may become or remain a tour operator member --
   1. Unless it is in compliance with the applicable U.S., Canadian, state and/or provincial laws and regulations respecting the registration and operation of a tour operator business, or in the absence of such a verifiable compliance standard, then the appropriate national/state/provincial requirements for establishing and operating a tour operator business.

Section 5.

All applications for membership as a bus operator or as a tour operator shall be published and members given an opportunity to submit specific comments to the President/CEO respecting the applicant's eligibility for membership, including, in the light of specific evidence, its willingness and ability to comply with the Association's Code of Ethics.

The Board, or the President/CEO acting for the Board, shall review all comments or objections filed pursuant to paragraph (a) respecting an applicant's eligibility for membership in the Association to determine whether such comments or objections are legitimate and substantiated.

If the comments or objections filed pursuant to paragraph (a) are found to be legitimate or to be substantiated, the applicant shall be treated as a probationary member until such time as its eligibility for membership is determined in accordance with the provisions of paragraph (c) of this section.

c) Objections to an application which raise a serious question with respect to an applicant's eligibility for membership or to the probability of its compliance with the Association's Code of Ethics and appeals by members from finding of ineligibility for membership shall be handled as complaints and determined in accordance with the procedure provided in Section 3 of Article XIV of the Bylaws.

ARTICLE IV
MEMBERSHIP DUES

Section 1. The annual dues for the various classes of membership in the Association shall be determined by the Board of Directors but the annual dues for any individual operator member shall not exceed $50,000.

Section 2. Members, which are under common control or management or are members of an association of bus operators whose membership has been approved by the Board of Directors, may pay their annual dues separately.
Section 3. Annual dues for all classes of membership are payable according to a dues schedule, as established by the Board of Directors, each year. When necessary, payment schedules may be discussed with the CEO.

ARTICLE V
VOTING RIGHTS AND PRIVILEGES

Section 1. Each bus operator member, each association of bus operators, and each tour operator member shall have the right to participate and vote in the election of directors.

Section 2. Each bus operator member, association of such members, and each tour operator member shall be entitled to exercise the right of one vote. In addition, bus operator and/or tour operator members that are under common control or management shall be entitled to exercise the right of one vote for the entire group of affiliated entities; for purposes of this section, “common control” means owning or controlling a majority of the voting stock of a member.

Section 3. The Board of Directors may restrict participation in Association programs to certain categories of members.

ARTICLE VI
MEETINGS OF MEMBERS OF ASSOCIATION

Section 1. Meetings of the Association shall be held at such time and place as shall be stated in the notice of the meeting or in a duly executed waiver of notice thereof.

Section 2. The Board of Directors shall provide for one or more annual meetings of the members of the Association and shall determine the time and place of such meetings. The Board may provide for different annual meetings for different classes of members.

Section 3. Special meetings of the Association may be called by the Board of Directors or by the Chair of the Board on such notice as the Board or the Chair deems proper and shall be called upon the request of twenty (20) members of the Association. Notice of any such special meeting shall specify the purpose for which the meeting is called.

Section 4. With respect to each annual or special meeting called by the Board of Directors, the Board shall determine the class or classes of members eligible to attend. Written or printed notice of each annual or special meeting of the Association stating the time, place and object thereof, shall be given to each eligible member in good standing as shown by the records of the Secretary of the Association by such methods as allowed by law at least fifteen (15) days before the date on which the meeting is to be held. No publication of any notice of a meeting of the Association shall be required. If any member shall sign a written waiver of notice of any meeting, either before or after the meeting, such waiver shall be deemed equivalent to notice.
Section 5. All eligible members in good standing, present at any annual meeting or special meeting, shall be entitled to vote. At all meetings of the Association, the presence of one-tenth of the eligible votes shall constitute a quorum for the transaction of business. If such quorum shall not be present, the members entitled to vote thereat, represented in person, and shall have power to adjourn the meeting from time to time, without notice other than announcement at the meeting, or until a quorum shall be represented. At such adjourned meetings at which a quorum shall be present or represented, any business may be transacted which might have been transacted at the meeting as originally notified.

Section 6. When a quorum is present at any meeting, the majority of votes cast by the members having voting power present in person at the meeting shall decide any question brought before such meeting.

Section 7. At every meeting of the Association, the Chair of the Board or, in the absence of the Chair, persons designated by the Chair or, in their absence, a Chair chosen by a majority of the members of the Association present and entitled to vote, shall act as the Chair, whereas the Secretary-Treasurer of the Association shall act as secretary at all meetings of the Association. In the absence of the Secretary-Treasurer from any such meeting, the Chair may appoint a person to act as secretary of the meeting.

ARTICLE VII
DIRECTORS

Section 1. The Governance Committee shall present to the annual meeting nominations for the Board of Directors, and shall present to the Board of Directors nominations for members of the Executive Committee. The Governance Committee shall consist of such members as specified in Section 3(a) of Article X.

Section 2. Persons who desire to be nominated for a seat on the Board of Directors or to renew such term, or who desire to nominate another member for such a seat, shall submit to the Governance Committee in writing, not less than fifteen (15) days after a call for such nominations, a statement of the candidate’s qualifications and other pertinent information, including a statement of the candidate’s willingness to serve, if nominated.

Nominations for Directors from the floor shall not be permitted.

To be eligible to be elected as a Director, an individual must be a full-time employee, director or corporate officer of a member of the Association. If a Director is no longer a full-time employee, director or corporate officer of a member, that individual shall resign from the Board of Directors.

The number of Directors, which shall constitute the Board, shall not be fewer than thirty-five (35) and shall not exceed fifty (50). The Directors shall be elected by the
members and shall hold office until their successors have been elected and qualified or until their prior resignation or removal. Directors, other than the President/CEO, up to six (6) associate members, up to six (6) travel industry members, and up to six (6) tour operator members, shall be bus operator members or members of an association of bus operators. These terms shall be staggered so that approximately one-third of the seats shall expire each year.

One permanent seat on the Board shall be reserved for the President/CEO and one seat shall be reserved for the person currently serving as the Chair of the Association’s Marketplace Committee.

A minimum of six (6) seats on the Board of Directors shall be held by Enterprise members. A minimum of six (6) seats on the Board shall be held by Large Non-Fixed Route Bus Operators. A minimum of six (6) seats on the Board shall be held by Fixed Route Bus Operators. In addition, up to six (6) seats on the Board of Directors shall be filled by Associate members, and up to four (4) of those six (6) seats shall be filled by Associate members engaged in the manufacturing of buses. Also, up to six (6) seats on the Board of Directors shall be filled by members in the Travel Industry and up to six (6) seats on the Board of Directors shall be filled by Tour Operator members. The remaining seats on the Board of Directors may be held by any member who is a bus operator. The Governance Committee shall be directed to make reasonable efforts to meet these target figures for member group representation on the Board.

Other than the President/CEO and the Chair of the Marketplace Committee, the term for each of these seats shall be three (3) years, which term may be renewed.

By a majority vote, the Board of Directors may appoint one or more non-voting honorary directors.

Up to four additional non-voting seats may be filled by members that are part of an entity that commonly controls more than one member; for the purposes of this subsection, “commonly controls” means owning or controlling a majority of the voting stock of a member. These additional seats, along with the President/CEO, the Marketplace Chair and any honorary directors, shall not count against the limit on the number of seats set out in subsection 2(c), above.

Section 3. No member, including members affiliated with or commonly controlled by such members, shall have more than one seat on the Board of Directors, with the following exceptions:

- The seat held by the Chair of the Marketplace Committee; and
- Those members that are part of an entity that commonly controls more than one member as set out in section 2(i) above, provided that a commonly controlled entity may have members with no more than one (1) voting and two (2) non-voting seats.
on the Board of Directors. If the voting Director of such an entity is unable to attend a Board meeting, the voting Director may provide notice to the Chairman and designate a non-voting Director of the same entity to attend the Board meeting and to vote for the member entity.

Section 4. Any vacancy in the offices of the Association may be filled by the Board of Directors at any regular or special meeting of the Board. In the event of a vacancy on the Board of Directors, the Executive Committee may elect a person to fill such vacancy until the next annual meeting.

Section 5. The business of the Association shall be managed by its Board of Directors, which may exercise all such powers of the Association and do all such lawful acts and things as are not by statute or by the Articles of Incorporation or by these Bylaws directed or required to be exercised by the members.

Section 6.

The Board of Directors of the Association may hold meetings, both regular and special, as the Board of Directors from time to time may determine.

A meeting of the Board of Directors shall be held during or immediately following the Annual Meeting of the Association for the purpose of electing an Executive Committee and officers of the Association. There shall also be at least one other regular meeting during the year and such other meetings, as the Board deems necessary. Meetings may be called by the Chair of the Board and shall be called by the Secretary-Treasurer upon the written request of six members of the Board of Directors. At least ten (10) days notice of each regular meeting, and five (5) days notice of each special meeting, including the purpose for which it is called, shall be sent to each member of the Board of Directors.

The notice shall be sent by United States mail, email or facsimile transmission or otherwise as allowed by law.

Notice of any meeting need not be given to any director, however if waived by him in writing. Any meeting of the Board of Directors shall be a legal meeting without any notice thereof having been given if all Directors shall be present there at.

Section 7.

a. At all meetings of the Board of Directors, one third of the Directors shall constitute a quorum for the transaction of business and the act of a majority of the Directors present at any meeting at which there is a quorum shall be the act of the Board of Directors. Except as provided in section 3(b) of this Article, no proxies will be accepted on behalf of absent members.

b. If a quorum shall not be present there at, the Directors present may adjourn the meeting from time to time, without notice other than announcement at the meeting, until a quorum shall be present.
Section 8. Any action required or permitted to be taken at any meeting of the Board of Directors or of any Committee thereof may be taken by notation or voice vote if, in the opinion of the Chair of the Board, it is not feasible or practicable to convene a special meeting of the Board.

Section 9. Any Director may be removed either with or without cause, at any time, by the affirmative vote of a majority of the members of record of the Association entitled to a vote, at a special meeting of the Association called for the purpose; and the vacancy in the Board caused by such removal may be filled by the members at such meeting. Any Director may resign at any time by giving written notice of such resignation to the Chair of the Board, the Secretary-Treasurer, or the President/CEO of the Association and such resignation shall take effect at the time specified in such notice.

a) Each seat held by a Director on the ABA Board of Directors is specific to that person as an individual member company representative, but is also governed by their company’s membership status and membership eligibility, and is conditional on the company remaining a member in good standing. Any vacancy as a result of a Director’s removal or resignation will be filled by a vote of the membership through the annual election process; member companies may not substitute Directors at the company’s request.

b) Any Director whose company’s membership status changes (e.g. transitioning from a non-fixed route bus operator to a tour operator that operates no vehicles; or transitioning from a tour operator to a travel industry attraction; or if the company is no longer an ABA member) will be asked to resign from the Board. Any Director who does so resign as a result of the company’s membership status change, and whose respective company remains in good standing as an ABA member, may seek election for a new seat on the Board under the appropriate membership category during the following year’s election cycle.

Section 10. The Board of Directors, other than the President/CEO, shall serve without salary.

Section 11.

The Executive Committee shall consist of thirteen (13) Directors: the Chair of the Board, who shall serve as the Chair of the Executive Committee; the Immediate Past Chair of the Board; the Vice Chair of the Board; the Secretary-Treasurer; the President/CEO; and, eight (8) additional members of the Board.

The Directors, who hold the positions of Chair of the Board, Vice Chair, Immediate Past Chair, and Secretary-Treasurer, while serving in such positions, shall serve on the Executive Committee as Officers.

A series of succession shall be established to ensure the continuity of the leadership of the Executive Committee and the Board of Directors. At the expiration of their term...
of office, the Chair shall transfer the position of Chair to the then Vice Chair, and shall assume the position of Immediate Past Chair.

The Chair, Vice Chair and Immediate Past Chair shall each serve for a term of three (3) years, but shall not be eligible for reelection to the same position at the expiration of their term. If for any reason any such member of the Executive Committee is unable to complete their term, the Board of Directors shall elect a replacement who may complete the unexpired term and then may serve an additional three-year term.

The Secretary-Treasurer and the President/CEO shall each serve on the Executive Committee for a term of one (1) year and shall be eligible for reelection.

Three (3) members of the Executive Committee, other than those identified in paragraph (a) above, shall be bus operator members, shall serve for a term of two (2) years and shall be eligible for reelection for a maximum of three (3) consecutive terms. If for any reason any such member of the Executive Committee is unable to complete their term, the Board of Directors shall elect a replacement whom may complete the unexpired term and then may serve up to three (3) additional terms. At least one (1) of these three (3) Executive Committee members shall be from each of the three (3) bus operator member categories set out in Section 13 of Article VII herein.

One (1) seat on the Executive Committee shall be reserved for the Chair of the Association’s Policy Committee or if that person otherwise occupies another designated seat, an active member of the Policy Committee shall serve in their place while the terms overlap. The person serving in the seat reserved for the Chair of the Policy Committee shall serve for a term of two (2) years and may be eligible for reelection without restriction. If for any reason this member of the Executive Committee is unable to complete their term, the Board of Directors shall elect a replacement to complete the unexpired term.

Three (3) At-Large seats on the Executive Committee shall be reserved for bus operator members, and one (1) At-Large seat shall be reserved for a Travel Industry member. These At-Large members of the Executive Committee shall serve for a term of two (2) years, and may be eligible for reelection to serve a maximum of three (3) consecutive terms. If for any reason any such member of the Executive Committee is unable to complete their term, the Board of Directors shall elect a replacement to complete the unexpired term.

Section 12. The Board of Directors shall establish minimum duties and performance standards for all Directors to meet while they serve on the Board. Failure to meet such duties or standards may subject a director to appropriate discipline by the Board, including dismissal from the Board before the end of the director’s term.

Section 13. For purposes of this Article,

a. “Enterprise Member” means: (i) a bus operator that operates fewer than twenty–five (25) buses, including but not limited to charter, tour, fixed route, commuter and special
operations service; (ii) a member that provides passenger transportation service primarily using passenger vans; or (iii) a Tour Operator;
b. “Large Non-Fixed Route Operator” means a motorcoach operator that operates twenty-five (25) or more buses and that primarily provides non-fixed route service, including but not limited to charter, tour, commuter and special operations service;
c. “Fixed Route Operator” means a bus operator that operates twenty-five (25) or more buses and that primarily provides intercity bus service over fixed routes on set schedules.

ARTICLE VIII
NOTICES

Section 1. Notices to the Board of Directors and the membership shall be in writing and delivered by such method as allowed by law. Notice by mail shall be deemed to be given at the time when the same shall be mailed.

Section 2. Whenever any notice is required to be given by law, by the Articles of Incorporation or by these Bylaws, a waiver thereof in writing, signed by the person or persons entitled to said notice, whether before or after the time stated therein, shall be deemed equivalent thereto.

ARTICLE IX
OFFICERS

Section 1. The Officers of the Association shall be chosen by the Board of Directors and shall be a Chair of the Board, a Vice Chair of the Board, and a Secretary-Treasurer, all of whom shall be bus operator members of the Board, a President/CEO, and such other officers as the Board of Directors may deem advisable from time to time.

The Board of Directors shall choose a Chair for a term not to exceed three (3) years but who shall not be eligible to succeed himself as Chair of the Board. During or immediately following each annual meeting of the Association the Board of Directors shall appoint a slate of other officers for such term as it deems desirable.

Each officer so chosen shall hold office until a successor shall have been duly chosen and qualified or until the officer shall resign or shall have been removed from office.

The hiring, salary, and salary increases of the employees of the Association shall be subject to the approval of the Chair of the Board.

CHAIR

Section 2. The Chair of the Board of Directors shall preside at all meetings of the members and at all meetings of the Board, and shall have general supervision over the officers of the Association subject, however, to the control of the Board of Directors.
The Chair shall direct that all accounts of the Association be audited at least once per year by a certified public accountant and shall transmit such audit report to the Board of Directors.

The Chair may delegate to another officer such of their authority, as they deem necessary. In case of the disability of the Chair or a vacancy in the office, the Vice Chair of the Board shall perform the duties of the Chair until the sitting Chair returns to office or until another Chair may be qualified and selected.

**VICE CHAIR**

Section 3. The Vice Chair shall serve as Chair of the Audit Committee and as a member of the Bylaws Committee, shall chair the meetings of the Board of Directors in the absence of the Chair, and shall perform such other duties as directed by the Chair as necessary or desirable to discharge the functions of the Association.

**PRESIDENT/CEO**

Section 4.

The President/CEO shall be the chief executive officer of the Association and shall assist the Chair of the Board in supervising the employees of the Association.

The President/CEO may sign and execute, in the name of the Association, deeds, mortgages, bonds, contracts, or other instruments, subject to the provisions of these Bylaws, except in cases where the signing and execution thereof shall be expressly delegated by the Board of Directors or by these Bylaws to some other officer or agent of the Association; and, in general, he shall perform all duties incident to the office, and such other duties as from time to time may be assigned by the Board of Directors.

The President/CEO shall see that all notices are given in accordance with the provisions of these Bylaws or as required by law; and shall be the custodian of the records and of the seal of the Association. The President/CEO shall see that the seal is affixed to all documents when use of the seal is required and authorized in accordance with the provisions of these Bylaws.

The President/CEO shall have general responsibility for the financial transactions of the Association and shall render a statement of the conditions of the finances of the Association at all regular meetings of the Board of Directors and a full financial report at the annual meeting of the Association, if called upon so to do. The President/CEO shall have access to the books and records of the Association and may order a special audit of the accounts of the Association at any time deemed necessary.
SECRETARY – TREASURER

Section 5. The Secretary-Treasurer shall arrange for minutes of the meetings of the Association and of the Board of Directors to be kept and shall have general oversight over the financial transactions of the Association.

ARTICLE X
COMMITTEES

Section 1. The Chair of the Board shall have authority to appoint, with the advice and consent of the Executive Committee, such committees as are deemed necessary for the proper functioning of the Association. The members, including the chair, of each committee shall serve until relieved by order of the Chair of the Board. The Chair of the Board shall be ex-officio a member of each committee and shall be entitled to vote.

Section 2. The duties of all committees shall be specified by the Board of Directors or the Chair. In performing their functions, such committees shall be subject to the directions and control of the Chair.

Section 3. In addition to the Executive Committee, the Association shall have six (6) standing committees constituted as follows:

- **Governance Committee** -- Comprised of the Chair of the Board, the Vice Chair and the Immediate Past Chair of the Board who shall serve as the Chair of the Committee, and at least four (4) members of the Board appointed by the incumbent Board Chair. A majority of the committee members should have experience in the position of ABA Association Chair or Vice Chair;
- **Audit Committee** -- Comprised of the Vice Chair of the Board, who shall serve as the Chair of the Committee, and at least two (2) members of the Board appointed by the Chair of the Board;
- **Time and Place Committee** -- Comprised of the Chair of the Board, and at least two (2) members of the Board appointed by the Chair;
- **Bylaws Committee** -- Comprised of the Vice Chair of the Board, at least three (3) members of the Board appointed by the Chair of the Board, and the Association’s General Counsel. The Chair of the Board will appoint a member of the Committee as the Committee Chair;
- **Ethics Committee** -- Comprised of a member of the Executive Committee who shall serve as Chair of the Committee, at least three (3) members of the Board appointed by the Chair of the Board, and the Association’s General Counsel;
- **Finance and Budget Committee** – Comprised of a member of the Executive Committee who shall serve as Chair of the Committee, the Association’s Secretary-Treasurer, and at least three (3) members of the Board appointed by the Chair of the Board. The Chair of the Committee shall also serve as a member of the Executive Committee, either as the Association’s Secretary-Treasurer or in another seat.
ARTICLE XI
CONTRACTS, CHECKS, BANK ACCOUNTS, AND EXPENDITURES

Section 1. The President/CEO and any person designated by the President/CEO may make or authorize to be made capital expenditures, investments or advances, execute contracts or leases, establish or increase salaries, and make or authorize retirements and sales of capital items, write-offs of accounts and settlements of claims in such manner and subject to such limitations as shall be determined from time to time by resolution of the Board of Directors.

Section 2. All funds of the Association shall be deposited from time to time to the credit of the Association with such banks, bankers, trust companies, or other depositories as the Board of Directors may select or as may be selected by any officer or officers, agent or agents or the Association to whom such power may be delegated from time to time by the Board of Directors.

ARTICLE XII
SEAL

Section 1. The Board of Directors shall provide a corporate seal, which shall be in the form of a circle and shall bear the full name of the Association and the words "District of Columbia" and the year of its incorporation.

ARTICLE XIII
FISCAL YEAR

Section 1. The fiscal year of the Association shall end on the 31st day of December of each year.

ARTICLE XIV
SANCTIONS FOR VIOLATIONS OF THE ASSOCIATION’S CODE OF ETHICS AND ASSOCIATION POLICIES

Section 1. Subject to the provisions of Section 3 of this article, any member of the Association may be censured, fined, suspended, or expelled, or any of the privileges of membership may be withdrawn, for the following violations of the Association’s Code of Ethics and Association policies:

- Misappropriation of funds deposited with or entrusted to a member of the Association by another member or by a person having a business relationship with the bus industry;
- Willful and wrongful refusal to pay for services rendered by another member or by a person having a business relationship with the bus industry, or a willful refusal to make arrangements for payment of such services;
Wrongful failure to provide transportation or related services, as promised, and failure to make prompt restitution for any breach of a contractual obligation; Willful violation of Federal or State laws pertaining to the regulation of the intercity bus industry, including rules and regulations promulgated by the U.S. Department of Transportation, or applicable country laws, or; Systematic violation of rules, regulations, and policies of the Association.

Section 2. Charges of violation of the Association’s Code of Ethics shall be presented to and reviewed by the Ethics Committee.

Section 3. The charges shall be referred to the Association’s Ethics Committee, and the respondent shall be informed of the nature of the charges. Such notice shall be given by registered mail and shall advise the respondent of their right to appear and to be represented in person or by counsel before the Ethics Committee. The Committee, under procedures prescribed by the Board of Directors, and with opportunity for the respondent to be heard orally and in writing, shall determine the appropriate disciplinary action, if any, to be taken and shall explain its reasons in writing. The action of the Ethics Committee may be appealed within fifteen (15) days to the Board of Directors. Either the Board or the Executive Committee acting in its stead may decide the appeal, and such decision shall be final.

The provisions of this section shall also govern the disposition of objections or complaints to applications for membership and complaints alleging that a member is no longer eligible for membership.

Section 4. When disputes among members and between members and the general public cannot be resolved by agreement, the President/CEO shall encourage the parties involved to submit the matter to arbitration by the American Arbitration Association.

ARTICLE XV
SUSPENSION OR EXPULSION OF MEMBERS

Section 1. The President/CEO shall have authority to suspend or expel any member for non-payment of dues, lack of compliance with the applicable or prescribed national/state/provincial regulations, and enforcement of violations of the code of ethics, these bylaws and association policies.

ARTICLE XVI
AMENDMENTS

Section 1. These Bylaws may be altered, amended or repealed, or new Bylaws may be adopted by the affirmative vote of a majority of the Board of Directors present at any regular or special meeting at which there is a quorum, provided notice of proposed alteration, amendment or repeal of the proposed Bylaw be included in the notice of such meeting.
ARTICLE XVII
SUPREMACY OF LAWS AND ARTICLES OF INCORPORATION

Section 1. Nothing in these Bylaws shall be deemed to contravene any applicable provision of law or of the Articles of Incorporation.
Staff Reports

GOVERNMENT AFFAIRS & POLICY

Overview

In support of the ABA 2018-2020 Strategic Plan, the Government Affairs and Policy (GAP) team continued to pursue its strategic objective: Drive the legislative and regulatory oversight framework at all government levels to eliminate obstacles and promote the success of our industry. This report provides updates from the 2019 Winter Board Report, on the strategies and actions undertaken to meet the following Strategic Plan targets:

1. Change/modify existing regulations; prevent onerous/burdensome regulatory actions; report on successes;
2. Legislative impact on industry; report on successes; and

Legislation

FY 2020 Appropriations: A 2-year budget deal was reached between the White House and Congressional leaders in late July, and signed into law on August 2. The deal increases annual funding by $324 billion, and extends the debt limit through July 31, 2021 (following the 2020 federal elections). Although this is a positive step toward avoiding another government shutdown, the FY 2020 annual appropriations cycle is far from being complete. The House passed 10 of its 12 appropriations bills prior to the August recess, wrapping several bills into 2 separate omnibus measures; however, the Senate has not passed a single bill. With the September 30 fiscal year deadline looming, we are likely to see continuing resolutions to fund the government come into play.

Transportation – The House passed FY 2020 transportation appropriations bill did not include language ABA has successfully obtained in previous years calling for revision of the Federal Motor Carrier Safety Administration’s (FMCSA’s) 2015 lease & interchange rule. In fact, under new leadership, the FY 2020 bill instead includes language forcing the entire commercial motor vehicle into a defensive stance. Specifically, for ABA, the bill contains language to thwart efforts to obtain preemption of the California meal & rest break rules.

Security Grants – Neither the House or Senate has passed an FY 2020 Homeland Security appropriations bill, and this is one of the appropriations bills that will not likely be enacted this year due to the controversial policy matters that fall under this funding measure. Most likely, Congress will continue funding for homeland security matters under a continuing resolution or CR. If FY 2020 homeland security appropriations are extended through a CR, the Intercity Bus Security Grant...
program will likely be funded at the $2 million FY 2019 level. However, if agreement can be reached, the House appropriations committee bill, funding the program at $3 million (short of ABA’s ask for $7 million), will likely serve as a starting point for final negotiations, because the Senate appropriations committee has not yet produced a bill.

**National Parks Fees** – ABA’s Capitol Hill efforts to stop the October 1, 2019, implementation of increased fees and Commercial Use Authorization requirements, achieved some success on the House side. The House FY 2020 interior appropriations subcommittee added language to the bill report calling out industry concerns, but the subcommittee’s action stopped far short of preventing the Agency to proceed with implementation. With the announcement of the budget deal, ABA will continue to push on Capitol Hill for help with pressuring the Agency to modify its final plans, especially as the senate has yet to introduce its version of an appropriations bill.

**Infrastructure:** Although infrastructure was a focus of the 2016 election cycle and in subsequent Congresses, Congressional Leaders and the Administration have not made progress in reaching agreement on funding. With the FAST Act authorization set to expire in FY 2020, an election year, several House and Senate committees with transportation jurisdiction have held a number of hearings in support of reauthorizing the program. However, the Senate Environment and Public Works Committee (EPW) is the only committee that has taken concrete action by passing a legislative proposal, S. 2302, on July 31. As EPW’s jurisdiction is limited, the bill addresses primarily the Federal Highway Program, and several other committees will need to follow suit in order to have a final bill for passage. For ABA’s purposes, S. 2302 was a success as during the markup of the legislation, the Committee adopted a manager’s amendment containing language to strengthen the FAST Act tolling equity provision for purposes of enforcement (see S. 2302, p. 892). As to other key ABA objectives for reauthorization, such as the fuel tax refund, ABA continues to advocate for support as the process proceeds, although it is unlikely any additional legislation related to reauthorization will move this year.

**Motor Carriers Accountability Act:** On July 10, Congressman Thompson (D-MS), with 25 co-sponsors, introduced the Motor Carriers Accountability Act, H.R. 3628. The bill would require scheduled service passenger motor carriers to have in place burdensome contingency plans to address passenger needs in the event of an excessive delay. The bill appears to be in response to a specific incident that occurred in Jackson, MS.

**Executive Branch Matters**

**Federal Motor Carrier Safety Administration**

**Rules**
Lease & Interchange: On Monday, August 12, 2019, FMCSA announced a final rule revising the original 2015 lease and interchange rule, almost 4 years to the date ABA and others filed petitions for reconsideration. The revised rule addresses the concerns with the original rule raised by industry, primarily by excluding arrangements between two or more motor carriers from the leasing requirements, as long as all motor carriers involved have operating authority in good standing from the Agency. The new rule will go into effect January 2021, when the current extension postponing compliance with the 2015 rule, expires.

HOS: Following a 2017 Advanced Notice of Proposed Rulemaking (ANPRM), on August 14, 2019, FMCSA announced an NPRM to modify four specific provisions related to hours of service. Two of the four, the short haul provision and adverse deicing conditions, relate to passenger carrier operations. Proposed changes to the short-haul provision would extend the hours from 12 to 14, and expand the radius from 100 to 150 airmiles. Note, the change would also modify operations required to comply with the ELD mandate. For adverse driving conditions, the proposal extends the maximum driving window by 2 hours, and seeks input on defining the term “adverse driving condition.” FMCSA will hold two listening sessions on this action on August 23rd in Dallas, TX, and September in Washington, D.C. The comment period closes October 7, 2019.

CDLs/Driver Shortage: FMCSA has also introduced a number of initiatives to assist drivers in obtaining CDLs, to help with the driver shortage. In May, FMCSA issued notice seeking comment on plans to implement a pilot program to allow drivers for the ages of 18-20, to operate CMVs in interstate commerce (comment deadline was August 14). Then the Agency published an NPRM on July 9, to permit 3rd party skills examiners to administer the CDL skills tests to applicants it has also trained, in an effort to alleviate testing delays (comment period closes September 9). Also, in July, FMCSA published an NPRM to allow CDL applicants to take the general and specialized knowledge tests in states other than their state of domicile, as the Agency did for military applicants previously (comment period closes September 27). In addition to these initiatives, FMCSA also plans to start outreach in October of this year, in anticipation of the Entry-Level Driver Training rule scheduled to go into effect February 2020.

Administrative Actions

Crash Preventability Program: In addition to considering a younger driver CDL pilot program, on August 5, FMCSA announced its plans to make permanent the crash preventability demonstration program it initiated in 2017. The Agency plans to expand the categories of crashes it will review for a non-preventability determination from 8 to 15, and in the future FMCSA will remove crashes determined to be non-preventable from the Safety Measurement System (SMS) calculation for a carrier. Noteworthy, as the SMS is a relative scoring system, removal of crashes from a carrier’s
calculation can affect the scores of other carriers. Comments on this proposal are due October 4, 2019.

CA Meal & Rest Break Petition: Following the success of the American Trucking Association’s (ATA’s) preemption petition, ABA filed a petition for a preemption determination of the California meal & rest break rules as they apply to passenger carriers, on January 10, 2019. The Agency published the petition for comment in May, and the comment period closed on June 10. Although the passenger carrier industry has similar, if not stronger, arguments in support of preempting the California rules, FMCSA has yet to issue its determination.

U.S. Department of Homeland Security

Grants

Intercity Bus Security Grant Program: Similar to last year, and in large part due to the government shut-down, the Federal Emergency Management Administration conducted an expedited process for soliciting and awarding the FY 2019 security grants this year. The awards announcement came on August 2, 2019, with 29 recipients receiving varying levels of funding totaling $2 million. All 29 recipients were ABA members. ABA held an outreach webinar on grants management and compliance with FEMA on August 20, 2019.

Rules

TSA Security Training: The long-awaited Transportation Security Administration final rule concerning security training has yet to be published, although we noted it is currently in the final stages of clearance and may be published by the end of this year.

CBP APIS: The U.S. Customs and Border Protection Agency (CBP) reached out to ABA in June, to coordinate their initiative to transition the currently voluntary Advanced Passenger Information System (APIS) program, into a mandatory program over the next two years. We will be hosting two webinars with CBP to education operators on this transition.

Activities

CBP/ICE – Bus Boardings: In response to concerns and requests for assistance from ABA members concerning CBP bus boardings, ABA arranged a meeting with the Principal Deputy General Counsel for the Department of Homeland Security to discuss CBP activities in August 2019.

U.S. Department of Interior - National Park Service

Administrative Actions
**Entry Fees:** The National Park Service (NPS) continues to announce additional changes to dates and policy via their website. In mid-August, after receiving an early alert, ABA discovered from the website that NPS is delaying plans to increase further commercial entrance fees, until further notice. Recall, coupled with the changes to their Commercial Use Authorization (CUA) program requirements, NPS planned to not only increase entrance fees to park units again in January, but also that NPS eliminated the commercial vehicle entrance fee and instead charges per passenger now.

**CUAs:** NPS is also relying on its website to conveying information and further changes to their CUA program (almost daily). This practice requires ABA and operators to continuously monitor the site, to keep track of further changes. Unfortunately, none of the announced changes so far address concerns raised by the motorcoach, tour and travel industry. Although recently, along with the entrance fees, NPS announced a delay of the October 1, 2019, implementation date for the CUA changes, until further notice (although we believe it will last for 6 months). ABA continues to force engagement with NPS and Department of Interior officials in an effort to seek modification of the CUA burdens, coupled with the costs from new entrance fees. P. Pantuso is next scheduled to meet with the Secretary of Interior on this matter September 3, 2019.

**Resource Management**

**BISC:** The 2019 Summer BISC meeting took place in Linthicum, MD, on June 25-26, 2019. It was a very well attended event, with over 170 participants. The speakers and sessions covered a broad range of topics, with very robust participation by government officials overseeing motorcoach operations, including FMCSA, the Department of Defense, the Department of Justice, the National Transportation Safety Board and others. BISC will also again be holding a “BISC West” set of sessions in conjunction with the California Bus Association Annual Convention in October 2019, and will join with IMG at the Winter 2020 meeting in Omaha, NE, January 12-13, 2020.

**BusMARC:** The 2019 Summer BusMARC meeting was again held concurrently with the BISC Summer Meeting in Linthicum, MD, and was well attended with over 80 participants. Additionally, 45 attendees participated in the two off-sites, held at Woodlawn Motor Coach and Martz facilities. For the Winter meeting, to be held in conjunction with ABA's Marketplace, January 13-14, 2020, in Omaha, NE. In Omaha, the off-site visits will take place at Arrow Stage Lines and REI facilities, respectively.

**State/Regional Associations:** The GAP team also attended/presented at a number of state/regional association meetings in the past several months, including the New England Bus Association in Kennebunkport, ME (6/2019), the AMA/GMOA/SCMA Regional Meeting in Montgomery, AL (7/2019), the Midwest Bus & Motorcoach Association, Bettendorf, IA (8/2019), and the National Association of Motorcoach Operators in Springfield, MO (8/2019).

**BusPAC**

The BusPAC account balance currently stands at $255,989.46 and the Administrative Fund stands at $4,250.0. The 2019 PAC fundraising goal remains $100,000 coupled with a 100% participation rate by
eligible ABA Board members. To date, 25 board members have contributed to the PAC. As well, we would like to see broader participation in the Administrative Fund, which was established to provide members who were ineligible to contribute to the PAC, an opportunity to support overall BusPAC activities. Since January 1, 2019, the GAP team has attended 23 events utilizing $28,500 in BusPAC funds.

______________________ MEMBERSHIP

Membership by The Numbers

(Count comparison Aug. 2016 - 2019)

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
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<td>Associate Suppliers</td>
<td>145</td>
<td>217</td>
<td>194</td>
<td>180</td>
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<tr>
<td>Tour Operator</td>
<td>430</td>
<td>405</td>
<td>357</td>
<td>322</td>
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<td>Bus Operator</td>
<td>901</td>
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<td>1,983</td>
<td>2,107</td>
<td>2,111</td>
<td>1,985</td>
</tr>
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<td><strong>Total</strong></td>
<td>3,459</td>
<td>3,455</td>
<td>3,331</td>
<td>3,103</td>
</tr>
</tbody>
</table>

- We have seen an increase in Bus and Tour Operator membership categories.
- We have suspended Travel and Associate members with unpaid membership dues payments since Jan. 1st, 2019.
- Total new members since May 1st: 78

Staff Update

- Roderick Lewis, Director of Membership & Business Development has left ABA for another opportunity.
- Dora Hoyt has joined the Membership team as Associate, Membership & Business Development. Dora has been involved in Washington Theatre since 2004, working in Marketing & Sales positions for Arena Stage, The Shakespeare Theatre and most recently The John F. Kennedy Center for the Performing Arts, where she was an ABA Member. Dora also served as a member of the Marketplace Orientation Committee in 2019.
- Jake Argarin, Coordinator, Membership & Database, left his position for another opportunity. We are currently interviewing potential candidates.

Partnerships - Member Benefits
The Award Zone - On May 29, 2019, ABA added a driver rewards program that is designed to help bus companies add driver incentive programs such as roadside inspections, remain ticket free of moving violations (red lights, speeding, etc.) Peer-to-peer recognitions.

Smith Travel Research (STR) – A recognized leader in providing accurate, actionable information as well as analysis to the lodging industry. While members will receive a substantial discount on benchmarking reports on specific markets, ABA will receive a monthly and weekly performance overview of top 25 US and Canadian markets.

Onboarding Webinars

Membership department hosts monthly webinars to new members to make sure our members are aware of their benefits and resources from day one.

Recruitments

The Membership staff has exhibited and/or attended at four industry tradeshows:

- RTO Summit (Target: Tour Operator) – New York, NY
- Discover New England (Target: Tour Operator/Travel) – Mashuntucket, CT
- International Pow Wow (Target: Motorcoach/ Tour Operator/Travel) - Anaheim, CA
- Student Youth Travel Association (Target: Tour Operator/Travel) – Birmingham, AL

Coming up in September: Northwest USA Spotlight (Target: Tour Operator/Travel) – Olympia, WA

In collaboration with the Meetings & Events team, we have created a bundle package, which includes a special rate for Membership & Marketplace.

At each industry trade show:

- A pre-schedule one-on-one appointment were offered
- Special email was sent to suspended members attending the show
- Top 30 potential members were targeted
- Current members were encouraged to visit the ABA booth so we may connect with them face-to-face.
We are also recruiting new members with leads from board members, committee members, as well as staff.

Renewals

Renewals were sent out to Bus & Tour Operators. In conjunction with the Motorcoach Marketer proofing, members were given a reminder call regarding their membership status.

Member Spotlight

Membership caught up with Mindy Dean-Caldwell to share her story with her colleagues and with the ABA community, which was distributed via Tour Stop newsletter as well as ABA’s social media outlets.

ABA on the Road

In the West Coast: Membership has secured an opportunity to recruit potential members at Northwest USA Spotlight, September 13 – 15, Olympia, WA.

In Canada: We are building partnership with Bus Carriers Federation in Quebec and signed an agreement to be a guest speaker at Bienvenu Quebec, as well as network and recruit potential members from Quebec City and the surrounding cities both in US and Canada.

Membership Brochures

Membership Brochures are done and were used to recruit members at Student & Youth Travel Association (SYTA).

Motorcoach Marketer

- Currently working on the upcoming 2020 Motorcoach Marketer
- Export reports for each section
- Custom queries for quality checks and follow ups
- Proofing to members in June/July/August. We have sent several email reminders to all members as well as a personal call to all Bus and Tour Operators.

COMMUNICATIONS & MARKETING

Introduction:
The Summer has been a busy time for ABA Communications & Marketing team. We have ramped up our promotion of ABA’s Marketplace with regular postings on registering, sponsoring and attending. Utilizing Luke Busskohl, MAC Members and Omaha CVB videos to generate excitement for the show. We will also be working on a big push for Busworld Academy North America with testimonials and subject information.

We have also promoted the publication of several ABA Foundation research projects: Motorcoach Census, Economic Impact Report and Motorcoach Environment reports, as well as promote the 2019 Scholarship winners.

We continue reaching out to members in a personalized manner, as well as through the Membership Chat.

**Strategic Plan Benchmarks and ABA Communications/Marketing Activities**

**Advocacy Comms:** Drive legislative and regulatory oversight framework at all government levels to eliminate obstacles and promote the success of our industry.

**Update:**

- **ABA Communications** has worked with the GAP team on bringing media attention to a number of issues include the National Park Service Fees and CUAs hike (see Media Hits below), as well as work with influential Capitol Hill news organizations such as the The Hill, Politico and Bloomberg Government to cover ABA’s legislative activities and on transportation issue statements.

- **ABA Communications** has worked with a number of trade press this year to put a spotlight on ABA’s leadership in a number of issues affecting the industry such as the government shutdown, Intercity Bus Security Grants and NPS fees.

- ABA’s continued #WorkingForYou and #ABAEverywhere posts continue to grow and show ABA members that ABA is leading on issue affecting their business. ABA has been active on sharing the GAP team’s work with Congressional leaders, including showcasing ABA’s success with Congressional Dear Colleague Letters on the NPS fees issue as well as the Intercity Bus Security Grant Program funding. We have focused this year on targeting influencers on Capitol Hill through social media mentions and tags.

- **ABA Communications team** has been actively working with the GAP team to draw member attention ABA’s work on top priority issues such as: Canadian Carbon Tax, NPS fees, Hours of Service, Infrastructure, and Motorcoach Security Grants through member alerts, videos, surveys and articles in ABA publications and social media.

- **ABA Communications team** has been working closely with FMCSA to write regular columns in Destinations magazine.
**Membership**: Continue overall membership growth with focus on all segments of the motorcoach, tour and travel industry.

**Update:**

- ABA Communications has worked with the Membership Department on new member onboarding outreach which includes a digital New Member Kit; an Onboarding Webinar and timely ABA activity emails focused on engaging new members.

- Revamped and developed collateral to promote ABA programs and benefits.

- Regularly and consistently promote what ABA offers its membership. Highlights of programs and services, include:
  - Advocacy - #ABAWorkingForYou
  - Crisis Communications Assistance
  - Marketplace
  - Discount Partnerships
  - Networking: Councils, Meetings, Webinars
  - Education: Marketplace Education, Webinars, Council Meetings, CTIS, Entry Level Driver Training, John Kennedy on Demand
  - ABA Foundation Scholarships and Research
  - Member Promotion: ABA Publications, Member Blogs, Promotional Social Media Pieces, Member Spotlight, Consumer-focused Promotion

- ABA Membership Chat on Buses.org and Marketplace Microsite. Year anniversary of chat:
  - 725 people have contacted ABA through the chat
  - 2,000 responses since August
  - Membership recruitment tool

- ABA Sr. Director of Communication & Marketing presented to the AMA-GMOA-SCMA and NCMA-VMA-MCASC meetings. Promoted ABA benefits and recruited members at these events.

**Annual Meeting & Marketplace**: Deliver the leading marketplace for member buying/selling. To help Meetings achieve their objective, Communications will:

**Update:**

- Monthly Luke Busskohl “Marketplace Chair” Videos promoting different aspects of Marketplace
- Regular updates to the Microsite
- Regular Announcements in ABA Publications
- MAC members testimonials on “Why I am going to ABA Marketplace”
- Encouraging former attendees to be Marketplace Ambassadors
• Sponsor Promotions and “Sponsor Spotlight” pieces in all publications and on social media
• Promotion of Busworld Academy Powered by ABA

ABA Foundation: Support the work of the ABA Foundation

• Increased presence on social media, #FoundationFridays
• Release of 2017 Motorcoach Census
  • Press Release
  • Social media snippets
• Release of 2018 Economic Impact Report
  • Press Release
  • Outreach to CVBs and State Associations
• Release of Motorcoach Environment Report
  • Press Release
  • Animated Video (coming)
• Announced 2019 Scholarship Winners
  • Working on Testimonials from students and parents to showcase impact
• Updated Materials for Scholarship in a Box

Publishing, Communications and Social Media: Communicate the value ABA contributes to the industry and its members.

Update:
• Continually update buses.org with new partnership and benefits for ABA members, as well making Advocacy issues a priority and one-stop shop for visitors.

• Continuing segmented communications to members so we give the right information to the right people.

Mainstream and Trade Media Engagement: Position ABA as a leader and valued resource that the media can rely on for factual information on the industry, members as well as legislative and regulatory efforts that affect the industry.

Update:

Media Engagement:

So far in 2019, ABA has sent out 27 press releases and statements (averaging 1 a week) regarding Marketplace and the ABA Foundation, industry initiatives, happenings within the government affecting the industry, including the government shutdown.

Media Statements:
ABA Commends FMCSA for Revising the Bus Lease and Interchange Regulations
ABA Foundation Report Says Motorcoach Manufacturing Sales Slow Down in Second Quarter
ABA Congratulates Successful FY 2019 Bus Security Grant Recipients
ABA Statement on Highway Reauthorization Bill Release
ABA Foundation Announces 2019 Scholarship Recipients
ABA Foundation 2017 Motorcoach Census Shows Strong Industry
Setting the Record Straight on ABA’s Petition on the California Meal and Rest Break Rules
ABA and TheAwardZone Partner to Help Members Improve Driver Performance
ABA Supports Bipartisan $2 Trillion Infrastructure Proposal
ABA Foundation Report Says Motorcoach Manufacturing Sales Stay Steady in First Quarter of 2019
ABA Names Scatter Joy Acres as Marketplace 2020 Charity
ABA MAC Gives Back to Omaha
ABA Commends the Trump Administration for Recognizing the Role Buses Play in a Multi-Modal World
ABA, AmeriFuel Team Up for Exclusive Partnership to Increase Member Benefit
ABA Foundation Report Says Motorcoach Manufacturing Sales Stalled in Q418
Another Successful Marketplace in the Books
ABA Gives Back Raises Funds for Louisville Charity
ABA Foundation Raises Money for Scholarships
ABA Congratulates the 2019 Marketplace Award Winners
ABA CTIS Program Celebrates 30 Years
ABA Welcomes New Members to Association Board of Directors
ABA Implores Congress, Administration to Come Together and End Shutdown
Industry Associations Urge an Immediate End to the Government Shutdown
EPA Makes $40 Million Available in FY19 Diesel Emission Reduction Grants, Partner with ABA to Apply
ABA and PerilloTravelVR Partner for Exclusive Benefits for ABA Members
Media Hits:
So far in 2019, ABA has been mentioned 564 times in news articles. Example of some of the publications we have been featured in:

*Trade Show News Network*  *Star Herald*

*Denver Post*  *Metro Magazine*

*School Transportation News*  *Commercial Carrier Journal*

*BusRIDE Magazine*  *Transport Topics Radio*

*Transport Topics*  *Group Travel Leader*

*Crain’s New York Business*  *Gettysburg Times*

*Associated Press*  *Fresno Bee*

*Chauffer Driven*

Social Media Activities
ABA’s social media presence continues to grow.

**Facebook**: 5,579 (April 11) to 5,666 (Aug. 14)

**Twitter**: 4,330 (April 11) to 4,386 (Aug. 14)

**Instagram**: 1,154 (April 11) 1,225 (Aug. 14)

To put in context our competitors’ social media numbers are:

**United Motorcoach Association**

**Facebook**: 2,328 as of Aug. 14

**Twitter**: 1,437 as of Aug. 14

**Instagram**: 2 as of Aug. 14

**National Tour Association**

**Facebook**: 5,046 as of Aug. 14

**Twitter**: 10,522 as of Aug. 14

Publications
Destinations magazine held an Editorial Board Meeting in August to discuss what members are interested in. The 2020 Media Kit and Editorial Calendar was released in early September. The Sept/Oct issue featured the Best of the Best winners.

Crisis Communication

ABA continues to offer assistance to members when a crisis happens.

- ABA provided support to:
  - Polynesian Adventure Tours (2/18)
  - Lorenz Bus Service (8/19)
- ABA provided other assistance to:
  - Atlantic Limousine and Transportation – Crisis Communications Planning
  - EPN Travel – Crisis Communications Planning
  - First Class Charter – Crisis Communications Planning
  - Innovative Coaches – Crisis Communications Planning
- Presentations on Reputations Management and Crisis Communications:
  - NCMA-VMA-MCASC Regional Meeting
  - AMA-GMOA-SCMA Regional Meeting and Marketplace

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**MEETINGS & EDUCATION**

**2020 Marketplace**

Jan. 10 – 14, 2020

Omaha, NE

**Registration Numbers**

*as of August 15*

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<th></th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
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<td>473</td>
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<tr>
<td>AT Buyers</td>
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<td>317</td>
<td>293</td>
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<td>Attractions</td>
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<td>305</td>
<td>389</td>
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<tr>
<td>REC OP/Charter</td>
<td>61</td>
<td>56</td>
<td>69</td>
<td>69</td>
</tr>
</tbody>
</table>
Strategic Plan Benchmark and Activities:

- Creating targeted “road maps” and customized messages for individual membership segments which include daily schedule suggestions and a list of suggested activities at Marketplace.

Update:

Current Members:
- Sent segmented and personalized postcard
- Call campaigns for past attendees and new members
- Created and mailed personalized and segmented sales sheets to 5 unique groupings based on their previous engagement with Marketplace and ABA
- Personalized and segmented follow-up email campaign
- Identified leads for additional outreach and phone calls

Non-Members:
- Created master list of vetted prospects by segment and origin source
- Designed segments sales sheets to include Membership/Marketplace discounted fees
- Personalized and segmented email campaign
- Creating personalized and segmented sales sheets which will be mailed to 5 unique groupings
- Phone calls to qualified prospects

Registration targets for Marketplace 2020:
- Maintain net revenue by reducing expenses
- Grow paid attendees and tour operators taking appointments by 10 percent
- Highlight Return on Investment for attendees

Update:

- Current campaign to bring in Motorcoach and Tour operators who get complimentary membership and come to Marketplace for free
- Aggressively targeting motorcoach and tour operators who attend other shows, and creating a master prospect list
- Current sales sheets highlight ROI for each segment

<table>
<thead>
<tr>
<th>Associates</th>
<th>86</th>
<th>62</th>
<th>71</th>
<th>70</th>
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<tr>
<td>TOTAL</td>
<td>1534</td>
<td>1392</td>
<td>1594</td>
<td>1593</td>
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</table>
Utilizing Marketplace Advisory Committee and subcommittee members to target motorcoach and tour operators who are currently not attending

Update:

• MAC and subcommittee members are submitting qualified prospects that are being targeted with the segmented and personalized sales sheets.

• Revising the sponsorship program and assessing all sponsorships, benefits and pricing.
  Update:
  o New sales materials and benefits sheets have been created and the sponsorship program is being outsourced.
  o Secured Tennessee partners as the Sunday Operator Breakfast sponsor.
  o We have contracted 6 new sponsors.
  o 4 sponsors have upgraded their sponsorship.
  o MCI, Prevost and ABC Companies are sponsors of Busworld Academy.

• Utilizing ABA Board members and Marketplace Advisory Committee and subcommittee members for testimonials and promotional videos.
  Update:
  o Obtained testimonials from MAC and board members that were used in the segmented sales sheets sent to members and non-members.
  o Communications department is using videos and MAC and board testimonials in social media campaigns.

• Education Program Enhancements.
  o Create education panels/roundtables utilizing board members.
  o Hold education sessions on the floor that help drive the bottom line.
  o Operator exclusive special event along with educational offerings to draw more operators.
  Update:
  o Busworld Academy, powered by ABA, will bring together world-renown industry influencers, experts, scientists and engineers will be held on Monday and Tuesday.
  o Adding CEO panel on Monday.
  o Education Bites continue on the Networking Floor.
  o The subcommittee reviewed 70+ professional speakers and have contracted with 17 speakers.
  o The education schedule will include more targeted sessions by segment with unique room layouts.
  o The online webinar series continues and we are using professional speakers.

#ABAOmaha
The Omaha team has been working on their host city development for three years and is excited about hosting ABA’s Marketplace. Omaha will offer:

- 7 Pre/Post FAM Tours
- 10 Sightseeing Tours on Saturday
- Explore Omaha on Saturday Night
- Durham Museum at Union Station Event on Sunday Night
- Dine Around Omaha on Monday Night

ABA Gives Back Charity – Scatter Joy Acres

Scatter Joy Acres provides therapeutic interaction for developmentally disabled and autistic children, seniors, veterans, and at-risk children. It also provides animal rescue and therapy, an urban ranch, hands on STEM education, and animal interaction.

Marketing

- Launched a new Microsite for ABA’s Marketplace
- Developing #OMGomaha Campaign
- Research Yourself Campaign to encourage updated membership and Marketplace profiles prior to research database opening
- Optional activity sign-up for Afterglow, sightseeing and FAM tours
- STAR delegate emails, phone calls and webpage
- Marketplace Mondays on social media

New This Year

- Business Floor dress will be business casual
- Bus manufacturers are limited to 2 display coaches each
- Developing additional tutorials and videos to assist with STAR delegates pre-Marketplace prep
- Enhancing the STAR reception for new attendees
- Improving messaging and ease of submitting up-to-date profile information
- Renaming contest for the rebranding of the Resource Central
- CTIS Graduation will be a part of the Sunday lunch

Housing

- We are offering 15 hotel properties, all in the Omaha convention center district and all within 1 ½ miles from the convention center.
- The room rates range from $134-$164 per night for Buyers and $139-$189 per night for Sellers.
Transportation will be provided from all hotels to the convention center, except for the Hilton and Marriott, and from all hotels for the evening events.

The board meetings will take place at the CHI Health Center Omaha (Omaha Convention Center). The board will be able to stay at their hotel of choice.

Housing opened in late August.

Certified Travel Industry Specialist Program

- We have 25 new enrollees in 2019.
- The 2019 schedule and rates were released in January.
- A CTIS Education Bite is scheduled for Marketplace 2020.

- Working with John Kennedy on possible expanded offerings for CTIS graduates.
- Looking into other partners for CTIS designation.

Webinar Series

- We continue to offer a minimum of 2 webinars each month.
- The webinar series currently offers 58 seminars for on demand.
- 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.

BISC/BusMARC Sponsorships for 2019

- ABC Companies is the Title Sponsor for BISC and for BusMARC.
- We had $45,000 in sponsorship plus in-kind donations in 2018.
- We are renewing sponsorship contracts for the Summer 2019 and Winter 2020 meetings.

Women in Buses Council

- MCI is the title sponsor for the Women In Buses Program.
- Elizabeth Hall, John Hall’s Alaska, is the Chair.
- Sima Dahl conducted the webinar Women at Work: Leadership Hacks to Accelerate Your Ascent.
- All committees will meet 3 times in the fall.
- Pam Reipold will present Communicating in a Crisis, Handling a Fatal Accident at the onsite meeting Jan. 11.
- Nominations for the 2020 award are being solicited