ABA Finance Department

Revenue, excluding investment income, totaled $6,265,000 through 12 months ending December 31, 2018, up $8,000 from $6,257,000 through the same period in 2017. However, actual revenue was approximately $267,000 lower than budgeted for in 2018 due to lower revenue at Marketplace and the continued decline in advertising revenue in ABA’s publications.

Expenses through the 12 months of 2018 were $6,455,000, an increase of $275,000 compared to $6,173,000 in 2017. As a result, ABA experienced a net loss of approximately $190,000, compared to net income of $84,000 in the prior year. These numbers do not include investment activity.

Current assets at December 31, 2018, consisting of cash, accounts receivable, prepaid expenses and investments total $7,471,000 compared to $7,707,000 last year at this time. It should be noted the investment balances included in these amounts are as of November 30, 2018, as year-end statements were not available at the time these reports were generated. In April 2018, prior to the Spring Board Meeting, ABA transferred $100,000 from its operating account to its reserve account per the decision to build up the investment reserves. This is the 7th consecutive year ABA has contributed $100,000 to the reserve fund in its effort to replenish the funds used to purchase its office condominium. ABA currently plans on contributing an additional $100,000 in April 2019, prior to the 2019 spring meeting.
ABA Government Affairs and Policy (GAP)

EXECUTIVE SUMMARY – January 2019

In support of ABA’s Strategic Plan Objective for Government Affairs & Policy, the Government Affairs and Policy Division (GAP) continued to aggressively engage in both legislative and regulatory matters, pursuing its 2018-2020 ABA Strategic Plan targets.

In terms of legislative activities, following a slowdown in legislative activities leading up to the mid-term elections, during the lame-duck session GAP’s advocacy efforts focused on ensuring the achievements made on key FY 2019 appropriations objectives were included in a final funding package at close of Congress. These achievements included language in the House FY 2019 transportation appropriations bill to prohibit FMCSA from using funds to implement the 2015 lease & interchange rule, a funding level of $7 million for the Intercity Bus Security Grant Program in the House FY 2019 homeland security appropriations bill, and language in the report to the FY 2019 Interior appropriations bill concerning the commercial use authorization (CUA) program at the National Park Service. Unfortunately, agreement on a final funding package (or even an extension of funding) could not be reached between the President and Congress by the end of the 115th Congress, which has now led to the partial government shutdown and imperiled two of the three ABA objectives. The report language concerning NPS remains viable; however, if there is no final Interior appropriations bill, the relevance of the language is diminished. As well, little to no progress was made on two other ABA legislative objectives: airport access and data access. Congress did pass a legislation to reauthorize the Federal Aviation Administration, however it did not include the ABA sponsored amendment in support of airport access due to strong opposition from regional airports. As well, although the ABA supported data access amendment was included in autonomous vehicle legislation, opposition to other elements in the bill kept it from passage before the close of the Congress. During this period, with renewed interest in infrastructure, GAP did considerable outreach to both House and Senate offices and the U.S. Department of Transportation, laying groundwork for policy development in the 116th Congress.

On the regulatory/administrative side, following up from the prior board meeting, GAP sent out ABA letters to 20 additional jurisdiction seeking information concerning compliance with the FAST Act tolling/HOV provisions. GAP also led an industry-wide effort in support of FMCSA’s revised L&I rule proposal and FMCSA’s hours of service proposed amendments, filed comments and initiated a petition for preemption of the California meal and rest break rules, and also filed a preemption petition regarding the San Francisco International Airport inspection program. As well, supported a successful broad coalition effort to overturn a Unified Carrier Registration Board decision concerning the inclusion of intrastate school bus fleets in fee calculations.
During this period, GAP staff attended a number of state/regional association meetings and other industry meetings, including the BISC West session held jointly with the California Bus Association. The GAP staff also conducted outreach to the state/regional associations and held open industry conference calls in support of rulemaking activities, provided monthly GAP updates and guidance on various regulatory matters to ABA’s members, and began revising the ABA website tab “Working For You” to improve its usefulness to ABA members.

Finally, the BusPAC account currently stands at $232,909, with 2018 contributions totaling $73,681, that is $26,319 below our stated goal of $100,000 (and $5,103 below 2017 contributions). BusPAC expenditures/contributions for 2018 totaled $52,000. The PAC Administrative Fund currently stands at $2,250, with 2018 contributions totaling $4750.
ABA Membership & Business Development

Winter 2019

Report Summary

Membership by The Numbers
*(Count comparison from December 2017 vs 2018)*

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate</td>
<td>204</td>
<td>191</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>419</td>
<td>374</td>
</tr>
<tr>
<td>Bus Operator</td>
<td>721</td>
<td>675</td>
</tr>
<tr>
<td>Travel Industry</td>
<td>2,061</td>
<td>2,044</td>
</tr>
<tr>
<td><strong>Total Members</strong></td>
<td><strong>3,405</strong></td>
<td><strong>3,284</strong></td>
</tr>
</tbody>
</table>

- **Retention Rate**: currently at 91%
- **Top Three Priorities**: policies and processes, best practices, and mission alignment.
- **Expired Members Feedback**: Lack of engagement, contact person no longer with company, return on investment did not meet expectation.
- **New programs/benefits**:
  - New Member Packet
  - Retention Plan
  - Strategic partners (Healthy Halo, Perillo TravelVR, and AmeriFuel)
  - New Member Onboarding/Orientation Program
- **Growth**: prospects received from reliable sources, leads, as well as industry events.
- **Website Maximization**: making sure our website is easy to navigate for both current and potential members.
- **Member Persona**: developing a personal for each member segment to better identify and serve members, rather than a “one-size-fits-all” approach.
- **Database**:
  - We are currently building a Membership Dashboard with all the relevant data that will help us become more efficient, so we can focus on getting the job done.
  - Engage and educate staff through Lunch & Learn sessions.
  - Created the Member Data Clean-up project set with goals, objectives, tactics, progress, success, and metrics.
- **Engagement Opportunities to be Developed**: Promoting benefits through webinars, videos, incentives, etc.
- **2019 Focus**: member engagement, personalized and customized approach, promotion via social and digital media to justify membership (what have you done for me lately?)
ABA Communications & Marketing Board of Directors Report

Melanie Hinton/Winter 2019

Introduction:

2018 was a busy and successful year for the ABA Communications and Marketing. This fall we revamped the buses.org homepage and a number of pages inside as well as added a Live Chat function where we have had more than 400 people contacted us and answered approx. 1200 inquiries since we launched. We have also been heavily promoting 2019 Marketplace, 2017 Motorcoach Census and 2018-2019 Scholarship program.

With new Senior Director of Membership coming on board, we have helped the membership team streamline and personalize membership promotion as well as retention programs.

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 travel trade press this year to put a spotlight on ABA’s leadership in a number of issues affective the travel and tourism industry such as the travel ban 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. **UPDATE:** ABA also added Let’s Talk headers to issues such as NPS and FMCSA regulations throughout the year on social and Pete filmed a number of Let’s Talk videos.

- ABA Communications team has been actively working with the GAP team to not only draw member attention to the possible loss of the fuel tax refund but to engage members to give us information that we can take to Congress through videos, surveys and articles in ABA publications and social media.

- ABA Communications has worked with GAP team to reinvent their section of the website to make it easier for Members and State Associates to access top priority issues information.

**Membership:** Continue overall membership growth with focus on all segments of the motorcoach, tour and travel industry.

**Update:**
ABA has developed a new database system and with that comes the ability to personalize information to members through our new communications system, Informz. ABA is now able to allow members to choose how ABA communicates with them as well track who is opening what and when.

Utilizing the new database and Informz, ABA Communications has created marketing automation campaigns to help recruit new members as well as stay in contact and “care for” new members throughout their first year. **UPDATE**: ABA can now track members when they visit buses.org and therefore use that information to further personalize information to members and give them exactly what they are interested in.

The Communications & Marketing Team has also created a new branding campaign: Let’s Talk that engages members and potential members on ABA activities and issues. The Let’s Talk campaign debuted at the SYTA Annual Meeting in August. **UPDATE**: ABA also added Let’s Talk headers to issues such as NPS and FMCSA regulations throughout the year on social and Pete filmed a number of Let’s Talk videos.

Peter has created a number of Let’s Talk videos on issues important to ABA members as well as promote the ABA Foundation and new ABA membership benefits.

Developed phone wallets promoting ABA.

Revamped and developed collateral to promote ABA programs and benefits.

The Communications & Marketing Team has also developed marketing automation techniques to help foster membership growth and retention. **UPDATE**: ABA MARCOMMS developed an online Membership Welcome Kit ([http://www.nxtbook.com/ygsreprints/ABA/aba_welcome_201811/index.php](http://www.nxtbook.com/ygsreprints/ABA/aba_welcome_201811/index.php)) which is now sent via INFORMZ as part of the membership onboard process.

ABA Communications has been working closely with Membership team to change the buses.org website to make it more member and potential member friendly. More welcoming. You will have seen that we have changed wording on the top level to be more inclusive. We debuted a new, more user-friendly homepage at the end of September.

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
To enhance our Customer Service: In August, ABA launched a live chat opportunity for members and visitors to buses.org who need help finding information on ABA, Marketplace or need to update their membership information. **UPDATE:** Since its inception more than 400 people have used the live chat option and we have responded to more than 1200 inquiries.

ABA’s participation in the FMCSA’s Our Roads, Our Responsibility campaign, as well as our partnership with Busing on the Lookout program, continues to raise the profile of ABA not only in the industry but also with government leaders. ABA has taken a lead role in partnerships that deal with our industry and is often the only motorcoach association involved. **UPDATE:** ABA secured Greyhound Bus Driver Keith Cummings from Chicago to participate in OROS’s Voices of Safety video campaign. Keith and buses will be first video launched in this campaign.

In September, produced in both English and Spanish HMC videos with Bill Torres and Rod Vasquez of DC Trails promoting the September meeting and belonging to the HMC.

In December, helped launch a partnership with School Transportation News to create a school bus operator award and have a presence at STN’s EXPO to bolster benefits for SBC members as well as build closer relationship with the publication.

Created Meet Your Board Members campaign to introduce ABA Board Members to the larger membership as many have mentioned they do not know who the Board Members are. This appeared in social media as well as relevant publications.

Created an ad for MCI’s annual calendar in both English and French to promote ABA/MCI’s Motorcoach Operator of the Year.

**Annual Meeting & Marketplace:** Deliver the leading marketplace for member buying/selling.

**Update:**

- ABA Communications is working closely with Meetings Department to utilize host city and Marketplace Chairman to make compelling social media and email content to share with members. We have utilized our #MarketplaceMondays on social media to highlight either Louisville as the host city or an aspect of the event. Marketplace Chair Kim Grzywacz developed regular videos promoting deadlines and highlights for Marketplace.

- ABA MARCOMMS working with Meetings and Membership Departments developed an appealing Marketplace microsite to promote the event to outside our membership industry professionals. This launched in January 2019 promoting Omaha 2020.

- We will continue using speakers as program ambassadors and ask for them to do videos promoting their education session as well as the event.

- Developed advertising collateral for trade publications as well as for ABA publications and social media to promote programs and special events during Marketplace.

- Utilized social media and onsite videos to promote current Marketplace as well as create evergreen material to use throughout the year.
• Had many speakers write exclusive articles for ABA’s The Insider throughout the year to not only educate but promote their education sessions at Marketplace.

**ABA Foundation:** Support the work of the ABA Foundation

**Update:**

• ABA Communications developed Scholarships in a Box set of printed materials and sent to all ABA members to help promote Foundation Scholarships to their employees.

• ABA Communications continues to promote the Foundation and its activities on social media with #FoundationFridays as well as in ABA’s publications.

• ABA Communications & Marketing have taken Scholarship winner testimonials and are utilizing these stories to promote not only donations to the Fund A Future campaign but also to encourage others to apply.

• Utilize ABA and ABA Foundation leadership in blog and video posts throughout the year to help raise awareness of the ABA Foundation scholarships and fundraising. **UPDATE:** Launched John Percy and Brenda Borwege videos calling for donated Auction items in November.

• ABA Communications continues to work with Dunham & Associates to release the quarterly motorcoach sales survey. **UPDATE:** ABA sent out three press releases on the surveys.

• ABA Communications took over the communications for the annual Motorcoach Census survey and sent printed and electronic surveys to members and non-members. Created homepage and webpage access to Survey. ABA worked with UMA to have them promote the Census to their members. As of this report (Jan. 4) we have had 229 completed survey returned. This is more than the last Census.

• ABA Comms reached out to universities with travel and tourism programs to promote available ABA scholarships for non-members.

• Created #WOWWednesdays to promote big ticket auction items.

• Launched Percy’s Purse Raffle to promote the purse raffle that will benefit scholarships during Marketplace. Sent emails and promoted on social.

• Sent near weekly Foundation Friday emails to promote the scholarship, auctions and ABA Foundation research.

• Peter taped a video to announce the launch of the 2018-2019 Scholarship season on Dec. 6.

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

**Update:**

**Media Engagement:**
In 2018, ABA sent out 34 press releases and statements regarding Marketplace and the ABA Foundation, industry initiatives, happenings within the government affecting the industry, including Congressional tax reform, terrorism and the travel and tourism industry.

**Media Hits:**

In 2018, we ABA leadership for several interviews and op-eds including: articles in Travel Weekly and Group Travel on NPS fees; Peter wrote an op-ed for Group Travel on the Supreme Court upholding the Trump Administration’s Travel Ban; Peter worked with Travel Weekly on an article on Infrastructure. Peter appeared regularly on Road Dog Radio.

**Social Media Activities**

ABA’s social media presence continues to grow. We have been active engaging members on a variety of topics such as National Day celebrations where we promote ABA members; using Louisville CVB and 2019 Marketplace Chairman Kim Grzywacz videos to promote Marketplace as well as Peter doing a number of Let’s Talk videos to bring awareness to our events and Advocacy issues. We are seeing that video is king and will be utilizing videos more in the future.

We continue to see our social media channels grow:

- **Facebook:** 5,223 in Aug. to 5,320 (as of Jan. 4)
- **Twitter:** 4,150 in Aug. to 4,256 (as of Jan. 4)
- **LinkedIn:** 3,580 in Aug. to 3,589 (as of Jan. 4)
- **Instagram:** 855 in Aug. to 984 (as of Jan 4)

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

- **United Motorcoach Association**
  - **Facebook:** 2,169 as of Jan. 4
  - **Twitter:** 1,359 as of Jan. 3

- **National Tour Association**
  - **Facebook:** 5,007 as of Jan. 3
  - **Twitter:** 10.5k as of Jan. 3

**Publications**

On Jan. 7, ABA launched a new The Insider with new partner, INLoop. The Insider will utilize AI technology and enable members to choose the news they want to read regarding their part of the industry and that is all they will see – in addition to ABA News – with this new publication. This is another example of ABA personalizing the member’s experience with ABA.

**Crisis Communication**
ABA continues its campaign to educate our bus and tour operator members about ABA’s Crisis Communications member benefit. ABA Communications also helped members prepare crisis communications plans as well as deal with customer service communications issues.

QT Transport (3/9)                                Safety Bus Service (7/16)
First Class Tours (3/12)                           Karst Stage (11/30) (pre-emptive statement)
Storer Transportation (3/26)                       Eyre Bus, Tour and Travel (12/20)
Miller Transportation (5/4)

ABA also provided “other” communications assistance to members, whether it was to help them create a crisis communications, deal with difficult customer service situations or working with members to create positive media:

International Stage Lines (4/2)
Anderson Coach and Travel (Early Travel)
OurBus (8/13)
DC Trails (July)