MEMBERSHIP DEPARTMENT
OVERVIEW
FIRST QUARTER FOCUS

- Outreach campaigns
- Cleaning the database
- Enhancing/creating valuable benefits and resources
MEMBERSHIP BY THE NUMBERS

New Members since January: 68

- 6 Associate
- 6 Tour Operators
- 11 Bus Operators
- 45 Travel Industry Companies
MEMBERSHIP CAMPAIGNS

- West Coast Campaign: CA, CO, NV, OR, UT, & WA
  - Motorcoach Operator
  - Tour Operator
  - Travel prospects
- Member referrals
- 2019 ABA Marketplace nonmember motorcoach operators
- Leads acquired via social/digital media
- Industry shows attended by ABA staff
- And more…
NEW INITIATIVES

- Membership Certificate
- Member Spotlight
- Membership Committee
- ABA on the Road

Fighting for you...

ABA's government affairs staff, armed with decades of experience, closely monitors key legislative and regulatory developments and weighs in on inequitable regulations on your behalf, keeping you informed and engaged in the process.

ABA's staff held more than 200 meetings on Capitol Hill in 2018, with both members and staff to educate on ABA's legislative priorities, including 6 meetings between ABA leadership and key transportation legislators.

We are working closely with the Federal Motor Carrier Safety Administration on issues affecting bus operators and rules impacting school bus operators, like the Lease & Interchange Regulation.

We are working with the National Park Service and Congressional leaders to help fight the outrageous fee hikes and permits that you and your customers are required to pay when entering National Parks.

- Membership Brochure
- Onboarding Webinar
- Strategic partnerships
DATABASE: DATA CLEAN-UP

- Identified and merged 500 duplicate accounts
- Continue to research, and update member contact information
- Identified 297 individuals with no email address
Questions?

Thank you

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