Report of the President & CEO
2019 Internal Enhancements

People – Processes - Performance

**Database** – Better at knowing and touching members

**Communications** – Better at communicating to members in a way that they want and expect, giving them the information they need and in a format they want

**Phone** – We now have the ability to communicate with members from every platform – laptop, mobile device, phone

**Staff** – Allocating staff to the appropriate department, moving sponsorships to D.C.
2019 Budget

Revenue: $6,130,500

Expenses: $6,129,166

Net: $1,334
Dues Revenue

*Year-to-date through July 2018*
Membership Growth

- Membership remains the top revenue priority and drives revenue to dues, Marketplace registration and sponsorship, and advertising in ABA publications.
- Membership increased by 358 year-to-year at the end of Q1. by 68 since January 1\textsuperscript{st} and by 362 in 2018.
- ABA still needs to better connect with current and potential members.
- Membership Department has been restructured.
- Membership brochures being created to target segments.
<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omaha, NE</td>
<td>January 10-14</td>
<td>2020</td>
</tr>
<tr>
<td>Grapevine, TX (Gaylord)</td>
<td>January 8-11</td>
<td>2022</td>
</tr>
<tr>
<td>Baltimore, MD</td>
<td>Jan. 29-Feb. 2</td>
<td>2021</td>
</tr>
<tr>
<td>Multiple Cities Targeted</td>
<td>Location TBD</td>
<td>January 2023</td>
</tr>
<tr>
<td>Nashville</td>
<td>January</td>
<td>2024</td>
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</tbody>
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Government Affairs

• Remained focused on FY 19 appropriations – seeking funding for Intercity Bus Security Grant program and National Park Fee increases
• Preparing for the potential of Infrastructure legislation moving through Congress
• Other Key Issues
  – Airport Access and Bus Treatment at Airports
  – Tolling
  – Fuel tax rebate
Communications

• Statements on a number of issues including NPS Fees and an Infrastructure Plan
• Continued collaboration with Membership on more personalized and targeted communications
• Revamping marketing collateral
• Live chat on Buses.org
• Continued social media growth

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today</td>
<td>5,600</td>
<td>4,338</td>
</tr>
<tr>
<td>May 2018</td>
<td>5,108</td>
<td>4,057</td>
</tr>
</tbody>
</table>
• Board of Governors May 1st  
• Focus on long-term giving, because of matching donations from two anonymous donors  
• Working to better communicate results of the 2017 Census and promote participation in 2018 data collection  
• Working to update our previous research, and add new research
ABA Foundation Research

Ongoing

• Motorcoach Census
• Group Travel & Tourism economic impact and local reports
• Quarterly manufacturer data collection

Potential Future Projects

• Tie to government affairs and policy
  • Motorcoach Driver Payment Structures Study – Texas Transportation Institute
• Review, Analysis and Categorization of Accidents from the Past 10+ Years
• Study on Security Strategic Planning of Bus Operators
• Economic Impact of Driver Health and Wellness
• Economic Impact of Motorcoach Accidents
• The Environmental Benefits of Motorcoach Travel – MJ Bradley
• Study of Motorcoach Driver Performance and Behavior
• Recommended Preventative Maintenance Intervals
• Federal Transportation Subsidies Study – Nathan
ABA Councils

Women in Buses Council
Hispanic Motorcoach Council
Entertainer Motorcoach Council
Asian Motorcoach Council
School Bus Council

Related Associations
Skal International
Florida Motorcoach Association