Welcome to Louisville!

Karen Williams
Louisville Tourism
Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA
ABA Gives Back

Nicole Twigg
Louisville Tourism
Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA
ABA Marketplace Update

Kim Grzywacz
CIT Signature Transportation
2018 Marketplace Chair
Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA
President’s Report

Peter J. Pantuso
American Bus Association
President & CEO
Report of the President & CEO
CEO Roundtable - Protecting the Value of Your Business

Topics Include:
- Structuring your company
- Preparing for a sale or merger
- Social media and employment rights
- Litigation and settlement strategies

Saturday, Jan. 26
8:30 a.m. - 12:30 p.m.
Room M112
ABA's Marketplace

Speakers:

Teresa V. Pahl
Partner
Hanson Bridgett
San Francisco, Calif.

Stephen E. Geduldig
Shareholder
Pion, Nerone, Girman, Winslow & Smith, P.C.
Harrisburg, Pa.

Jeffrey L. O'Hara
Partner
Connell Foley
Newark, N.J.

Tamara B. Goorevitz
Principal
Franklin & Prokopik, P.C.
Baltimore, Md.

Moderator: Thomas D. DeMatteo
Chief Legal Officer, General Counsel and Secretary
ABC Companies
Fairbault, Minn.

Sponsored by:
2019 Budget

Revenue: $6,130,500

Expenses: $6,129,166

Net: $1,334
2018 Financials

Revenue: $6,265,000

Expenses: $6,455,000
Net Loss: $190,000*

*Does not include investment activity.
## Dues Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Operator Dues</th>
<th>Tour Operator Dues</th>
<th>Associate Dues</th>
<th>Travel Industry Dues</th>
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<tbody>
<tr>
<td>2008</td>
<td>$330,000</td>
<td>$70,000</td>
<td>$40,000</td>
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<tr>
<td>2009</td>
<td>$340,000</td>
<td>$75,000</td>
<td>$45,000</td>
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<tr>
<td>2010</td>
<td>$350,000</td>
<td>$80,000</td>
<td>$50,000</td>
<td>$1,100,000</td>
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<tr>
<td>2011</td>
<td>$360,000</td>
<td>$85,000</td>
<td>$55,000</td>
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<tr>
<td>2012</td>
<td>$370,000</td>
<td>$90,000</td>
<td>$60,000</td>
<td>$1,200,000</td>
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<tr>
<td>2013</td>
<td>$380,000</td>
<td>$95,000</td>
<td>$65,000</td>
<td>$1,250,000</td>
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<tr>
<td>2014</td>
<td>$390,000</td>
<td>$100,000</td>
<td>$70,000</td>
<td>$1,300,000</td>
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<tr>
<td>2015</td>
<td>$390,000</td>
<td>$105,000</td>
<td>$70,000</td>
<td>$1,350,000</td>
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<tr>
<td>2016</td>
<td>$400,000</td>
<td>$110,000</td>
<td>$75,000</td>
<td></td>
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<tr>
<td>2017</td>
<td>$400,000</td>
<td>$115,000</td>
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<td>2018</td>
<td>$410,000</td>
<td>$120,000</td>
<td>$85,000</td>
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*Note: Year 2018+ data not available.*
Membership Growth

• Membership increased by 121 in 2018. We need to better connect with current and potential members, and we need Board support

• Membership reached out to expired members
  • Lack of engagement
  • Contact person no longer with company
  • Return on investment did not meeting expectation
<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
<th>Year</th>
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</thead>
<tbody>
<tr>
<td>Louisville, KY</td>
<td>January 26-29</td>
<td>2019</td>
</tr>
<tr>
<td>Omaha, NE</td>
<td>January 10-14</td>
<td>2020</td>
</tr>
<tr>
<td>Baltimore, MD</td>
<td>Jan. 29-Feb. 2</td>
<td>2021</td>
</tr>
<tr>
<td>Grapevine, TX (Gaylord)</td>
<td>January 8-11</td>
<td>2022</td>
</tr>
<tr>
<td>TBD</td>
<td>January</td>
<td>2023</td>
</tr>
<tr>
<td>Nashville</td>
<td>January</td>
<td>2024</td>
</tr>
</tbody>
</table>
• Language included in the House FY 2019 transportation appropriations bill to prohibit FMCSA from using funds to implement the 2015 lease & interchange rule,

• Funding level of $7 million for the Intercity Bus Security Grant Program in the House FY 2019 homeland security appropriations bill

• Language in the report to the FY 2019 Interior appropriations bill concerning the commercial use authorization (CUA) program at the National Park Service

• Unfortunately, no agreement on a final funding package 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
ABA sent 20 letters to an 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
Filed a preemption petition regarding the San Francisco International Airport inspection program
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
Marketplace 2019

• Leading up to Marketplace, ABA has created a social media campaign promoting the show with designated days like #MarketplaceMondays and contests #ABALouisville
• Developed Chats with Kim (Monthly videos from Marketplace Chair)
• Working with host city Louisville on developing “What’s New” videos
• Statements on a number of issues including NPS Fees and Shuster infrastructure plan
• Continued collaboration with Membership on personalized communications
• Revamping marketing collateral
• Live chat on Buses.org
• Continued social media growth

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
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<tbody>
<tr>
<td>Today</td>
<td>5,259</td>
<td>4,179</td>
</tr>
<tr>
<td>May 2018</td>
<td>5,108</td>
<td>4,057</td>
</tr>
</tbody>
</table>
Welcome to ABA! How may we help you today?

Erin asked: Not you?

Chat Now

Message Insights: Jan 9, 2019 - Jan 9, 2019

- 427 Messaging Connections
- 0% Block Rate

As of January 9, 2019

12:19 PM

Hi Julia,

Thanks for reaching out. Actually, appointment scheduling is not open yet. The Research Database opens on September 12 and appointment requests begin on September 23. All appointment requests are due by January 4, and schedules will be sent to appointment takers on January 15. Here's the schedule of all key dates: https://www.buses.org/aaa/eventmarketplace-2019/schedule2

Hope this helps.

Melanie

This is awesome!! Thanks so much and see yall there!!

Melanie, you are the best.

Perfect, thank you for reconfirming Erin. Have a fantastic weekend 😊
Social Media Growth

Social Media Followers


Facebook
Twitter
LinkedIn
Instagram

4804 5108 5247 5320
3871 4057 4168 4256
3567 3582 3575 3589
409 569 871 984

0 1000 2000 3000 4000 5000 6000

ABA
AMERICAN BUS ASSOCIATION
Dear Editor,

Thank you for your interest in the American Bus Association. We understand that your time is limited, and we appreciate your allocating some of it to us. This week's issue of the Insider is packed with relevant news and information for the bus industry. We hope you find it valuable.

Let us know if there are any topics you would like to see covered in future editions by clicking here to personalize your newsletter.

Best regards,

American Bus Association
New ABA INSIDER
The News YOU Choose
• Continued focus on long-term giving, thanks to a matching donation from an anonymous donors
• Continuing to work with our research partners, but also looking to update our previous research
• “Scholarship in a Box”
• Great response to auction item solicitation
• Currently at 233 completed. Need 300 completed to have a reliable report
• Thank you for completing the Census!

DATTCO
Adirondack Trailways
Anderson Coach & Travel
Plymouth & Brockton Street Railway Co.
Trans-Bridge Lines
Concord Coach Lines
Coach USA
Pacific Western Transportation
Big Bus Tours
Southeastern Stages

Starr Tours, Inc
Bieber Transportation Group
C&J Lines
Great Day! Tours & Charter Bus Service
Miller Transportation
Burlington Trailways
Hale Transportation
Peter Pan
Academy
Jefferson Lines
• **Silent Auction** – bidpal.net/abaf
  – Bidding closes at 3 pm on Tuesday

• **Live Auction** – 4 pm Saturday–Four buses…and MORE!

• **Afterglow** – Sponsored by Hard Rock and Prevost:
  Monday from 9:30 pm – 12:30 am at Hard Rock Cafe

• **ABA Gives Back** – Backside Learning Center
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
Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA
Counsel’s Report

Richard P. Schweitzer
ABA Counsel
Counsel’s Report
ABA Board of Directors Meeting

Louisville, KY
January 25, 2019
Antitrust Guidelines

- No discussion of rates or components of rates
- No division of markets, passengers or services
- No agreements to not deal with competitors, vendors or customers
- These rules apply throughout the meeting at all times
FAST Act Tolling Equity

- OTRBs to receive same rates, terms and conditions as transit vehicles at tolling facilities constructed with federal funds under 23 USC § 129(a)
- FHWA released guidance for funding recipients on Feb. 22, 2018; list of affected facilities included but no information on rates or terms for public transit buses
Tolling Equity Issues

- Constructed with federal funds means all facilities subject to sec. 129 tolling agreements, and those that have or will become subject to sec. 129 post-MAP-21
- Serve the public means service to general public, including general, special or charter service on a regular and continuing basis (same as designated public transportation under ADA)
FHWA Tolling Issues

- Initial list of affected facilities found in the docket, but no info on terms for public transit vehicles
- ABA sent letters to MassDOT and 20 other toll facility operators on Nov. 30 asking for certification of compliance with equity requirements and info on terms/rates for transit buses
Gathering data from facility operators: 6 of 20 have said no special deals for transit buses, 3 others requested additional time to respond; will follow up to complete the research

MassDOT has responded to FHWA, but we have not received any notice re the effect on 3 facilities in MA
SFO Airport Access

- Airport requiring annual bus inspection and decals, fees
- Inspection standards are in addition to FMCSA rules: no safety benefit, incompatible with federal rules, and undue burden on interstate commerce
- Subject to preemption by FMCSA; petition filed October 18, 2018
- Expect publication in Fed. Reg. soon
California Meal and Rest Breaks

- FMCSA preempted Calif. MRB rules for motor carriers of property on Dec. 28
- Agency split off passenger carriers due to separate legal issues
- ABA filed preemption petition for bus operators on January 10
- We expect favorable treatment from FMCSA, court challenge
Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA
Insert new board and retirements
Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA
Winter 2019 PAC Report

2019 Winter Board of Directors Meeting

January 25, 2019
Kentucky International Convention Center
Louisville, KY
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance (as of January 2019)</td>
<td>$230,924</td>
</tr>
<tr>
<td>2018 Income</td>
<td>$73,680</td>
</tr>
<tr>
<td>2018 Expenditures</td>
<td>$52,500</td>
</tr>
</tbody>
</table>
2018 BOARD CONTRIBUTIONS

Total Board

- Contributors: 61%
- Non-Contributors: 33%
- Non-US: 0.06%

Eligible Board

- Contributors: 65%
- Non-Contributors: 35%
2018 BusPAC DONORS

CHAIRMAN’S CLUB
(Contributions of $5,000)
Doug Anderson
Linda Burtwistle
Francis Tedesco
Bill Torres

PRESIDENTS CLUB
(Contributions of $3,000 to $4,999)
Gene Berardi
Harry Blunt
Julia Conway
Don DeVivo
Ron Moore
Peter Picknelly

CAPITOL CLUB
(Contributions of $2,000 to $2,999)
Chris Anzuoni
Dane Cornell
Frank Henry
Alan Glickman
T.J. Morgan

EXECUTIVES CLUB
(Contributions of $1,000 to $1,999)
Ben Blunt
Fred Kaiser
Craig Lentzsch
Gregory Tedesco

MANAGERS CLUB
(Contributions of $250 to $499)
Stephanie Brooks
Brian Cole
Mike Dickson
A.J. Kinney
Linda Spruill

DIRECTORS CLUB
(Contributions of $500 to $999)
David Eaton
Scott Henry
Craig Lentzsch
John Percy

ABA staff contributed $6,700 in 2018.
2018 BUSPAC EXPENDITURES

2018

➢ 36 events, for a total of $52,500
  ▪ 10 events sponsored/hosted by BusPAC

➢ 4 events – no funds expended
Buspac And Midterm Elections

- BusPAC Supported 50 Legislators – 115th Congress
  - 11 Lost Their Seats
  - 5 Chose to Retire
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Balance as of January 1, 2019</td>
<td>$3,250</td>
</tr>
<tr>
<td>2018 Income</td>
<td>$4,750</td>
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<tr>
<td>2018 Expenditures</td>
<td>$2,500</td>
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</table>
It’s that time of year again…

➢ Update your BusPAC solicitation authorization

➢ Make your 2019 contribution

✓ New Congress
✓ Key issues
✓ ABA stature
✓ Maximizing Impact
Contribution Levels

CHAIRMANS CLUB:  Contributions of $5,000

PRESIDENTS CLUB:  Contributions of $3,000 to $4,999

CAPITOL CLUB:  Contributions of $2,000 to $2,999

EXECUTIVES CLUB:  Contributions of $1,000 to $1,999

DIRECTORS CLUB:  Contributions of $500 to $999

MANAGERS CLUB:  Contributions of $250 to $499

ABA staff will also continue contributions in 2019
Finance & Budget
# YTD Revenue

<table>
<thead>
<tr>
<th></th>
<th>Through 12 Months 2018</th>
<th>Budget 2018</th>
<th>Through 12 Months 2017</th>
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<tbody>
<tr>
<td>Membership</td>
<td>1,704,000</td>
<td>1,725,000</td>
<td>1,694,000</td>
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<tr>
<td>Marketplace</td>
<td>3,306,000</td>
<td>3,480,000</td>
<td>3,395,000</td>
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<tr>
<td>Publications</td>
<td>717,000</td>
<td>975,000</td>
<td>740,000</td>
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<tr>
<td>Other Income</td>
<td>538,000</td>
<td>353,000</td>
<td>428,000</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>6,265,000</strong></td>
<td><strong>6,533,000</strong></td>
<td><strong>6,257,000</strong></td>
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<tr>
<td></td>
<td>Through 12 Months 2018</td>
<td>Budget 2018</td>
<td>Through 12 Months 2017</td>
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<tr>
<td>------------------------</td>
<td>------------------------</td>
<td>-------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>Government Affairs</td>
<td>1,268,000</td>
<td>1,298,000</td>
<td>1,110,000</td>
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<td>Communications</td>
<td>357,000</td>
<td>371,000</td>
<td>343,000</td>
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<td>Membership</td>
<td>755,000</td>
<td>623,000</td>
<td>698,000</td>
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<tr>
<td>Marketplace</td>
<td>1,595,000</td>
<td>1,684,000</td>
<td>1,644,000</td>
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<td>Publications</td>
<td>647,000</td>
<td>785,000</td>
<td>710,000</td>
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<tr>
<td>G &amp; A</td>
<td>1,508,000</td>
<td>1,438,000</td>
<td>1,407,000</td>
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<tr>
<td>Board of Directors</td>
<td>325,000</td>
<td>267,000</td>
<td>261,000</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td><strong>6,455,000</strong></td>
<td><strong>6,466,000</strong></td>
<td><strong>6,173,000</strong></td>
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<tr>
<td><strong>Net Income</strong></td>
<td><strong>(190,000)</strong></td>
<td><strong>67,000</strong></td>
<td><strong>84,000</strong></td>
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</table>
Make 2019 BusPAC’s Best Year Ever
Help BusPAC Reach $100,000!

THANK YOU!
Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA
<table>
<thead>
<tr>
<th><strong>Board Meetings</strong></th>
<th></th>
<th><strong>Marketplace Meetings</strong></th>
<th></th>
<th><strong>Additional Meetings</strong></th>
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<tbody>
<tr>
<td>Spring Board Meeting 2019</td>
<td></td>
<td>American Bus Marketplace 2020</td>
<td></td>
<td>BISC/BusMARC Summer Meeting 2019</td>
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<tr>
<td>May 1 – 2, 2019</td>
<td></td>
<td>Jan. 10 – 14, 2020</td>
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<td>June 25 – 27, 2019</td>
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<td>Capital Hilton</td>
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<td>Omaha, NE</td>
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<td>BWI Airport, MD</td>
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<td>Washington, DC</td>
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<tr>
<td>Spring Board Meeting 2020</td>
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<td>American Bus Marketplace 2021</td>
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<td>Entertainer Motorcoach Council</td>
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<td>Conrad Hilton</td>
<td></td>
<td>Baltimore, MD</td>
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<td>Nashville, TN</td>
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<td>Washington, DC</td>
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<tr>
<td>Fall Board Meeting 2019</td>
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<td>American Bus Marketplace 2022</td>
<td></td>
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<tr>
<td>Sept. 23 – 24, 2019</td>
<td></td>
<td>Jan. 7 – 11, 2022</td>
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<tr>
<td>The Breakers Resort</td>
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<td>Grapevine, TX</td>
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<td>Palm Beach, FL</td>
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<td>Fall Board Meeting 2020</td>
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<td>American Bus Marketplace 2024</td>
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<td>Sept. 21 – 22, 2020</td>
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<td>Jan. 5 – 9, 2024</td>
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<td></td>
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<tr>
<td>The Inn at Biltmore</td>
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<td>Nashville, TN</td>
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<td>Asheville, NC</td>
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<tr>
<td>Spring Board Meeting 2021</td>
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<tr>
<td>April 26 – 27, 2021</td>
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<tr>
<td>Conrad Hilton</td>
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<tr>
<td>Washington, DC</td>
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Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA
GOVERNMENT AFFAIRS AND POLICY REPORT

2019 Winter Board of Directors Meeting

January 25, 2019
Kentucky International Convention Center
Louisville, KY
Government Affairs & Policy

I. Strategic Goals
II. Legislative Update
III. Regulatory/Administrative Update
IV. Resource Management
I. STRATEGIC GOALS

2019 ABA Strategic Plan
- Government Affairs and Policy (GAP):

1. Legislative impact on industry; report on successes;

2. Change/Modify existing regulations; prevent onerous/burdensome regulatory actions;

3. Resource Management
II. LEGISLATIVE UPDATE

MID-TERM ELECTION RESULTS

House = 435 seats of 435 up for reelection
✓ 218 seats to control
✓ Democrats: needed 23; won 40 seats
✓ Democrats control House in 116th Congress

Senate = 100 seats, 35 up for election in 2018
✓ 35 = 26 Ds, 9 Rs
✓ D’s needed 2 more seats for control to flip
✓ R’s retained control, picked up 2 seats
II. LEGISLATIVE UPDATE

116th Congress
Republican Controlled Senate | Democrat Controlled House

U.S. Senate
53-R v. 47-D

House of Representatives
235-D v. 199-R
1 uncalled
- Legislature
- Department of Defense
- Department of Labor
- Department of Energy etc
II. LEGISLATIVE UPDATE

Legislation – 116th Congress

1. Appropriations
2. Infrastructure
3. Intercity Bus Security Grant Program
4. Miscellaneous
II. LEGISLATIVE UPDATE

1. Appropriations – FY 2020

OFFENSE
- Security Grants
- NPS
- Lease & Interchange
- ??????

DEFENSE
- Security Grants
- NPS
- Brand USA
- ??????
II. LEGISLATIVE UPDATE

2. Infrastructure/Reauthorization –

<table>
<thead>
<tr>
<th>OFFENSE</th>
<th>DEFENSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tolling</td>
<td>Fuel Tax Refund</td>
</tr>
<tr>
<td>Airport Access</td>
<td>Tolling</td>
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<tr>
<td>Data Access</td>
<td>En Route Inspections</td>
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<tr>
<td>TNCs</td>
<td>CA Meal&amp; Rest Break</td>
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<tr>
<td>Transit Issues</td>
<td>HOS</td>
</tr>
<tr>
<td>Bus v. Truck Analysis</td>
<td>FLSA</td>
</tr>
<tr>
<td>??????</td>
<td>??????</td>
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</tbody>
</table>
II. LEGISLATIVE UPDATE

3. Intercity Bus Security Grant Program

OFFENSE
- Reauthorization

DEFENSE
- Elimination
II. LEGISLATIVE UPDATE

4. Miscellaneous

- Data Access
- NPS
- FLSA
- ?????
III. REGULATORY/ADMINISTRATIVE UPDATE

➢ Regulations

1. Lease & Interchange – extension; final rule
2. IRS Regulations - §199A QBID
3. HOS – ANPRM
4. UCR Fees
5. TSA – Security Training – Final Rule, Video

➢ Administrative Actions

1. California Meal & Rest break
2. NPS – Fee Increases/CUAs
3. Tolling/HOV (FAST Act) – Guidance Notice
4. New DOT Order on rulemaking
Resources

1. Councils
2. State/Regional Associations
3. The Board
4. In-House
IV. RESOURCE MANAGEMENT

1. Councils

➢ BISC - 2019 Meetings
✓ Winter Meeting - January 27-28, Louisville, KY
✓ 150+ registrants
✓ Sponsorships are robust
✓ Summer meeting June 25-26, Linthicum, MD

➢ BISC – West 2018 – October 21-23, Olympic Valley, CA
✓ 120+ participants
✓ Invited to join CBA again in 2019

➢ BusMARC – 2019 Meetings
✓ Winter Meeting - January 28-29, Louisville, KY
✓ 60 registrants
✓ Offsite – Free Enterprise and MCI
2. STATE & LOCAL

1. Issues
   a. San Francisco Airport – Inspections
   b. Chicago “Party Bus” Ordinance
   c. California – En Route Inspections

2. State/Regional Association
   a. Participation in 15+ state/regional/transportation mtgs
   b. Quarterly conference calls - increased collaboration
   c. 2019 Roundtable & Legislative Update
IV. RESOURCE MANAGEMENT

3. The Board

- **2018**
  - ABA/UMA Fly-In
  - Spring Leadership Meetings
  - Fall Fundraiser

- **2019**
  - Leadership Meetings
    - Appropriations
    - Ways & Means/Finance
    - Transportation
  - Fundraiser(s)
4. In-House

- Data sources
  - Subscriptions, services

- Consultants

- Coalitions
  - Formal and informal

- Website: “Working For You”
IV. RESOURCE MANAGEMENT

Working For You

POLICY ISSUES
MONTHLY GAP UPDATE
TESTIMONY & COMMENTS
INDUSTRY RESEARCH
FEDERAL FUNDING & TRAINING OPPORTUNITIES
BUSPAC

Advocacy

LET'S TALK DERA GRANTS!

Welcome to ABA's Government Affairs & Policy page – we’re glad you’re here! On this page you will find all sorts of information on what we are doing to support you and the motorcoach, tour and travel industry. It will also let you know what YOU can do to support our efforts, your business and the industry as a whole. Whether it’s legislation that’s moving, a regulatory proposal open for comments or a funding opportunity available, we’re here WORKING FOR YOU. So please don’t hesitate to reach out if you need something or if you have questions - just send us a note at info@abausa.org.

ADVOACY NEWS

EPA MAKES $40 MILLION AVAILABLE IN FY19 DIESEL EMISSION REDUCTION GRANTS, PARTNER WITH ABA TO APPLY

This EPA recently opened a Diesel Emission Reduction Act (DERA) grant opportunity for, among other items, school bus retrofit and alternative fueled replacement projects. ABA can help onboard.
IV. RESOURCE MANAGEMENT

Working For You

POLICY ISSUES
- Lease & Interchange
- NPS Fees
- Infrastructure
- Hours of Service
- Motorcoach Security
- CA Meal & Rest Breaks

MONTHLY CAP UPDATE

TESTIMONY & COMMENTS

INDUSTRY RESEARCH

FEDERAL FUNDING & TRAINING OPPORTUNITIES

BUSPGAC

Motorcoach, Tour & Travel Industry Issues

Our team is always WORKING FOR YOU on any legislative and regulatory policy matters that affect your business, at all times. Below is a “policy priority” chart to help with identifying what policy issues are “hot” at the moment, and where we can use YOUR HELP. We also want to ensure you have access to the timeliest information in a “live” format. By clicking on each policy issue link, you will find all you need to take action on an issue or just stay up to date, as the links will include access to such things as member alerts, rulemaking documents, rulemaking comments and templates, notices of ABA industry calls, etc. Let us know how we can further improve your experience at abainfo@aba.org.

Below is the policy priority chart:

<table>
<thead>
<tr>
<th>ABA Issue Monitoring Key</th>
<th>Policy Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>🟢</td>
<td>Medium, Long-Term Action</td>
</tr>
<tr>
<td>🟢</td>
<td>No Action Today, Working On It</td>
</tr>
<tr>
<td>🟢 🟢</td>
<td>Take Action Now</td>
</tr>
</tbody>
</table>

LEASE AND INTERCHANGE

Federal Motor Carrier Safety Administration (FMCSA) published a flawed Lease & Interchange rule, threatening the industry’s ability to work together at large scale events and providing replacement vehicles on a short-term basis day-to-day. ABA continues to fight to fix the rule.

Type here to search
Questions?

Thank you

***************

Suzanne Rohde
Senior Vice President
American Bus Association
Srohde@buses.org
202/218-7224
Support the Foundation at ABA’s Marketplace!

Silent Auction & Purse Raffle

bidpal.net/abaf

Live Auction – Saturday, 4 pm

Includes four motocoaches, an incredible group tour to DC and other unique experiences and items

ABA Foundation Afterglow - Monday, 9:30 pm – 12:30 am

Party with a purpose at the Hard Rock Cafe
Scholarship Program

$100,000 total offered through 21 scholarships
- 19 $5,000 scholarships
- 2 $2,500 scholarships

Money raised at the Live and Silent Auctions will be used exclusively for scholarship funding

2019 Scholarships have been launched. Supported by marketing campaign, including “Scholarship in a Box”

Visit buses.org/scholarships to apply
Recently two generous individuals came forward and offered to provide a total of $500,000 in matching funds to the ABA Foundation.

These funds will be targeted toward research and will be provided to the ABA Foundation on a 1:2 basis. So, for every two dollars we raise, the donors will provide one dollar.

The goal is to raise $1 million in contributions and commitments over the next two months.
Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA
Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA
Membership Department Overview
How We Got Here & Where We Are Going
Membership Department Overview

Meet Our Team

Jake Argarin
Membership & Database Coordinator

Lia Zegeye
Senior Director of Membership

Roderick Lewis
Director of Membership & Business Development
Department Responsibilities

- The mothership of all member data.
- Optimal utilization of database resources and centralization of data.
The Way We Were…

Engagement
- No annual program evaluation process.
- Routinely engaging members doesn't mean sending them the renewal invoice.
- Some members are engaged but how about the rest?

Data vs Assumption
- We know our members but data is a “truth serum”.
- Decluttering the database. Routinely clean-up our database. Is the primary contact still with the member company? Do we have more than one contact per company?

Customization/Personalization & Outreach
- Most members are not aware of their benefits, other than the one reason they joined for.
- What is their preferred method of communication for renewals?
- Must be prepared to change and adapt as our members need changes with the current business environment.
Building The Foundation

- Aligned strategic goals with ABA’s mission
- Enhanced & built new processes and best practices
- Identified and evaluated membership policies and processes
A Look Into The Future

Major Area of Focus:

• **Retention**
  *Keeping members year after year*
  - Measure and increase member engagement
  - Increase awareness
  - Utilize data to understand the trends
  - Remove and/or add programs essential to members

• **Growth**
  *Getting new members*
  - Attending industry events with a greater ROI
  - Recruit members from geographic and market segments
  - Utilize board/committee/council member expertise
Expired Member – What Happened?

- Lack of overall engagement
- Contact person no longer with the company
- Lack of real/perceived value
Onboarding/Orientation Process

- **Phase 1: Onboarding**
  - Be proactive and responsive start off on the right foot.

- **Phase 2: Connecting**
  - Develop connection, understand who they are

- **Phase 3: Engaging**
  - The roadmap to engagement opportunities

- **Phase 4: Retention**
  - Transitioning into active membership status

- **Phase 5: Renewal, Survey & Best Practices**
  - Send renewal, ensure we are meeting their needs, detect area to improve
Other Accomplishments

- **New Member Packet:** Benefits & resources at their fingertips.
- **Engage, Recruit & Follow-up:** Through industry events attended.
- **New Retention Plan in Place:** Getting member engaged from day one is key!
- **Evaluate Current Affinity Programs:** Routinely evaluate our programs.
- **Three New Partnerships:** Healthy Halo, Perillo TravelVR, & AmeriFuel.
- **Membership development:** Creating a “Member Persona” to better serve our members.
- **Database Capabilities:** Building tools to become more efficient by creating essential tools such as membership dashboard, develop, maintain and measure outreach campaign to prospects, etc.
### Membership by The Numbers

<table>
<thead>
<tr>
<th>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>Total Members</td>
<td>3,405</td>
<td>3,284</td>
</tr>
</tbody>
</table>

**Overall Retention:** 91%
Thank you

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Lia Zegeye
Senior Director of Membership
American Bus Association
☎ lzegeye@buses.org
📞 202.218.7234

Questions?
Welcome!
American Bus Association
Board of Directors
Winter 2019 Meeting

Wi-Fi: ABA