

# President's 2024 Goals

ABA Board of Directors' Meeting

*April 15, 2024*

Goal(s)	Measure of Success/ Target Performance (entered at start of year)	Performance
<p><b>1) <u>Government Affairs and Policy</u></b></p> <p>- Develop the strategies to ensure that ABA achieves its legislative goals during transportation reauthorization</p> <p>- Work with the ABA Policy Committee to develop appropriate policies</p> <p>- Meet regularly with members of Congress, coalitions, the U.S. departments of Transportation, Homeland Security, EPA, OMB, the Administration, and others</p> <p>- Utilize outside counsel where and when appropriate to enhance GAP efforts and performance</p> <p><b><u>Regulatory Affairs</u></b></p> <p>- Work with the federal agencies responsible for bus safety including FMCSA, NHTSA, and NTSB</p> <p>- Work with other like-minded associations, organizations, and coalitions on safety-related matters</p> <p>- Ensure that the GAP staff is fully engaged in the regulatory process and is networking with regulatory agencies-</p>	<p>- Provide appropriate policy development, oversight, and staffing, including outside resources when needed, to achieve success</p> <p>- Advance legislation when appropriate to slow or enhance pending regulations impacting the motorcoach and tour operators' businesses</p> <p>- Hold regular meetings and calls with the appropriate departments and agencies that impact motorcoach operations and travel</p> <p>- Through BISC and BusMARC, help educate agencies on the operational realities of the motorcoach industry and be proactive regarding safety operations and equipment</p> <p>- Develop and/or work with coalitions</p> <p>- Continually increase participation at BISC and BusMARC</p> <p>- Provide comments to pending regulations and review final and proposed rules to see if ABA comments were adopted</p> <p>- Identify the list of pending and proposed regulations, those that have been adopted, those that moved to proposed regulations, and where ABA's input was considered</p> <p>- Continue working to obtain additional motorcoach funding</p> <p><b><u>Achievements: April 2024</u></b></p> <ul style="list-style-type: none"> <li>• Continuing to work with Members of Congress to advance the CERTS tax fix in Congress</li> <li>• Working with Congressional supporters to get \$10 million for the Intercity Bus Security Grant program</li> <li>• Provided comments to the NYC congestion pricing scheme</li> <li>• Monitoring the FLSA Overtime Pay Exemption, a significant concern to the motorcoach industry</li> <li>• Working with the National Park Service on future fee increases, permitting and access issues, all impact group travel and motorcoach travel, and participating in an industry coalition on this issue</li> <li>• Recruited Jeff Greteman to come to Washington and provide testimony before the House T&amp;I subcommittee on rural transportation and the meal and rest break</li> <li>• Actively engaged in understanding state and federal environmental requirements that impact motorcoaches and providing information to regulators and to the industry that can help lessen the impact on CARB and other rules on motorcoaches</li> </ul>	<p><b>5</b> <b>Outstanding</b></p>
		<p><b>4</b> <b>Exceeds</b></p>
		<p><b>3</b> <b>Target</b></p>
		<p><b>2</b> <b>Mostly Meets</b></p>
		<p><b>1</b> <b>Does Not Meet</b></p>
		<p><b>Weight</b> <b>35%</b></p>

	<ul style="list-style-type: none"><li>• Providing information, materials and intelligence re: CARB requirements and working with other industry groups to seek an exemption to CARB requirements for motorcoaches</li><li>• Participated in discussions and hearings regarding changes to Union Station that could further reduce bus parking</li><li>• Worked on labor issues related to overtime for non-driver employees</li><li>• Worked on PAC management, reporting and fundraising</li></ul>	
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<p><b><u>2) Meetings and Conventions</u></b></p> <ul style="list-style-type: none"> <li>- Make certain that Marketplace continues to be the dominant industry group travel show and becomes a dominant motorcoach event for operators</li> <li>- Identify the trends and changes to the market that can have an impact on Marketplace net revenue</li> <li>- Create opportunities to enhance the perceived value of Marketplace to all potential attendees from every industry segment</li> <li>- Achieve financial success by increasing attendance and sponsorships, and holding/reducing costs</li> <li>- Continue to look at opportunities to attract additional groups to be a part of the show and look at opportunities to “merge” shows</li> <li>- Secure cities to host Marketplace for 2028 and beyond</li> </ul> <p><b><u>Communications and Publications</u></b></p> <ul style="list-style-type: none"> <li>- Develop a broad communications vision that supports all aspects of ABA and has a marketing focus</li> <li>- Maintain active relationships with trade and national media and communicate regularly on issues of interest</li> <li>- Continue to provide media support to all members and the motorcoach industry when noteworthy events (accidents) or other crises occur</li> <li>- Oversee all ABA publications, ensuring that content is member-driven and valued, and that advertising for all publications, trends upward</li> <li>- Improve media outreach and incorporation to all elements of marketplace and Busworld</li> </ul>	<p><b><u>Achievements: April 2024</u></b></p> <p><b>Meetings and Conventions</b></p> <ul style="list-style-type: none"> <li>• Held one of the most successful Marketplace events in Nashville with net revenue nearly \$500,000 over budget</li> <li>• Begin to use technology, education, speakers, etc. to create a “must attend” atmosphere for operators and suppliers</li> <li>• Increased sponsorship for the Nashville marketplace by 25 percent over Detroit and for the first time in years every meal function was sponsored</li> <li>• Partnered with Trailways INC. during Marketplace to help ensure a successful event for their owners and participants</li> <li>• Partnered with the entertainer motorcoach Hall of Fame to provide assistance and guidance to their event</li> <li>• Continued to provide support to the Women in Buses Council and led education programming</li> <li>• Preparing to launch Marketplace registration in early May 2024</li> <li>• Began discussions with Philadelphia CVB and others and did a site inspection in Philadelphia</li> <li>• Sent RFPs for decorating, AV vendors, and housing registration vendor</li> </ul> <p><b>Communications and Publications</b></p> <ul style="list-style-type: none"> <li>• Hired new communications director in January</li> <li>• Developing new social media strategies that lead to increased readership of ABA’s online and print publications</li> <li>• Began restructuring newsletters look and feel and schedule to increase visibility and reduce unnecessary emails to members</li> <li>• Continued the crisis management activities to assist companies when we become aware of an accident</li> <li>• Provide new newsletter and web traffic metrics that more accurately measure ABA’s performance in the market and against competitors</li> <li>• Work with publisher to increase net revenue, monitor their success, and make changes if necessary and look at alternative publishing options</li> <li>• Providing staff liaison to the Hispanic Motorcoach Council</li> <li>• Supporting ABA Foundation activities</li> </ul>	<p><b>5</b> <b>Outstanding</b></p>
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		<p><b>2</b> <b>Mostly Meets</b></p>
		<p><b>1</b> <b>Does Not Meet</b></p>
<p><b>Weight</b> <b>45%</b></p>		

<p><b><u>Membership</u></b></p> <ul style="list-style-type: none"> <li>- Expand the membership in every segment</li> <li>- Look for additional opportunities to get ABA’s message in front of existing members and prospects</li> <li>- Develop strategies to reach underserved members and prospects from regions and segments that ABA does not always have a strong presence in</li> <li>- Implement strategies to onboard new members, remain connected with them throughout the year, and enhance the overall member retention</li> </ul>	<ul style="list-style-type: none"> <li>• Continually provide updates on net revenue from publications, less allocated internal costs</li> <li>• Continued efforts to support GAP and Membership and Meeting departments</li> <li>• Working with ABA publisher on the final elements of the new ABA website</li> <li>• Provided crisis support to one ABA operator in the first quarter</li> </ul> <p><b>Membership</b></p> <ul style="list-style-type: none"> <li>• Attended the UMA expo and the STS travel conference and preparing for the IPW convention in Los Angeles</li> <li>• Review the direct and indirect impact on ABA membership of including participation of outside organizations and ABA councils</li> <li>• Making certain that ABA affiliate organizations are part of the membership strategy</li> <li>• Working with ABA’s new database to help update membership records</li> <li>• Supporting the African American Motorcoach Council and the DEI Committee</li> </ul>	
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<p><b>3) <u>Financial/Oversight</u></b></p> <p>- Manage the ABA, ABAF, NBTA and auxiliary budgets under ABA management, ensure timely reporting, and work with bank managers at Sandy Springs Bank and investment managers at Goldman Sachs</p> <p>- Work with the ABA and ABAF treasurers, and with the organizations' Finance and Budget, and Investment Committees</p>	<p>- Achieve a net revenue number that matches or exceeds the annual budget</p> <p>- Hold annual meetings or finance-related committee meetings with detailed reports, and hold meetings with Goldman Sachs staff to review investment policies and results</p> <p>- Work with the ABA auditor to ensure a "clean" audit with no management issues or management letter</p> <p>- Make certain that financial processes and procedures meet best accounting practices and standards to improve controls and staff efficiencies</p> <p>- Provide regular updates on ABA's financial position to the Treasurer, and Finance and Budget Committees</p> <p><b><u>Achievements: April 2024</u></b></p> <ul style="list-style-type: none"> <li>• Continued to manage ABA's budget and cash flow to maintain solvency</li> <li>• Worked with Goldman Sachs to ensure investments followed the ABA investment policy and that cash was available to meet the Association's needs, and that excess cash is invested</li> <li>• Worked with Membership and Meeting departments to ensure that all finances were properly accounted for and in sync with ABA's accounting program</li> <li>• Changed real estate brokers to enhance the opportunities to sell or lease the office condo</li> <li>• Worked with the membership department to make certain that the new database addressed the needs of the finance office and that new dues rates were appropriate</li> <li>• Provided regular updates to staff on budgets and expenses</li> <li>• Moved staff expense reporting to BILL (from Concur) to save money</li> <li>• Continued to manage the ABA office suite and support all staff needs in terms of supplies and technology</li> <li>• Provided financial support to the ABA Foundation and to NBTA</li> <li>• Worked with auditors to complete ABA, NBTA and ABAF</li> </ul>	<p><b>5</b></p> <p><b>Outstanding</b></p>
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		<p><b>2</b></p> <p><b>Mostly Meets</b></p>
		<p><b>1</b></p> <p><b>Does Not Meet</b></p>
		<p><b>Weight</b></p> <p><b>10%</b></p>

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<p><b>4) <u>Special Programs and Projects</u></b></p> <p>- Provide leadership to the ABA Foundation - Create meaningful and valuable programs around BISC and BusMARC</p>	<p>- Work with IMG and Trailways ensure participation at BISC and BusMARC every other year - Ensure that BISC and BusMARC programs and direction are integrated with ABA - Work to ensure BISC and BusMARC are self-sufficient through registrations, reduced costs and/or sponsorships</p> <p><b><u>Achievements: April 2024</u></b></p> <ul style="list-style-type: none"> <li>• Held successful BISC and BusMARC meetings in Nashville with over 200 attendees at BISC and over 50 attendees at the BUSMARC meetings and site visits</li> <li>• Scheduled oversaw NBTA meetings in Nashville</li> <li>• Began preparations for the summer BISC and BusMARC meetings in Orlando and for BISC East in New jersey and BISC West in conjunction with CBA</li> <li>• Provided integration of the BISC and BusMARC programs into the overall ABA education events</li> <li>• Worked to enhance the ABAF scholarship program by bringing back the “Scholarship In A Box” program</li> <li>• Held a successful auction and raffle in Nashville and scheduled an Afterglow at Hard Rock (event was cancelled due to weather but most weather was retained)</li> </ul>	<p><b>5</b> <b>Outstanding</b></p>
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		<p><b>Weight</b></p> <p><b>5%</b></p>

Goal(s)	Measure of Success/ Target Performance (entered at start of year)	Performance
<p><b>5) <u>Organizational Management/Strategic Planning</u></b></p> <p>- Maintain an effective and engaged staff that is responsive to the needs of the association and membership, engaged in all aspects of ABA, and works as a team</p> <p>- Examine ways to streamline ABA operations including outsourcing and technology, while maintaining successes and effectiveness</p> <p>- Look for additional ways to leverage technology to enhance the member experience and to provide valuable content for members</p>	<p>- Match the staff with the needs of ABA, make changes where needed, and ensure stability</p> <p>- Continue the annual process of reviews, looking at staff self-evaluations, measured against the Strategic Plan, and department evaluations to understand the level of engagement, strengths, and weaknesses of every employee</p> <p><b><u>Achievements: April 2024</u></b></p> <ul style="list-style-type: none"> <li>• Worked with Chair and Vice Chair and search committee and search firm to provide needed materials</li> <li>• Provided direct input to Heidrick and Struggles about ABA's operations and programs and staffing</li> <li>• Provide insights and direction to staff to ensure successes at all levels and a smooth transition to a new CEO</li> <li>• Updated ABA manuals and meetings department staff duties and responsibilities</li> </ul>	<p><b>5</b> <b>Outstanding</b></p>
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		<p><b>1</b> <b>Does Not Meet</b></p>
		<p><b>Weight</b></p> <p><b>5%</b></p>