

FOUNDATION FOCUS



ABA Foundation Mission

The ABA Foundation Mission is to answer the call to support the industry with research and scholarships that benefit ABA, policy-makers and the public. As part of its efforts to meet the expectations set by its Board of Governors, the ABA Foundation awards 19 scholarships to undergraduate and graduate students each year, hosts interns and conducts research studies on the industry and its positive impact on the country at a variety of levels.

Legacy Patrons



Platinum Donors



MARKETING AT MARKETPLACE EASY AS ONE, TWO, THREE.

Take advantage of all that the ABA Marketplace has to offer by adding three cost effective marketing tools to your arsenal.

1. Make a donation to the ABA Foundation by purchasing advertising in our full color print Auction catalogue. This catalogue is distributed to every delegate at Marketplace and includes an online version that will be sent to the entire group travel industry. Advertising placements start at \$250.

[Click here to view more information about advertising with the ABA Foundation.](#)

2. If you are attending Marketplace or local to the Washington D.C, Virginia, Pennsylvania or Maryland area, you can attend the Afterglow on January 17, 2010 for just \$35.00. Afterglow is sponsored by Hard Rock International and is a night of fun, food, music, and most importantly networking. This is a great opportunity to connect with



Your participation in ABA Foundation Marketplace events has enabled 158 students to attend college, providing industry families nearly \$400,000 in financial assistance.

clients in a relaxed social environment. If you have not registered to attend the Afterglow, please contact Daniel Hoff at dhoff@buses.org

3. Participate in the Foundation Live and Silent Auctions. Donate goods, services and equipment to the ABA Foundation Auctions. This is a great way to add

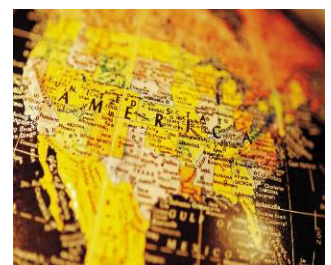
exposure to your brand both before and during Marketplace 2010. We offer an online and full color print catalogue, table space on the show floor, and other exciting benefits.

[Click here to download the Auction donation form.](#)

FOUNDATION RESEARCH TO SHOW THAT EVERY STATE IS A GROUP TRAVEL STATE

The ABA Foundation in conjunction with our research partner John Dunham and Associates will release a study by state economic impact study later in 2009. This study will enable motorcoach, travel and tour professionals to show the economic impact

of group tourism in their state and congressional district. "We hope that providing information like this will help show our legislators and policy makers how vital the group tourism market is to every locality" said Doug Anderson, Chairman of the ABA Foundation.



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MOTOR COACH INDUSTRIES SPONSORS GOING FOR THE GREEN CHALLENGE

Motor Coach Industries will sponsor the popular putting challenge on the Marketplace floor in 2010. This challenge raises money for the ABA Foundation to help offset the costs of our research and scholarship programs.

Participating in the challenge helps raise awareness of the green nature of motorcoach

travel. Over the last 10 years, manufacturers, suppliers and operators have all invested heavily in making this the greenest mode of mass transportation in America. With support from industry partners, the ABA Foundation completed a comparison study of motorcoach travel to 11 other modes of transportation ([click here to read the study](#))



Playing the green is also a chance for you to win. Each hole-in-one winner is entered into a raffle for \$1,000.



MOTOR COACH INDUSTRIES

THANK YOU FROM THE ABA FOUNDATION CHAIRMAN

WALK A MILE IN HIS SHOES



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BIRMINGHAM



Doug Anderson, Chairman ABA Foundation

From June to September, the ABA Foundation held a fundraising campaign called "The Drive for the Future." The goal of that campaign was to raise an ambitious \$80,000. We set this goal even though the ABA Foundation had never raised that amount through a direct appeal. We sent out mailings, emails, made phone calls and tried to educate as much as create giving opportunities. With your

support, I can announce that in less than 4 months our supporters raised nearly \$105,000.

These contributions came from every facet of the motorcoach, travel and tour industry. Our base of donors includes operators, manufacturers, suppliers, hoteliers, restaurants, attractions, trade associations, destination marketing organizations and state bus associations to name just a few. We are proud to serve the entire group travel industry.

In 2009 alone, we are investing \$130,000 of your donations in research and scholarships.

We hope to continue our momentum through the end of 2009 and into 2010. With your help we will enable more students to attend college and our research will illustrate how important group travel is to the American economy.



Donate to the ABA Foundation by clicking [DONATE NOW](#)