

# 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



## USING GREEN MESSAGING TO EDUCATE CUSTOMERS AND OPEN NEW MARKETS.

Research that supports the travel and tour industry is one of the primary goals of the ABA Foundation. However, research does not just produce numbers for policy statements and government relations tasks. The numbers we produce can help your business grow. Our research can assist you in developing marketing strategies to help attract everyone from the environmentally conscience to the baby boomer generation.

Green Credentials – Foundation research demonstrates the green nature of the motorcoach and has been independently verified by environmental groups like the Union of Concerned Scientist. Operators are encouraged to use these tools to inform passengers that by choosing motorcoach travel they are reducing their carbon footprint and saving fuel.

When your company advertises, consider incorporating some green facts into your message. For some cost effective ways of telling your story, consider local



advertising such as: internet advertising, college newspapers and educating your local print and television outlets. For more information about how to use your local media market contact Eron Shosteck at (202) 218-7220.

Getting the word out is one step. Outreach strategies are also important, so consider mailing green motorcoach facts and sales material to groups in your area. Some examples of more carbon

conscience markets might include universities, service societies, local chapters of environmental groups and religious organizations.

Informing more people that your company is part of the environmental solution will help add to your bottom line.

Industry Green Facts: [ABA Foundation Modal Comparison Study](#). [Union of Concerned Scientists "Getting their Greener"](#)

## MOTORCOACH CENSUS UPDATE SURVEY ALMOST COMPLETE.

The ABA, in conjunction with other trade organizations is conducting an annual update to the Motorcoach Census. Surveys have been emailed to operators and we are close to our target response rate. However, we still need your help! If you own and operator

motorcoaches and have not filled out the short survey, please download and return your form so we may update this vital industry tool.

If you have any questions please contact Paul Bourquin at [pbourquin@nathaninc.com](mailto:pbourquin@nathaninc.com).

**[Please click here to download the Census Update survey form](#)**

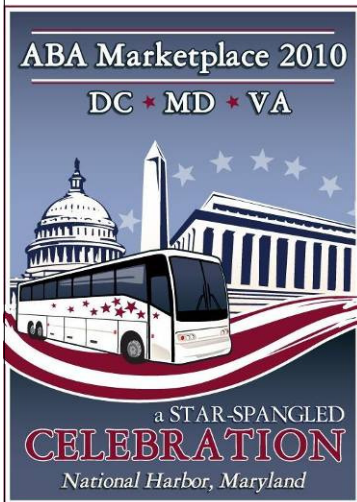
## GRAND ALASKA RAFFLE TO BENEFIT ABA FOUNDATION

**Premier Alaska Tours** is proud to raffle two seats on the Grand Alaska, (May 14-23, 2010) a guided 10 day land tour offering travelers an experience of a lifetime. See spectacular mountains and valleys; watch wildlife and sea life in their natural habitats; and view enormous glaciers. This complete Alaska land tour vacation is a great option for those wishing to experience Alaska in its natural splendor. The trip will

take you and a guest 9 nights throughout Alaska and includes, lodging, excursions and some meals. Enjoy a wildlife cruise into Prince Williams Sound while in Valdez, experience a trip via the Alaska Railroad as you travel from Denali to Anchorage and join a guide to explore the three mile face of Columbia Glacier. With several overnights in Anchorage, Denali National Park, Fairbanks and Valdez this comprehensive journey is

a once in a lifetime opportunity.

Tickets are only **\$20 per chance** and are available for purchase before Marketplace and at the show. The drawing will take place January 19 at the close of Marketplace 2010. You do not need to be present to win and there is no limit on how many chances you may buy. To purchase tickets in advance please contact Daniel Hoff at [Dhoff@buses.org](mailto:Dhoff@buses.org) or at (202) 218-7214.



### Auction Donations Tier One

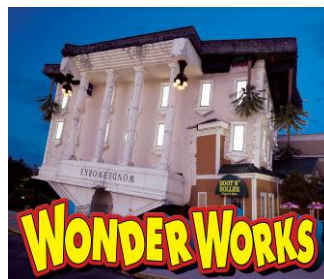
#### DAY AT THE BATTLEFIELD, A NIGHT WITH THE GHOSTS: A CENTRAL MARYLAND TOUR

Your group of 55 will begin their adventure at Antietam National Battlefield in Sharpsburg, Maryland. Here they will experience a unique leadership training program through the Letterman Institute. Next, your group will tour the

Pry house Field Hospital Museum. Take a break with lunch provided by Beans and Bagels and the Tourism Council of Frederick County. Next travel to the National Museum of Civil War Medicine to receive a docent guided tour of the Museum's modern immersion galleries. In

the evening, a ghost tour of Historic Downtown Frederick will be provided by Candlelight Ghost Tours of Frederick. After an exciting day, your group will stay at the Frederick Fairfield Inn and Suites by Marriot, where 20 double-occupancy rooms are included. Value, \$6,375.

#### WONDERWORKS FUN AT PIGEON FORGE, TN



Your group of 56 will be able to visit Pigeon Forge's most exciting attraction, WonderWorks. As you enter the city's most interesting building, everything is upside down, family fun awaits with more than 120 interactive, hands-on exhibits. WonderWorks also hosts one of the largest Laser Tag

arenas. This indoor "theme park" also features "Hoot N Holler Dinner Show." Throughout the production, audiences are treated to a three-course homemade Italian feast. At WonderWorks, we invite you to recapture your childhood. Value, \$3,000.

The deadline to purchase advertising in the Foundation Auction Catalogue has been extended to **December 7, 2009**.

The catalogue will be distributed online to all ABA members with a printed version distributed at Marketplace to the more than 3,000 delegates. Advertising placements start at \$250 and are a great way to make a donation and gain more exposure before during and after Marketplace.

[Click here to download our advertising specifications sheet and contact information.](#)

It's easy to spot change. Just look for the signs.



See for yourself at [relaunch.holidayinn.com](http://relaunch.holidayinn.com)

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