2017 SPRING BOARD REPORT
MEETINGS, EDUCATION AND MEMBER SERVICES DEPARTMENT
Submitted by Lynn M. Brewer

DEPARTMENT OVERVIEW

This department is responsible for all meetings, sponsorships, membership programs, member services, data management, and education programs:

- ABA’s Annual Meeting & Marketplace
- Membership Marketing, Recruitment, Growth and Retention
- Membership Benefits, Strategic Partners and Premium Partners
- The Motorcoach Marketer Membership Directory
- Management of the Association Database
- Board of Director Meetings
- Marketplace Advisory Committee and Subcommittees
- Marketplace Education Program
- Certified Travel Industry Specialist Program
- ABA’s Membership Committee
- Bus Industry Safety Council (BISC) Meetings
- Bus Maintenance and Repair Council (BusMARC) Meetings
- Florida Motorcoach Association Meetings
- Hispanic Motorcoach Council Meetings
- Entertainer Motorcoach Council Meetings
- Regional and Training Meetings
- Sponsorships for all Association Activities
- Women in Buses Council
- Management of Partner Programs
- Webinar Program

Staff members include:

Lynn Brewer, Senior Vice President of Meetings, Education and Member Services
Vicki Osman, CTIS, Senior Director of Member Services and Marketing
Jana Fields, Senior Director of Sponsorships and Meeting Planning
Roderick Lewis, CTIS, Director of Membership and Business Development
Allison Brewer, CTIS, Member Services Manager
Brooke Abner, Meetings Registrar/Database Coordinator
Ashley Bowen, Membership Coordinator
2017 Annual Meeting & Marketplace
Jan. 14 – 17, 2017
Cleveland, OH

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyers</td>
<td>796</td>
<td>876</td>
<td>734</td>
<td>933</td>
<td>536</td>
</tr>
<tr>
<td>At Buyers</td>
<td>300</td>
<td>310</td>
<td>282</td>
<td>322</td>
<td>260</td>
</tr>
<tr>
<td>DMO</td>
<td>574</td>
<td>621</td>
<td>700</td>
<td>631</td>
<td>610</td>
</tr>
<tr>
<td>Lodging</td>
<td>402</td>
<td>413</td>
<td>442</td>
<td>535</td>
<td>454</td>
</tr>
<tr>
<td>Attractions</td>
<td>661</td>
<td>710</td>
<td>732</td>
<td>716</td>
<td>655</td>
</tr>
<tr>
<td>Rec</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Op/Charter</td>
<td>110</td>
<td>108</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associates</td>
<td>336</td>
<td>362</td>
<td>251</td>
<td>304</td>
<td>263</td>
</tr>
<tr>
<td>Total</td>
<td>2940</td>
<td>3146</td>
<td>2832</td>
<td>3171</td>
<td>2670</td>
</tr>
</tbody>
</table>

*IMG meets at Marketplace every other year. In 2016, they had 158 operators attend; in 2014 they had 173 operators attend.

Marketplace Business Floor
29 appointments on average were prescheduled for each seller
140,000 appointment slots were available
300 motorcoach and tour operator Buyers took appointments

Marketplace Networking Floor
215 sponsors (2017 sponsorship fees totaled $435,000)
132 exhibitors, including 52 associate product and service suppliers
18 motorcoaches on display

Marketplace Gives Back
$14,000 raised for Providence House

Post-Marketplace Survey Results (*scale from 1 - 10*)
- 9.0: Overall Marketplace Experience (Unchanged)
- 8.6: Business Appointments (Unchanged)
- 8.6: Education (+.2)
- 8.9: Networking Opportunities (+.1)
- 8.8: ABA Annual Meeting
- 8.5: Luncheon Keynote Speaker
- 8.8: Networking Floor Booths/Exhibits (Unchanged)
- 8.9: Bus Industry Safety Council Meetings/Education
- 8.9: Bus Maintenance and Repair Council Meetings/Education
8.4: Hispanic Motorcoach Council Meeting
9.0: Entertainer Motorcoach Council Meeting
9.3: Women in Buses Council Meeting/Education

**New in 2017**

- We are rebranding Marketplace as ABA’s Annual Meeting & Marketplace to be more valuable and relevant to all members of the association.
- The Sunday Opening Lunch offered NY Times bestselling author and venture capitalist Josh Linkner as the keynote speaker.
- The ABA Annual Meeting was moved to Saturday as a stand-alone meeting to give the business portion of the meeting better visibility.
- MorphoTrust offered TSA pre-check screening appointments onsite.
- The appointment schedule was adjusted on Monday to provide 10 additional minutes for the Broadway entertainment.
- December 16 was designated as Download Day to encourage all attendees to download the App and use prior to Marketplace.
- The Marketplace Webinar Series was created for year-round education as part of our professional speaker contracts. We are offering more than a dozen webinars through May 2017.
- Expanded Education Bites, providing more seminars on the floor and partner presentations.
- Gave our sponsors thank you gifts as well as the welcome gifts we usually provide.
- Printed badges onsite and on-demand.
- Used local talent to sing the National and Canadian anthems at the Sunday Opening Lunch.
- ABA hosted User Group sessions for Betterz and Distinctive Systems.

**Industry Partnerships**

ABA hosted the following groups at Marketplace 2017:

- Canadian Forces Appreciation Program
- Entertainment Motorcoach Council
- FMCSA
- Florida Motorcoach Association
- Heartland
- Hispanic Motorcoach Council
- Motorcoach Marketing Council
- NAMO
- NBTA
- OMCA
- SYTA
- TAP
- Trailways
- Travel South
- UMA
And more than a dozen other partners

**Awards presented:**
- Women in Buses Award, sponsored by the ABA Media Group, was given to Pat Ziska, MCI.
- The Innovative Operator Award, sponsored by *Metro* Magazine, was given to Lamers Bus Lines.
- The Good Stewardship Award, sponsored by *BusRide* magazine, was given to Gordie Mackay, Indian Trails.
- The Green Spirit Operator Award, sponsored by MCI, was given to Arrow Stage Lines and H&L Charter Company.
- Serendipity Media presented its Groups Today Moxie Award to Bob Cline, US Tours.
- The Bus Industry Safety Council honored Clyde Hart with the Norm Littler Memorial Safety Award.

**2018 Annual Meeting & Marketplace**

**Jan. 26 – 30, 2018**

**Charlotte, NC**

**2018 Marketplace Advisory Committee**
Chairman: Terry Fischer, Transportation Charter Services  
Tour Operator Rep: Tish Losure, Brilliant Edvентures  
Tour Operator Rep: Erin Curry, CTIS, Appian Tours  
Tour Operator Rep: Anbritt Stengele, Sports Traveler  
Canadian Rep: Ryan Elliott, Banff Lake Louise Tourism  
At Large Rep: Ted Goldberg, Chapman Cultural Tours  
At Large Rep: Alexia Edge, Ripley Entertainment  
At Large Rep: Bud Geissler, Travel Insured  
Attraction Rep: Matt Luckett, Buca di Beppo & Planet Hollywood International  
Hotel Rep: Jason Wood, TravelAdvocates  
Volunteer Liaison: Misty Martinchek, Shepler’s Mackinac Island Ferry  
Education Chair: JoAnn Moltz, Universal Orlando Resort  
Orientation Chair: Stacey Warren, Hampton Inn Chicopee  
Resource Central Chair: Kim Grzywacz, CTIS, CIT Signature Transportation

The Marketplace Advisory Committee and Subcommittees (Orientation, Education and Resource Central) met in Charlotte in March to develop their timeline and goals for Marketplace 2018.
Host City Charlotte
This will be the third time that Charlotte has hosted ABA. They will host one evening event at the NASCAR Hall of Fame, one dine around, 8-10 sightseeing tours and 6 pre-and post-FAM tours.
- Saturday Night: Explore Cleveland
- Sunday Night: NASCAR Hall of Fame Evening Event
- Monday Night: Dine Around Charlotte
- The CVB presented several options for the ABA Gives Back Charity. We will be choosing a charity soon.

Marketplace Registration
Registration Goals:
- Number of Operators = 800
- Number of Appointment-taking Buyers = 325
- Number of Sellers = 1850
- We are conducting numerous campaigns to encourage new Motorcoach and Tour Operators to attend Marketplace.
- Registration opened April 26-27 for all membership groups.
- We will continue to offer complimentary meeting space, meeting services and registration to all ABA partners in the hopes that they will hold meetings at Marketplace 2018.

New This Year
- Dine Around night has been moved to Monday night to give DMOs a better opportunity to have more travel partners and operators in town.
- We have revised the registration fee structure to be based on Business Floor access and also be less confusing for the attendees.
- The online registration system and Passport have been modified and updated.
- We are exploring the possibility of offering electronic mailboxes for Seller profile sheets. We will keep the folders we currently provide to the operators.
- We have contracted 20 professional speakers for our breakout sessions, education bites and webinars.
- The Webinar Series has been expanded and will feature a monthly speaker and these topics: Productivity, Branding, SEO, Social Selling, Outlook, Tradeshow Tips, Gmail, Presentation Skills, First-Time Attendees, Mobile Technologies, Experience Selling, and Leadership.
- Sightseeing Tours will open to all attendees on Aug. 21. Housing will also open Aug. 21.
- Marketplace Gives Back has been renamed to ABA Gives Back.
- The Orientation subcommittee will offer pre-show webinars, a mentor program and newsletters.
Sponsorships
- 90 sponsor renewal contracts have been sent for 2018. The return date is May 15, 2017.
- For Level 3 and Level 4 sponsorships, we have sold one operator breakfast, one lunch and the closing evening event.
- We have added several new Business Floor sponsorships based on their success last year: Operator Coffee, a Phone Charging Station and a Recovery Station.
- We are also offering the Webinar Series as a year-long sponsorship opportunity.
- We have redesigned and updated the marketing piece for Marketplace 2018 sponsorships, which has been sent out to all ABA members.

Housing
- We are offering nine host hotels, all within 6 blocks of the Charlotte Convention Center.
- The room rates range from $154-$199 per night for Buyers and $184-$219 per night for Sellers.
- Transportation will be provided from all hotels, except for the Embassy Suites, Hilton City Center and the Westin Charlotte, for the convention center, and from all hotels for the evening events.
- The board meetings will take place at the Charlotte Convention Center. The board can stay at their hotel of choice.
- Housing will open on Aug. 21, giving all delegates a better opportunity to reserve the hotel of their choice.

MEMBERSHIP DEPARTMENT
Peter set a goal of 500 new members by the end of 2016 and we hit it! We had 618 total new members.

Our goal for 2017 is equally challenging – 600 new members.

Membership Totals
(Count comparison from March 2017 - 2015)

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Suppliers</td>
<td>203</td>
<td>180</td>
<td>172</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>353</td>
<td>297</td>
<td>289</td>
</tr>
<tr>
<td>Bus Operator</td>
<td>669</td>
<td>578</td>
<td>604</td>
</tr>
<tr>
<td>Travel Industry</td>
<td>2,104</td>
<td>2,132</td>
<td>2,186</td>
</tr>
<tr>
<td>Total Members</td>
<td>3,329</td>
<td>3,187</td>
<td>3,251</td>
</tr>
</tbody>
</table>

Since January 1st, 66 new companies have joined ABA:
- 11 Associate
- 10 Tour Operators
- 18 Bus Operators
- 27 Travel Industry Companies
Membership Retention
- Since January, we have focused on membership renewals: companies who were active members in 2016 but have not paid their 2017 dues.
- All outstanding members have been sent three hard copies of their invoices and are being called.
- Extensions and or installment payment plans have been provided where applicable.
- As of March 31st, there were a total of 548 member companies past due on their membership dues. Roderick and Ali will continue personally pursuing those in the next month.

Membership Growth
We have instituted new procedures to help track, acquire and retain members and we have re-aligned staff assignments to better streamline these procedures:
- More than 1,200 direct phone calls and emails were sent to selected member prospects in the 1st quarter of 2017. These outbound calls are in addition to the monthly e-marketing membership promotions that go out each month.
- The MEMS staff has attended 4 industry tradeshows in the 1st quarter.
  - UMA Expo – St. Louis MO
  - NTA Exchange – St. Louis, MO
  - International LCT Conference – Las Vegas, NV
  - Travel South Showcase - Branson, MO
- Shows that we are attending in the next few months:
  - RTO Summit East – NY, NY
  - IPW – Washington, DC
  - Summer BISC/BusMARC – Baltimore, MD
  - Pennsylvania Bus Association conference – Corning, NY

Membership campaigns and promotions include:
- Meetings Meet-Up: Wherever ABA staff members travel for state association meetings, emailed invites are pre-sent to top Bus and Tour Operator non-member prospects in the area. After the conference, these companies are placed in high priority for the membership department.
- The Membership PLUS campaign, which was rolled out in May 2016. This program allows all multiple property and management group members to provide their properties with a single ABA membership for a small fee.
- Specialized rates for tradeshow attendees.
- Revised Member Get a Member Program with personal instead of company based rewards.
- New membership promotional materials for specific prospect segments: tour operators, international inbound operators, prospects in the west, small operators.
- Monthly E-mail Focus:
  - East Central (KY, TN, VA, WV)
  - West (AK, CA, HI, NV, OR, WA); Dining; Shopping
  - Southwest (AZ, NM, OK, TX)
New England (CT, NH, ME, MA, RI, VT)  
Western Canada (AB, BC, NWT, NU); Lodging

Increased ABA branding presence at industry events include:
  - Pre-show marketing for tradeshows
  - “Tradeshow” and “Meetings” kits for all staff to take when traveling
  - ABA themed Luggage tags

To accurately identify which marketing efforts are creating the most memberships, we are using flags in our database to detail what source a new member comes from.

We are also tracking expenses versus revenue to identify which shows are more valuable for membership.

Member Services
  - Multiple Property PLUS memberships:
    - We are expanding the benefits of multiple property members, offering them more exposure for their members while increasing our reach into their chains and management groups.
    - Weekly member reminder: each Wednesday we highlight a different member benefit.
    - A video tutorial library has been developed for members to best maximize their membership with ABA. Topics include: calendar of events, members only section, changing passwords, etc.
    - We will add tutorials as needed.

Membership Database – AMS Search
  - Hired RSM US LLP to conduct search
  - Completed kick-off event & discovery sessions
  - Approved program overview and requirements
  - Selected vendors for demos (3 of 13 presented)
  - Participated in vendor discovery calls
  - Scheduled vendor demos and scored based on requirements
  - Final selection and due diligence
  - Developing implementation timeline

CERTIFIED TRAVEL INDUSTRY SPECIALIST PROGRAM
  - The 2017 program included a rescheduling of mandatory courses until later in the year.
  - We had 32 graduates in 2016.
  - We have 34 new enrollees for 2017.
  - The 2017 goal of the CTIS committee is to increase the graduation rate.
  - We are discussing new course subjects to reflect changes in business over past years.
WOMEN IN BUSES COUNCIL

- We continue to create ads and articles for ABA publications that spotlight Women In Buses.
- We created the Women in Buses Wednesday postings on FaceBook.
- Secured North Dakota Tourism as a returning sponsor of the Council.
- Currently, we have 185 members of the WIB Council, 26 of these are new in 2017.
- There were 52 attendees at the meeting in Cleveland.
- Topics included:
  - Lessons on Marketing of the Motorcoach & Group Travel Industry
  - Year in Review/Moving Forward
  - Roundtable Discussions

- 2017 Leadership Team
  Chairman
  Kim Grzywacz, CIT Signature Transportation

  Past Chairman
  Mary Young, Capitol Bus Lines

Membership Committee
Chairman: Janet JeBran, Trans-Bridge Lines
Vice Chairman: Antoinette Gonzales, Aries Charter Transportation

Marketing and Communications Committee
Chairman: Elizabeth Hall, John Hall's Alaska
Vice Chairman: Ryhan Cornell, ABC Companies
Tana Bartek, Trans-Bridge Lines

Committee Chairs
Executive Management
Chairman: Stacey Glazier, Fleet Transportation
Vice Chairman: Tracy Showman, Quest Coach

Operations & Maintenance
Chairman: Patricia Ziska, MCI
Vice Chairman: Olga Haggerty, Irizar/INA Bus Sales

Travel, Tour & Charter
Chairman: Mimi Vielhauer, Express Transportation
Vice Chairman: Shaimila DeSarno, Open Loop New York
WEBINARS
- The MEMS department hosts a minimum of 2 webinars each month.
- We hosted 25 webinars in 2016.
- Webinars are available on demand for one year.
- Partnered with the communications department to create Education Express, which is a monthly update of education programs, webinars and webinars on demand.
- Contracted with Marketplace speakers for the Marketplace Webinar series which runs June 2017 - May 2018.

BISC/BusMARC SPONSORSHIPS
- ABC Companies is the Title Sponsor for BISC and for BusMARC.
- Companies can sponsor for the year at a specific level, or sponsor a specific item for one meeting.
- We are in the process of renewing contracts for the sponsorships for the Summer 2017 meeting and the Winter 2018 meeting.
- This past year we had $40,000 in sponsorship fees plus in-kind donations for BISC.
- We are offering Associate members who exhibited for the full week at Marketplace 2017 a Level 1 sponsorship at the reduced cost of $500 for the BISC Summer meeting.

FUTURE BOARD MEETINGS

Fall Board Meeting 2017
Oct. 23 – 27, 2017
Radisson Blu Antwerp/BusWorld
Antwerp, Belgium

FUTURE MARKETPLACE MEETINGS

American Bus Marketplace 2018
Jan. 26 – 30, 2018
Charlotte, NC

American Bus Marketplace 2019
Jan. 25 – 29, 2019
Louisville, KY

ADDITIONAL MEETINGS

BISC/BusMARC Meetings
June 13 – 15, 2017
Baltimore, MD
ABA Strategic Planning Meeting  
June 14 – 15, 2017  
Baltimore, MD

Florida Motorcoach Association  
July 19, 2017  
Orlando, FL

BISC West in conjunction with California Bus Association  
October 17, 2017  
Alpine, CA