President’s 2017 Goals

May 2017 Update
<table>
<thead>
<tr>
<th>Goal(s)</th>
<th>Measure of Success/Target Performance (entered at start of year)</th>
<th>Performance</th>
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<tbody>
<tr>
<td><strong>1) Government Affairs and Policy</strong></td>
<td>- Provide appropriate policy development, oversight, and staffing, including outside resources when needed, to achieve success&lt;br&gt;- Advance legislation on sleep apnea, insurance and other related items to slow or enhance pending regulations&lt;br&gt;- Hold regular meetings and calls with the appropriate departments and agencies that impact motorcoach operations and travel&lt;br&gt;- Through BISC and BusMARC, help educate agencies on the operational realities of the motorcoach industry and be proactive regarding safety operations and equipment&lt;br&gt;- Develop and/or work with coalitions&lt;br&gt;- Continually increase participation at BISC and BusMARC&lt;br&gt;- Provide comments to pending regulations and review final and proposed rules to see if ABA comments were adopted&lt;br&gt;- Identify the list of MAP-21 pending and proposed regulations, those that have been adopted, those that moved to proposed regulations, and where ABA’s input was considered</td>
<td>5 Outstanding</td>
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<td>Regulatory Affairs</td>
<td>- Work with the federal agencies responsible for bus safety including FMCSA, NHTSA, and NTSB&lt;br&gt;- Work with other like-minded associations, organizations and coalitions on safety-related matters&lt;br&gt;- Ensure that the GAP staff is fully engaged in the regulatory process and is networking with regulatory agencies.</td>
<td>4 Exceeds</td>
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<td><strong>Achievements 05/2017</strong></td>
<td>3 Target</td>
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<td>• Worked extensively to get to know new Members of Congress and members of the Administration, specifically at the U.S. DOT&lt;br&gt;• Provided names of possible appointees to White House OPM and to others at DOT&lt;br&gt;• Provided suggested rules and regulations changes to new Administration staff&lt;br&gt;• Continued efforts to rollback lease and interchange regulation&lt;br&gt;• Worked with Congress and DOT staff on: bus tolling/HOV, the CSA program, ELDs, curbside definition, ELDT and other pending regulations&lt;br&gt;• Worked with ABA members who have been awarded security grants and are being asked by FEMA to provide additional information on past grant awards&lt;br&gt;• Communicated to TSA a willingness to work with them and with FEMA to help provide additional grant compliance information to the industry, and engaged expert counsel in grants to help guide ABA’s efforts&lt;br&gt;• As a result of working with DOT Administration staff, saw the successful rollback of the proposed regulations on the Safety Fitness Determination</td>
<td>2 Mostly Meets</td>
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<td>1 Does Not Meet</td>
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<td><strong>Weight</strong></td>
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<td>Provided updates to members on new Administration appointees and new Members of Congress</td>
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<td>Prepared for ABA’s annual fly-in and hired outside experts to assist in scheduling appointments</td>
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<td>Worked to develop a joint ABA-SYTA letter to send to President Trump and Secretary Ross on the travel ban issue and its impact on group and student travel</td>
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| **2) Meetings and Conventions** | - Work with the Strategic Marketplace Committee and staff to continue to grow Marketplace participation and maintain or grow net revenue  
- Continue to provide a Marketplace that creates perceived value for attendees  
- Begin to use technology, education, speakers, etc. to create a “must attend” atmosphere for operators and suppliers  
- Attract more overseas buyers to Marketplace  
- Attend state and affiliate association meetings, especially where opportunities to present are available  
- Review the direct and indirect impact on ABA membership of including participation of outside organizations and ABA councils  
- Make certain that ABA affiliate organizations are part of the membership strategy  
- Work with database vendors to see what new systems can be put into place and how quickly, and push TEAM to make changes  
- Regularly reach out to the bus and travel trades and national transportation media and get stories placed  
- Being available 24/7 and calling companies when we are aware of an accident  
- Reach out to other associations to look at communications programs that might be a model for ABA  
- Provide comparisons of web traffic for the old and new ABA websites  
- Work with publisher to increase net revenue, monitor their success, and make changes if necessary  
- Continually provide updates on net revenue from publications, less allocated internal costs | 5 Outstanding |
| **Membership** | - Expand the membership  
- Look for additional opportunities to get ABA’s message in front of existing members and prospects | 4 Exceeds |
| **Communications and Publications** | - Develop a broad communications vision that supports all aspects of ABA and has a marketing focus  
- Maintain active relationships with trade and national media and communicate regularly on issues of interest  
- Continue to provide media support to all members and the motorcoach industry when significant events (accidents) or other crises occur  
- Complete and launch the ABA website redesign  
- Oversee all ABA publications, ensuring that content is member-driven and valued, and that advertising for all publications trends upward | 3 Target |

**Achievements 05/2017**
- Completed a financially successful Marketplace with estimated net revenue totaling $1,655,000  
- Working with multiple cities to host Marketplace 2020 and beyond  
- Continued working with industry publications and partners to present industry awards  
- Worked with video producer at Marketplace to push out a constant stream of media and social media products which created lots of buzz, and attendees liked and responded favorably to seeing them and working with | 1 Does Not Meet |
same producer to engage members all year long
- Participated in the 2017 Earth Week celebration, working with MCI and providing a motorcoach and information at the DOT building
- Utilizing Kitchen PR on an as needed basis for severe crisis situations, and supported Burlington and Storer
- Working with ABA’s new publisher, YGS, to help them understand the association and its members
- Supported the ABAF efforts with the Fund a Future and Investing in our Industry campaigns and the auction
- Continued growing ABA’s social media presence
- Participated national, regional and state events including: UMA Expo and the NTA Convention, LCT Convention as well as Travel South the VA and WI Motorcoach Associations’ meetings
- Secured media placement stating ABA’s displeasure with a ban by Washington Metro to keep buses out of stations during the inauguration
- Supported efforts of the GAP and Meetings and Membership staff
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| **3) Financial/Oversight** | - Achieve a net revenue number that matches or exceeds the annual budget  
- Hold annual meetings or finance-related committee meetings with detailed reports, and hold meetings with TD Bank staff to review investment policies and results  
- Work with the ABA auditor to ensure a “clean” audit with no management issues or management letter  
- Provide regular updates on ABA’s financial position to the Treasurer, and Finance and Budget Committee  

**Achievements 05/2017**  
- Concluded redesign and construction of ABA’s offices to accommodate our tenant, Ascension Health  
- Achieved a clean 2016 audit with no management letter for both ABA and ABAF  
- Worked with a team at TD investments to better understand our investment strategy and results | 5 Outstanding |
<p>|         |                                                              | 4 Exceeds   |
|         |                                                              | 3 Target    |
|         |                                                              | 2 Mostly Meets |
|         |                                                              | 1 Does Not Meet |
|         |                                                              | Weight 10%   |</p>
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| **4) Special Programs and Projects** | - Work with IMG to ensure participation at BISC every other year  
- Survey BISC and BusMARC participants to determine the perceived value of both programs and provide input to the planning and scheduling  
- Work to ensure BISC and BusMARC are self-sufficient through registrations, reduced costs and/or sponsorships  
- Work with other small organizations to incorporate them or provide support, if it fits with ABA’s overall mission  
- Continue to see that GroupConnect is revenue neutral or positive, and increase the number of active users | 5 Outstanding |

**Achievements 05/2017**

- Concluded ABA’s most successful live and silent auction raising $101,000 and another $21,000 in the Afterglow  
- Completed a review of all research over the past 10 years and developed a new target of research opportunities that tie in to industry and legislative education  
- Working with John Dunham & Associates to revise ABAF Economic Impact Reports  
- Began discussions with members and ABAF’s researcher to streamline data collection  
- Continued to expand the BISC and CBA partnership, scheduling a BISC West meeting as part of the CBA annual meeting  
- Finalizing the Entry Level Driver Trailing, working with the Alliance Safety Council, and sponsored by Prevost  
- Working with OMCA and InfoTree to unwind and discontinue GroupConnect  
- Working on final arrangements with IRU to assist ABA with hosting the ABA Board during its visit to BusWorld  
- Continued raising funds for BusPAC |

**Performance**

- 4 Exceeds  
- 3 Target  
- 2 Mostly Meets  
- 1 Does Not Meet  

**Weight**

- 5%
### Goal(s)

5) **Organizational Management/Strategic Planning**

- 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
- Look for additional ways to leverage technology to enhance the member experience and to provide valuable content for members
- Work with the ABA leadership to create a strategic planning session over the next 12 months
- Look at opportunities to outsource, where those opportunities create efficiencies while maintaining effectiveness

### Measure of Success/
Target Performance (entered at start of year)

- Match the staff with the needs of ABA, make changes where needed, and ensure stability
- Continue the annual process of reviews, looking at staff self-evaluations and department evaluations to understand the level of engagement, strengths and weaknesses of every employee

### Achievements 05/2016

- Hired two staff members, Brad Tucker, to assist with GAP and Communications, and Zoe Deloglos as full-time assisting with ABAF and Administration
- Brought staff together to research and interview companies who can provide association management software (AMS) that will meet ABA’s member needs and those of the Association
- Retained a strategic planning consultant and began pulling together the strategic planning committee for a June 14/15 meeting at BWI
- Continued efforts to enhance the buses.org site and make it more user friendly and intuitive

### Performance

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