Executive Summaries of ABA Staff Reports

ABA Finance Department

Due to a strong finish in 2015, and a strong 2016 to date, ABA is in a solid financial position at November 30, 2016. Current assets, consisting of cash, accounts receivable and investments total $6,852,000 compared to 6,642,000 in 2015. In April 2016, prior to the Spring Board Meeting, ABA transferred $100,000 from its operating account to the reserve account at BNY Mellon per the decision to build up the investment reserves. This is the 5th consecutive year ABA has contributed $100,000 to the reserve fund in its effort to replenish the funds used to purchase its office condominium. ABA currently plans on contributing an additional $100,000 in April 2017, prior to the 2017 spring meeting.

Revenue, excluding investment income, totaled $5,959,000 through 11 months ending November 30, 2016, down slightly from $6,030,000 through the same period in 2015.

Expenses through the first 11 months of 2016 were $5,677,000 compared to $5,506,000 in 2015. Net income before investment income, or excess of revenues over expenses, through 11 months of 2016, is approximately $282,000, or 46%, lower than the same period in 2015. Most items causing the decrease year over year have been budgeted for. For more detail on the financial position and activities, please reference the full report in your materials.
ABA Government Affairs and Policy (GAP)

EXECUTIVE SUMMARY

Since the Fall 2016 Government Affairs Policy Board report, the Government Affairs and Policy Division (GAP) staff engaged in building and maintaining key relationships preparing for the pending legislative and executive branch transition in 2017, coordinated with the presidential transition team and legislative offices on policy matters, developed and refined materials to support ABA advocacy interests in the 2017, assisted on state/local legislative advocacy matters, participated in a number of state/regional association meetings, conducted educational webinars, and attended and participated in other various key meetings in support of ABA interests, and initiated activities in support of ABA’s 2017 Congressional Fly-In. In terms of legislation, as Congress cut the remainder of its term short due to the election and lame-duck status, limited legislative activity took place in the fall other than passing a funding measure to keep the Federal Government operating, initially with a Continuing Resolution (CR) through the November election and then a second CR to carry operations through next April.

In addition to legislative activities, GAP also remained very busy monitoring and weighing in on regulatory and administrative actions. In the waning months of a presidential administration, it is not unusual for the outgoing presidential administration to aggressively pursue regulatory activity in an effort to solidify its policy direction. This is especially true following an election resulting in a political party change for the incoming administration. Since September, GAP analyzed, solicited feedback and as appropriate prepared comments on 5 administrative proceedings (i.e. rulemakings and other notices), as well as reviewed and analyzed 3 final rules for the benefit of providing guidance to ABA members. GAP staff also attended, and as appropriate, participated in a number of administrative meetings, such as the Department of Transportation’s National Coalition on Truck Parking and the National Academies of Sciences meetings in support of the review of the Federal Motor Carrier Safety Administration’s (FMCSA’s) Compliance, Safety, Accountability program. GAP also issued 6 member alerts, to assist and keep ABA members abreast of important matters that may affect their business operations or interests.

As well GAP managed the activities of the Bus Industry Safety Council (BISC) and the Bus Maintenance and Repair Council (BusMARC), along with supporting the ABA-State/Regional Association relationship, and supporting other associations. Additionally, in advance of the 2017 ABA Annual Meeting & Marketplace, GAP staff engaged in preparing for the various meetings to be held during the event, including: coordinating with the ABA Membership and Meetings Division; coordinating agendas, arranging speakers and preparing materials for the BISC and BusMARC winter meetings; and preparing and conducting outreach in advance of the State/Regional Association Roundtable meeting.

Finally, as of December 22, the balance in the BusPAC account stands at $176,621.18, following a record year of receipts in the amount of $82,655.12 for 2016. Although the BusPAC fundraising goal for 2016 was $100,000, reflecting the fact it was an election year, FY 2016 contributions were at the highest level to date for BusPAC. Also, since the last Board meeting, BusPAC supported 24 members (54 members for the year), as the Congressional campaign season drew to a close, and attended 5 events sponsored by elected legislators as “thank you” receptions following the election.
2017 MARKETPLACE EXECUTIVE SUMMARY
MEETINGS, EDUCATION AND MEMBER SERVICES DEPARTMENT
Submitted by Lynn M. Brewer

2017 ABA’S ANNUAL MEETING & MARKETPLACE

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<td>821*</td>
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<td>526</td>
<td>457</td>
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<td>664</td>
<td>632</td>
<td>568</td>
<td>634</td>
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<td>220</td>
<td>192</td>
<td>187</td>
<td>261</td>
<td>204</td>
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**TOTAL**             | 2755      | 2876      | 2673      | 2844      | 2508      | 2480      | 2568      | 2657      |

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

**New This Year**
- We are beginning to rebrand Marketplace as ABA’s Annual Meeting & Marketplace to attract and be valuable to all members of the association.
- The Sunday Opening Lunch will include NY Times bestselling author and venture capitalist Josh Linkner as the keynote speaker.
- The ABA Annual Meeting has been moved to Saturday as a stand-alone meeting to give the business portion of the meeting better visibility.
- MorphoTrust is offering TSA pre-check screening appointments onsite.
- More than 144,000 appointments were scheduled.

**MEMBERSHIP TOTALS**
(Count comparison from December 2015-2016)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td>Associate</td>
<td>196</td>
<td>175</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>340</td>
<td>286</td>
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<tr>
<td>Bus Operator</td>
<td>645</td>
<td>557</td>
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<tr>
<td>Travel Industry</td>
<td>2,135</td>
<td>2,182</td>
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<td>Total Members</td>
<td>3,316</td>
<td>3,200</td>
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**The “Membership PLUS” program was launched in May 2016 and added 191 new Travel members.**

427 new companies have joined since January 1:
- 33 Associates
- 63 Tour Operators
- 96 Bus Operators
- 235 Travel Industry Professionals
  427 (in comparison, we had 343 new members in 2015)

- 191 PLUS members
  618 total new members
ABA Communications Board of Directors Report
Melanie Hinton/Winter 2017

Highlights:

Government Affairs and Policy

I have worked closely with the team to promote their visits to Capitol Hill with that social media campaign #ABAWorkingForYou, that highlights Congressional and regulatory meetings the team does. This social media campaign has been quite popular amongst our Facebook and Twitter followers with usually claiming the highest responsive posts and, more importantly, a number of retweets and shares. Organically our followers are now promoting the GAP team’s work.

We have also sent out seven statements since June commenting or promoting a number of agency initiatives such as the CVSA and FMCSA. By making our voice heard on issues affecting the industry, ABA will have a greater impact on media coverage and therefore within Capitol Hill.

We have sent out eight member/regulatory alerts on issues affecting our membership.

ABA Annual Meeting & Marketplace

We have been promoting the ABA Annual Meeting & Marketplace in social media as well as the Insider. We have made a concerted effort to invite trade and mainstream media to attend this year’s event, including working closely with the Destination Cleveland’s media relations team.

We are holding a media-focused trends in the industry event on Monday at 10 a.m. with a panel discussion on future trends in the motorcoach, travel and tourism industry. Panelists include: Don DeVivo, Michael Colborne, Stephanie Parr-Brooks, and Joe Schwieterman from DePaul University.

We have also added a Snapchat geofilter to the convention center to promote the Annual Meeting & Marketplace. We are also encouraging attendees to include the hashtag #abacleveland in their own social media posts while attending our meeting.

Membership

We have added a Member News section to The Insider to highlight member news and their work in their communities.

During the devastating wildfires in Tennessee, we actively reached out to members in the area and worked with them on promoting their needs and highlighting that the travel and tourism sectors in the area were still open for business. We spent a week posting members pictures and
comments promoting tourism in the area, as well as promoting the kind acts other members in
the industry were doing to help the affected areas.

We will continue to work closely with the membership team to promote the good news of the
industry.

Activities:

Media Engagement:

We continue to meet with reporters when schedules allow. Since the September Board Meeting
Peter and I have met with Melanie Zanona from The Hill and Lauren Gardiner from Politico.

Peter was quoted in an Oct. 25 Politico story on FMCSA’s reconsideration of the Bus Leasing
Rule and the Dec. 16 story from USA Today on TSA’s proposed security training requirement
for all surface transportation.

Social Media Activities

We have been utilizing our social media channels more with the ABAWorkingForYou and
#ABAEverywhere campaign and promoting the 2017 Annual Meeting & Marketplace as well as
other events.

Our average people reached runs between 600-900 viewers.

Because of our increase engagement and use of social media networks, we have seen our social
media audience and interaction start to grow:

Facebook: 4240 in June to 4379 now (as of Dec. 19)

Twitter: 3417 in June to 3542 now (as of Dec. 19)

LinkedIn: 3440 in June to 3491 now (as of Dec. 19)

Coming in 2017

Surface Industry Safety Video

ABA led an effort to bring together FMCSA, AAA National and the American Trucking
Association to create a series of mini videos that highlight safety is everyone’s responsibility
when it comes to driving on the road. The mini-sodes are based off FMCSA’s Our Roads, Our
Responsibility campaign that was launched in August 2016. The first three episodes will focus
on stoppage distance, blind spots and wide turns. The videos are scheduled to launch in the first
half of 2017
New Publisher Partnership

Starting Jan. 1 all of ABA’s publications and media sales will be handled by The YGS Group from York, Pa. The Pohly Company announced that the company will be discontinuing advertising sales support services, although the company will continue to provide fee-based services to a variety of clients.

ABA chose YGS - an award-winning creative, marketing and publishing firm - because we wanted to ensure the publications you have come to trust as your news resource would continue to be produced at the caliber you have grown accustomed. YGS understands the specific needs of association publications and custom publishing as they have been around for more than 60 years and have worked with several trade associations in Washington, D.C. and across the country.

YGS will help ABA rebrand some of our publications, including The Insider.

More Emphasis on Education of New Administration, Congress and Media in 2017

With the elections past and a new Administration and Congress moving in, I will be working closely with the GAP team to ensure ABA’s voice is heard above all others in terms of educating new Congressional members and agency staff as well a concerted effort in the media.

There will also be a continued push communicating ABA programs and services to members as well as promoting our members in our publications and through social channels.