



Your ABA membership is a great investment. This year increase your return on investment by taking advantage of Member Only leadership opportunities. We are looking for members to self-nominate for leadership positions on the following committees/subcommittees:

- **Marketplace Education Subcommittee**
- **Marketplace Orientation Center Subcommittee**
- **Marketplace Resource Central Subcommittee**
- **Diversity Committee**
- **Certified Travel Industry Specialist (CTIS) Committee - CTIS Graduates Only**
- **Top 100 Committee - Tour and Bus Operators Only**

All committee/subcommittee members are eligible for reimbursement up to \$500 for travel and lodging for each on-site meeting (excluding any meetings at Marketplace).

Review the following responsibilities (including mandatory meeting dates). If you are interested in nominating yourself for a committee access our Leadership Committee Nomination Survey and select the committee(s) that you would like to be considered for. We will be contacting you when the committees have been confirmed in February.

MARKETPLACE SUBCOMMITTEES

The Marketplace Subcommittee members:

- Assist in the planning and on-site responsibilities of the Educational Seminars, Orientation Center and Resource Central.
- Attend an on-site meeting prior to Marketplace. (up to \$500 reimbursed)
- Volunteer a minimum of 12 hours at Marketplace.
- Recruit 5 friends to volunteer in their area.
- 2 year commitment to the subcommittee.
- Take an active role on the success of Marketplace.

Marketplace Subcommittee Positions Open:

- **Educational Subcommittee (2 year term):** Responsible for selecting, preparing and evaluating speakers for our professional seminars.
 - Subcommittee members must be available for an on-site meeting in **Gaylord National/National Harbor, MD, March 2-3, 2009.**
- **Resource Central Subcommittee (2 year term):** Responsible for providing a research and resource center for buyers and sellers at Marketplace.
 - Subcommittee members must be available for an on-site meeting in **Gaylord National/National Harbor, MD, September 23-24, 2009.**
- **Orientation Center Subcommittee (2 year term):** Responsible for orienting first-time attendees (STAR Delegates) before, during and post-Marketplace.
 - Subcommittee members must be available for an on-site meeting in **Gaylord National/National Harbor, MD, September 22-23, 2009.**

DIVERSITY COMMITTEE

The Diversity Committee members:

- Provide industry vision and leadership that anticipates and meets the goals of ABA and the Diversity Committee.
- Evaluate the committee's past programs, events, activities as related to the mission statement and implement sound operational improvements to further the growth, vitality and success of the association.
- Identify new or enhanced programs or initiatives that further the committee's goals.
- Develop new promotional strategies and communication methods to increase the diversity of ABA member organizations as well as the membership base.
- Demonstrate enthusiasm and professionalism towards ABA and its members.
- Serve on at least one of three subcommittees: Education Program, Operator Program, and Travel Industry Program.
- Complete special projects or tasks as deemed by the Diversity Committee Chairman or ABA staff.
- Volunteer at various events related to Diversity Committee activities during Marketplace week.
- Annually submit a list of potential future committee members for ABA review and approval. (Diversity Committee members are not allowed to solicit committee or subcommittee members without ABA's approval).

Diversity Positions Open:

- **Diversity Committee Member (2 year term):** The mission of the ABA Diversity Committee is to integrate a philosophy and practice of inclusion into the ABA culture, membership, staff and the community, enabling ABA to lead by example, thus setting the standard for the motorcoach and tour & travel industry.
 - **Committee members must be available for an on-site meeting in Gaylord National/National Harbor, MD, September 22-23, 2009.**

CERTIFIED TRAVEL INDUSTRY SPECIALIST (CTIS) COMMITTEE

The CTIS Committee members:

- Attend in-person committee meeting (usually during Marketplace) and quarterly conference calls;
- Stay abreast of industry and educational changes;
- Provide industry vision and leadership that anticipates and meets the goals of students as well as the goals of ABA and IUPUI;
- Follow timeline for completion of all projects and programs;
- Demonstrate enthusiasm and professionalism towards the CTIS program, IUPUI, ABA and its members;
- Attend the CTIS graduation on-site at Marketplace;
- Volunteer for a minimum of ten (12) hours of service in the CTIS booth and Education seminars during Marketplace week. (Operator members may be excluded from this requirement to fulfill appointment-taking responsibilities);
- Complete special subcommittee projects as deemed by the CTIS Chairman, IUPUI or ABA staff, which may include as many as twelve hours during the year to work on CTIS committee activities.

CTIS Positions Open:

- **CTIS Committee Member (2 year term - CTIS Graduates Only):** The CTIS Committee, the American Bus Association (ABA) and Indiana University Purdue University Indianapolis (IUPUI) are responsible for the course development, promotion, enrollment and administration of the Certified Travel Industry Specialist (CTIS) program. Committee members, ABA staff, and IUPUI staff in support and mutual respect of each other, work to develop new aspects of the CTIS program to ensure the program meets the needs of the industry and students.

TOP 100 COMMITTEE

The Top 100 Committee members:

- Current ABA motorcoach or tour operators;
- Attend in-person judging meeting (usually the first or second week of June);
- Follow timeline for completion of all projects and programs including pre-meeting homework;
- Demonstrate enthusiasm and professionalism towards the Top 100 program, ABA and its members;
- Fully participate in all of the FAM activities;
- Access to a high speed computer.

Top 100 Positions Open:

- **Top 100 Committee Member (1 year term - Bus and Tour Operators Only):** ABA's Top 100 Events in North America is an annual compendium of the best events for group travel in the United States and Canada. Each summer, a committee of ABA-member motorcoach and tour operators selects the Top 100 Events for the subsequent year; the list is unveiled in September. Winners are chosen from hundreds of celebrations, festivals, fairs, commemorative events, and more that have been nominated by state tourism offices and local and regional CVBs. From among the winners, ABA names the Number One Event for both the United States and Canada. Last year ABA received more than 400 nominations for the 2008 Top 100 Events.
 - **Committee members must be available for an on-site meeting in Ely, Nevada, June 7-12, 2009.**

Contact us at vosman@buses.org with any questions you may have regarding these leadership opportunities.



Name _____

Company Name _____

Email Address _____

Phone Number _____

ABA looks to its membership for leadership in the most important functions of the association. Becoming involved in ABA is another great way to build your business.

Below are the various committee openings for 2009. Please rank them in the order of your preference with 1 being your top preference. Only rank the positions that you are interested in and available for the required duties and meeting dates.

- Marketplace Education Subcommittee Member: 2 year term (On-site mandatory meeting dates: March 2-3, 2009).
- Marketplace Resource Central Subcommittee Member: 2 year term (On-site mandatory meeting dates: August 25-26, 2008).
- Marketplace Orientation Center Subcommittee Member: 2 year term (On-site mandatory meeting dates: August 27-28, 2008).
- Diversity Committee Member: 2 year term (On-site mandatory meeting dates: September 22-23, 2009).
- Certified Travel Industry Specialist (CTIS) Committee Member: 2 year term (CTIS Graduates Only).
- Top 100 Committee Member: 1 year term (Bus and Tour Operators Only - June 7-12, 2009).

Thank you for your interest in becoming a leader with the American Bus Association. We will contact you when the committee assignments have been confirmed in February.

Fax back to ABA at 202-898-1575