

# Bus & Motorcoach NEWS

WHAT'S GOING ON IN THE BUS INDUSTRY

## Major vintage bus rally planned this fall in Indiana

EVANSVILLE, Ind. — The largest-ever North American rally of vintage and historic buses will take place here, beginning the first day of fall.

The three-day event, which is being called simply Bus Rally Evansville, is expected to attract between 75 and 100 operational classic, collectible, historic and vintage buses from across the U.S. and Canada.

Buses that are at least 25 years old will be the focus of the rally.

In addition to the buses, the

rally also is expected to attract a large contingent of both North American and foreign visitors who will have an opportunity to see some of the rarest and most unusual vintage buses still operating.

The event, running Sept. 22-24, is being organized by The Busboys Collection, a Minnesota-based nonprofit organization that is thought to own and operate the largest collection of vintage buses in North America.

The principal site of the rally

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The 1939 Art Moderne former Greyhound Bus Terminal in Evansville, Ind., with its distinctive two-tone, porcelain-enameled steel panels, was restored and repurposed by Indiana Landmarks, which helps Indiana communities and individuals rescue endangered landmarks.

## Bus & Motorcoach News website redesigned, updated

ALEXANDRIA, Va. — United Motorcoach Association members who sign on to the *Bus & Motorcoach News* website during Expo 2017 in St. Louis are in for a surprise.

The website ([www.busand-motorcoachnews.com](http://www.busand-motorcoachnews.com)) has been redesigned to include more timely industry news, more photos and more information to keep UMA members up to date on what is happening in the motorcoach industry.

The benefits to subscribers will be:

- Faster reporting of news
- Greater depth of research capabilities
- Easier access to articles behind the logon

- Easier ability to share content with others

The new website will be updated regularly with timely news stories and will supplement the print edition of *Bus & Motorcoach News*, which will still be mailed to subscribers. All of the print edition content will also be available on the website.

The site also will offer more space for *Bus & Motorcoach News* advertisers, as well as increased analytics and tracking.

The updated website will be phased in over the next few months and will be accessible to both subscribers and nonsubscribers initially. The content will then be accessible only to subscribers.

## Capitol Hill Days to focus on regulation

ALEXANDRIA, Va. — When United Motorcoach Association members travel to Washington in April to meet with members of Congress, they will be dealing with lawmakers who have a focus on reducing, rather than increasing, regulations on businesses.

That is a major change from recent years, when the motorcoach industry has been fighting off such proposed new regulations as an increase in insurance minimums, a strict rule regulating bus leasing and efforts by regulators to finalize a new rule on the Safety Fitness Determination.

UMA members who traveled to Washington last spring for the annual Capitol Hill Days Fly-In were able to convince some of their congressional representatives that such regulations could cripple the motorcoach industry, and would be especially onerous to

small operators.

This year when UMA members return to the capital April 25-26, they are likely to find even more receptive legislators, especially those on the Republican side of the aisle.

Since President Donald Trump issued an order Jan. 20 to federal agencies to freeze new rules and to delay those published but not yet effective, some of the pending regulations that would affect the motorcoach industry have been in limbo.

A rule establishing driver-training standards for entry-level bus and truck drivers already has been postponed by the Federal Motor Carrier Safety Administration.

Because of the uncertainty surrounding regulations, and the new focus in both Congress and the administration, the motorcoach industry has a chance to make fur-

ther inroads in its efforts to fend off legislation and rules detrimental to operators.

That is why UMA is encouraging members to attend this year's Capitol Hill Days to continue the momentum the association has generated in recent years.

UMA makes appointments for members with their congressional delegation, prepares participants with background and talking points, and (in most instances) supplies a staff member to assist members during your appointments.

"This is your chance to meet with those elected to represent your interests in Congress. It's your turn to speak up and let them know your concerns," UMA says in encouraging participation.

For more information and to register for the event, go to [www.uma.org/industry/capitol-hill](http://www.uma.org/industry/capitol-hill).



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# Study finds unhealthy truckers more likely to crash

SALT LAKE CITY — Commercial truck drivers with three or more medical conditions have a far higher chance of being in a crash than healthier drivers, according to a new study.

The study, led by investigators at the University of Utah School of Medicine, said such drivers could be up to four times as likely to be involved in a crash.

The results were published in the *Journal of Occupational and Environmental Medicine*.

“What these data are telling us is that with decreasing health comes increased crash risk, including crashes that truck drivers could prevent,” said the study’s lead author, Matthew Thiese, an assistant professor at the Rocky Mountain Center for Occupational and Environmental Health.

Keeping healthy can be tough for truck drivers, who typically sit for long hours behind the wheel, deal with poor sleeping conditions and have a hard time finding nutritious meals on the road.

Now, examination of medical records from 49,464 commercial truck drivers found that 34 percent

have signs of at least one of several medical conditions that had previously been linked to poor driving performance, including heart disease, low back pain and diabetes.

## Millions of data points

Matching drivers’ medical and crash histories revealed that drivers with at least three of the flagged conditions were more likely to have been involved in a crash. There were 82 truck drivers in the highest-risk group, and results were calculated from millions of data points reflecting their relative crash risk every day for up to seven years.

The investigators found that this group was at higher risk for different categories of crashes, including accidents that caused injury, that could have been avoided.

The rate of crashes resulting in injury among all truck drivers was 29 per 100 million miles traveled. For drivers with three or more ailments, the frequency increased to 93 per 100 million miles traveled, according to Thiese.

The trends held true even after taking into consideration other factors that influence truckers’

‘With decreasing health comes increased crash risk, including crashes that truck drivers could prevent.’

driving abilities such as age and amount of commercial driving experience.

The new findings could mean that one health condition, such as diabetes, is manageable but diabetes in combination with high blood pressure and anxiety could substantially increase a driver’s risk.

“Right now, conditions are thought of in isolation,” Thiese said. “There’s no guidance for looking at multiple conditions in concert.”

Current commercial motor vehicle guidelines pull truckers with major health concerns from the pool but do not factor in an accumulation of multiple minor symptoms.

Considering that occupants of

the other vehicle get hurt in three-quarters of injury crashes involving trucks, it’s in the public interest to continue investigating the issue, said the study’s senior author Dr. Kurt Hegmann, director of the Rocky Mountain Center for Occupational and Environmental Health.

“If we can better understand the interplay between driver health and crash risk, then we can better address safety concerns,” he said.

## OOIDA disputes findings

But not everyone agrees with the study’s findings.

The Owner-Operator Independent Drivers Association Foundation pointed out several weaknesses in the study.

First, the foundation gives credit to the study’s authors for admitting that the conclusions are not definitive because of the small sample size and for saying that care should be taken when interpreting the true crash risk based on the results.

The foundation said some of the reasons the results of the study could be flawed are that all of the drivers were from one motor car-

rier, they didn’t examine where the miles were driven, and many of the medical conditions are associated with each other and not necessarily exclusive.

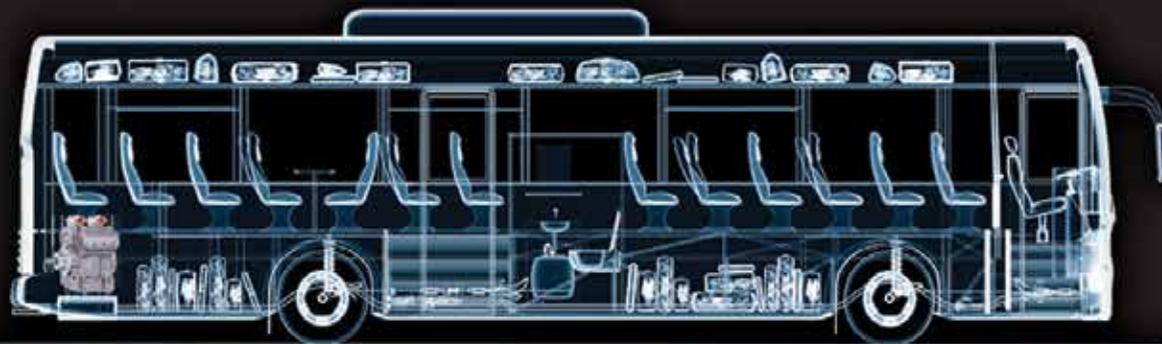
The study also didn’t look at total driving experience. The Federal Motor Carrier Safety Administration recently released an analysis that indicated drivers with more experience were less likely to crash.

There are 5.7 million drivers of commercial motor vehicles in the United States, according to the study. Based on police reports, there have been 60,000 truck crashes involving injuries in the past five years, the study said.

“The fact remains that crashes are rare events, and the crash rate for each of the groups (i.e., the number of conditions) were relatively similar, but the study did not break down the results by crash rates,” the foundation said. “Thus, it cannot be said that just having a medical condition will result in a crash. If this were true, considering the health of the United States as a whole, the highways would be strewn with wrecked vehicles.”

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# THE DOCKET

## California GOP calls for halt to bullet train funding

WASHINGTON — California's Republican members of Congress have asked the Trump administration to block a federal grant that will ultimately support the state's high-speed rail project until an audit of the project's finances is completed.

The letter, signed by all 14 members of the state's GOP delegation, including House Majority Leader Kevin McCarthy, was sent to Transportation Secretary Elaine Chao, the *Los Angeles Times* reported.

The Congress members complain in the letter about cost increases, reductions in the project's scope and its failure to attract private financing.

The letter asks Chao to stop approval of a \$650-million grant that the Transportation Department could make to the Bay Area's Caltrain commuter rail agency as

part of an effort to install an electrical system. The bullet train would eventually use the same line from San Jose to San Francisco.

This latest effort to at least temporarily derail the multibillion-dollar project comes at a time when President Trump has been critical of California over immigration issues. He has even vowed to cut funding to the state.

At the same time, Trump says

he plans to pursue a major increase in infrastructure funding. However, his opinion of the bullet train, the nation's largest infrastructure project, is unknown.

California Democrats countered the Republicans' letter with one of their own, asking that the grant be approved, and charging that the Republican's letter misstated the fact that the grant was being sought by the rail authority,

rather than the Caltrain joint powers board.

A spokesman for House Minority Leader Nancy Pelosi, D-San Francisco, issued a statement saying the Republicans' letter was rife with "inaccuracies and innuendo" and arguing that blocking the train would cost California thousands of jobs and make commuting between San Francisco and Silicon Valley "dirtier, slower and more crowded."

## Florida governor wants \$4 billion for roads, bridges

TALLAHASSEE, Fla. — Florida's roads and bridges are in line to receive more than \$4 billion in fiscal 2018 as part of the budget announced recently by Gov. Rick Scott.

Scott's total proposed transportation budget of \$10.8 billion marks the fourth year in a row it has topped \$10 billion.

"As the third-largest state in the nation with the fourth-fastest growing population, we must make sure our state is prepared to safely welcome new families, visitors and job creators," Scott said in announcing his budget, which is \$100 million more than the Legislature allocated to Florida's Department of Transportation last year.

"We have made significant investments in transportation for four years in a row because we know the incredible impact it has on job creation and helping Florida become a leading hub for global trade."

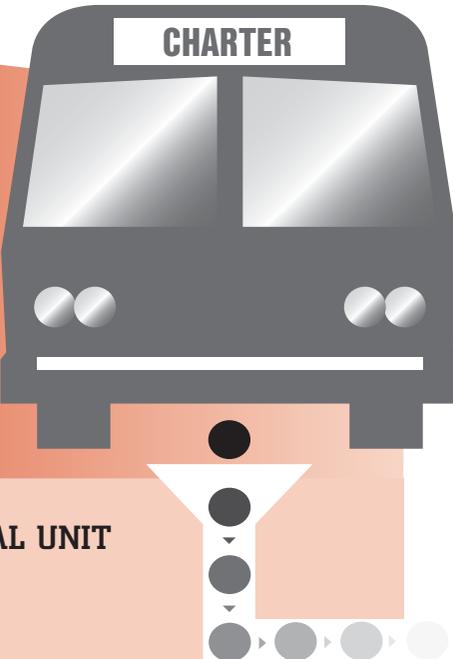
The \$4.1 billion that the Republican governor proposes devot-

ing to Florida's roads and bridges must be approved by the Republican-controlled Legislature, which fully did so the past three years. Much of that money would go to projects underway that would receive additional funding.

Sally Patrenos, former executive director of the Florida Transportation Commission, which oversees the state's transportation agencies, said she doubts that many states maintain their infrastructure as well as Florida does.

"Expansion and new construction is critically important when our state is adding 1,000 people a day," Patrenos said.

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# Taxpayers should heed this timely advice from the IRS

WASHINGTON — Taxpayers should choose their tax return preparer wisely — with good reason. Taxpayers are responsible for all the information on their income tax return. That's true no matter who prepares the return.

Here are 10 IRS tax tips to keep in mind:

**1. Check the Preparer's Qualifications.** Use the IRS Directory of Federal Tax Return Preparers with Credentials and Select Qualifications, available at <https://www.irs.gov>. This tool helps taxpayers find a tax return preparer with the qualifications that they prefer. The directory is a searchable and sortable listing of preparers with credentials or filing season qualifications. It includes the name, city, state and zip code of:

- Attorneys
- Certified Public Accountants
- Enrolled agents
- Enrolled retirement plan agents
- Enrolled actuaries
- Annual Filing Season Program participants

Attorneys, CPAs and enrolled agents can represent any client before the IRS in any situation. Annual Filing Season Program participants may represent clients in more limited situations. Non-credentialed preparers who do not participate in the Annual Filing Season Program may only represent clients before the IRS on returns they prepared and signed on or before December 31, 2015.

**2. Check the Preparer's History.** Ask the Better Business Bureau about the preparer. Check for disciplinary actions and the license status for credentialed preparers. For CPAs, check with the State Board of Accountancy. For attorneys, check with the State Bar Association. For Enrolled Agents, go to <https://www.irs.gov> and search for "verified enrolled agent status" or check the directory.

**3. Ask about Service Fees.** Avoid preparers who base fees on a percentage of the refund or who boast bigger refunds than their competition. When inquiring about a preparer's services and fees, don't give them tax documents, Social Security numbers and other information. Some preparers have improperly used this information to file returns without the taxpayer's permission.

**4. Ask to E-file.** Taxpayers should make sure their preparer offers IRS e-file. Paid preparers who do taxes for more than 10 clients generally must file electronically. The IRS has safely processed billions of e-filed tax returns.

**5. Make Sure the Preparer is**

**Available.** Taxpayers may want to contact their preparer after this year's April 18 due date. Avoid fly-by-night preparers.

**6. Provide Records and Receipts.** Good preparers will ask to see a taxpayer's records and receipts. They'll ask questions to fig-

ure the total income, tax deductions, credits, etc. Taxpayers should not use a preparer who will e-file their return using their last pay stub instead of a Form W-2. This is against IRS e-file rules.

**7. Never Sign a Blank Return.** Don't use a tax preparer who asks a

taxpayer to sign a blank tax form.

**8. Review Before Signing.** Before signing a tax return, review it. Ask questions if something is not clear. Taxpayers should feel comfortable with the accuracy of their return before they sign it. They should also make sure that their re-

fund goes directly to them — not to the preparer's bank account. Review the routing and bank account number on the completed return.

**9. Ensure the Preparer Signs and Includes Their PTIN.** All paid tax preparers must have a Preparer

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# EEOC resolves 97,443 job discrimination cases in 2016

WASHINGTON — The U.S. Equal Employment Opportunity Commission (EEOC) said it resolved 97,443 charges of employment discrimination in fiscal year 2016 and secured more than \$482 million for victims of discrimination in private and federal, state and local government workplaces.

Charges of employer retaliation, racial bias and discrimination due to disability were the most common charges.

EEOC legal staff resolved 139 lawsuits and filed 86 lawsuits alleging discrimination in fiscal year 2016. The lawsuits filed by EEOC

included 55 individual suits and 31 suits involving multiple victims or discriminatory policies.

The \$482 million recovered for victims of discrimination included \$347.9 million for victims of employment discrimination in private sector and state and local government workplaces through mediation, conciliation and settlements; \$52.2 million for workers harmed by discriminatory practices obtained through litigation; and \$82 million for federal employees and applicants.

At the end of the fiscal year, EEOC had 168 cases on its active

docket, of which 48 (28.6 percent) involve challenges to systemic discrimination and an additional 32 (19 percent) are multiple-victim cases.

EEOC said it achieved a successful outcome in 90.6 percent of all suit resolutions.

The EEOC said it continued to work with employers through mediation to resolve charges voluntarily. EEOC's mediation program achieved a success rate of more than 76 percent — saving resources for employers, workers and the agency.

EEOC resolved 1,650 charges and recovered \$4.4 million for lesbian, gay, bisexual and transgender

(LGBT) individuals who filed sex discrimination charges with EEOC in fiscal year 2016.

Additionally, the data show a steady increase in the four years the agency has been collecting LGBT charge data. From fiscal year 2013 through fiscal year 2016, nearly 4,000 charges were filed with EEOC by LGBT individuals alleging sex discrimination, and EEOC recovered \$10.8 million for victims of discrimination.

The top 10 employment charges handled by EEOC in 2016, in descending order, were:

- Retaliation: 42,018 (45.9 per-

cent of all charges filed)

- Race: 32,309 (35.3 percent)
- Disability: 28,073 (30.7 percent)
- Sex: 26,934 (29.4 percent)
- Age: 20,857 (22.8 percent)
- National Origin: 9,840 (10.8 percent)
- Religion: 3,825 (4.2 percent)
- Color: 3,102 (3.4 percent)
- Equal Pay Act: 1,075 (1.2 percent)
- Genetic Information Non-Discrimination Act: 238 (.3 percent)

*The percentages add up to more than 100 because some charges allege multiple cases.*

## Tax tips

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Tax Identification Number. By law, paid preparers must sign returns and include their PTIN.

**10. Report Abusive Tax Preparers to the IRS.** Most tax return preparers are honest and provide great service to their clients. However, some preparers are dishonest. Report abusive tax preparers and suspected tax fraud to the IRS. Use Form 14157, Complaint: Tax Return Preparer. If a taxpayer suspects a tax preparer filed or

changed their return without the taxpayer's consent, they should file Form 14157-A, Return Preparer Fraud or Misconduct Affidavit.

Taxpayers should keep a copy of their tax return. Beginning in 2017, taxpayers using a software product for the first time may need their Adjusted Gross Income (AGI) amount from their prior-year tax return to verify their identity. Taxpayers can learn more about how to verify their identity and electronically sign tax returns at Validating Your Electronically Filed Tax Return on the IRS website.

## FMCSA sleep apnea claims disputed

GRAIN VALLEY, Mo. — A foundation run by a trucking association representing small carriers is once again taking on the Federal Motor Carrier Safety Administration.

This time the Owner-Operator Independent Drivers Association Foundation is disputing FMCSA's increased scrutiny of drivers with obstructive sleep apnea.

In its white paper, "The Truth About Obstructive Sleep Apnea," the foundation argues that sleep

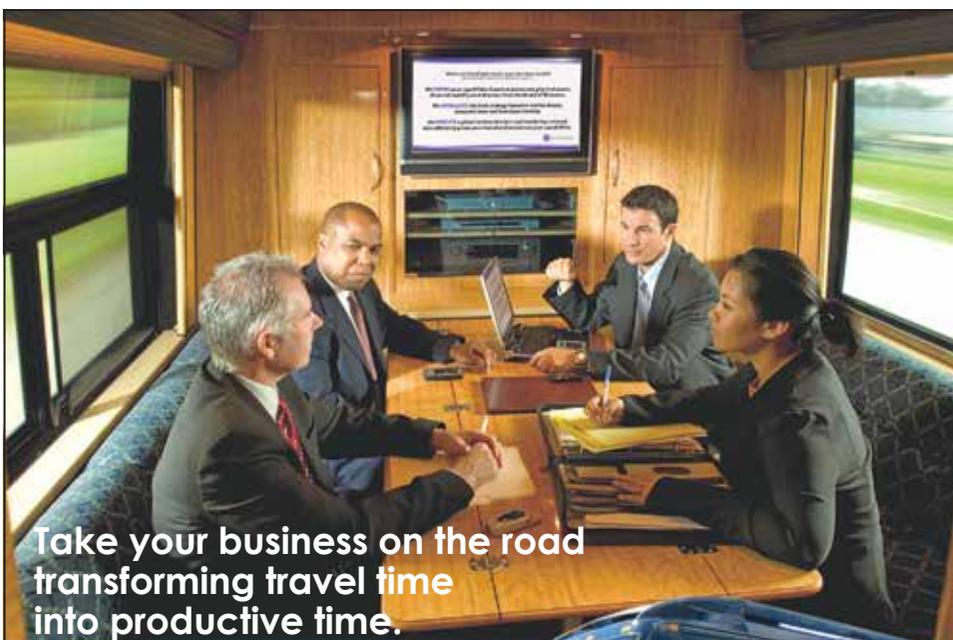
apnea is a medical condition that's been common for many years, yet FMCSA's own statistics don't support the sudden need for increased scrutiny in the form of a new federal regulation.

FMCSA and the Federal Railroad Administration proposed a rule last year concerning the prevalence of obstructive sleep apnea and its potential consequences for the safety of rail and highway transportation.

FMCSA's Medical Review

Board found that sleep apnea causes daytime sleepiness, making drivers more likely to have accidents.

"Both FMCSA and proponents of screening fail to recognize that sleep apnea is not a new disorder, but a condition that has affected millions of people over several decades and yet there has not been the carnage and devastation on our roadways that FMCSA would have us believe is inevitable," the white paper said.



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Bus rally

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will be the former Greyhound Bus Terminal in Evansville, which has undergone a remarkable two-year restoration.

The 1939 Art Moderne bus station, with its distinctive two-tone, porcelain-enameled steel panels, was restored and repurposed by Indiana Landmarks, which — among other things — helps Indiana communities and individuals rescue endangered landmarks.

The former Evansville Greyhound station is believed to be one of only two surviving examples of the distinctive Art Deco architecture, adopted 80 years ago by Greyhound, with its nautical color scheme, curving form and long, horizontal lines.

The architectural style, which also is known as Streamline Moderne, emerged in the 1930s. As a result of the extensive renovation, which included removing and refurbishing the enameled steel panels, the station appears today as it did nearly 80 years ago, with the exception of some minor signage.

Most of the space in the former Greyhound station at 222 Sycamore St. in downtown Evansville has been leased to a regional chain of restaurants, Bru Burger Bar. The restaurants are known for their gourmet hamburgers and curated beer list.

The eatery opened late last year with a gala ribbon cutting and has both indoor and outdoor seating. Other food vendors are nearby or will be on site for the September rally.

The rally is being conducted not only to acknowledge the renovation of the iconic terminal, but also to promote the heritage of the North American bus industry.

“Some of the buses will be ones never seen before by the general public,” said Stan Holter of The Busboys Collection.

“This rally will be the largest gathering of vintage buses ever to be displayed in the U.S., for such a purpose...The rally welcomes all vintage buses and converted motorhomes alike, regardless of make or model, that were originally manufactured by a bus builder,” Holter said.

The agenda for the rally is primarily focused on the gathering of vintage buses for public display, but it also will include a variety of vendors selling industry-related memorabilia, artifacts and other products.

The rally will offer vintage bus rides, visiting Evansville landmarks and sights near the terminal.

Evansville, a city of about

120,000 people, spreads along a sharp bend in the Ohio River in southwest Indiana. Kentucky is right across the river from the city.

The central, heartland-of-America location of Evansville, which is on Interstate 69, is one reason the rally is expected to attract a large number of buses. The nearest east-west interstate is I-64.

Those attending the rally will be able to vote for their favorite buses, with trophies awarded in multiple categories to recognize the owners’ preservation efforts.

The rally will end with a bus parade through downtown Evansville. Because so many buses are anticipated for the event, the parade is expected to be the longest ever of its kind.

Evansville has a large number of local attractions, including a free “Dream Car” auto museum, a small transportation museum, an operating drive-in movie theater, and the only operational LST (land ship transport) from World War II fame.

The Busboys have arranged discounted rates at nearby hotels for attendees preferring to stay near the rally site. More information about other lodging options, RV sites and rally information can be found at [www.busboyscollection.org](http://www.busboyscollection.org). Or, questions can be emailed to [busboyscollection@gmail.com](mailto:busboyscollection@gmail.com).

The organizers and hosts for Bus Rally Evansville are Stan and Dan Holter, who also are the principals of The Busboys Collection.

The Holters are general managers of private bus companies that trace their roots to the brothers’ parents, George and Marilyn Holter. The senior Holters started their bus operation nearly 60 years ago.

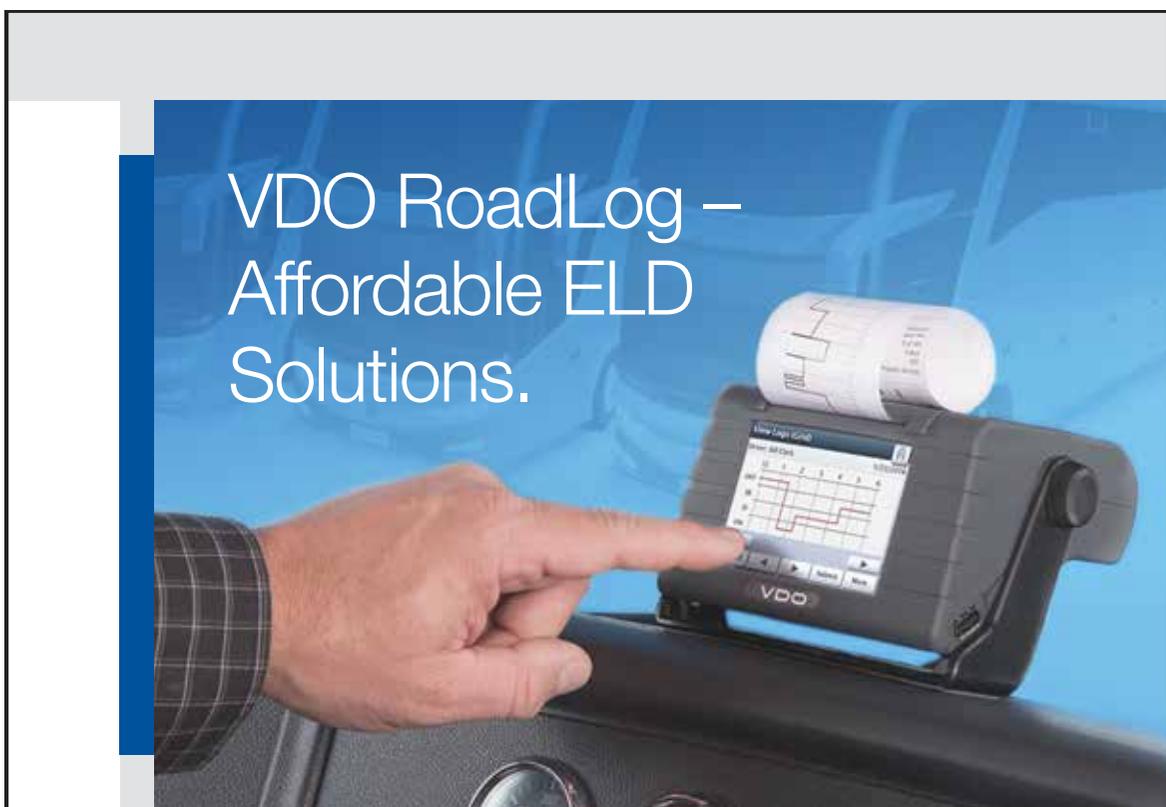
The family’s history and experience of owning and operating multiple bus businesses appears to have imbued Dan and Stan Holter with an appreciation for and desire to preserve their industry’s heritage.

The Busboys Collection started as a hobby of the Holter boys while operating their Minnesota companies, Richfield Bus Company and Rochester City Lines. Dan Holter is general manager of Rochester City Lines, while Stan is G.M. of Richfield, which is a member of International Motorcoach Group.

The family also has a bus tour operation, Heartland Bus & Travel, and an automotive restoration service in Rochester, Minn. In addition, they have a warehouse full of vintage bus parts that have rescued many bus restorers.

“We help people preserve buses to the extent we can,” Stan Holter said.

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## Bus rally

CONTINUED FROM PAGE 7B

The Busboys' preservation and collection endeavors are aimed at enabling individuals to experience the history of bus transportation by coming in contact with makes and models produced by many of North America's bus makers, past and present.

Their vintage collection is comprised of more than 90 buses, including transit (city) and intercity (over-the-road) buses, school buses and novelty vehicles. The oldest Busboys' buses are from the 1930s.

"Many of the buses in the collection are either the last-known survivor, or one of the few remain-

ing in existence of that model," Holter said.

"Kenworth, REO, MACK, Flexible and Aerocoach are among the rarest manufacturers residing in the collection."

The Busboys' mission is the preservation, restoration and continued operation of historic buses, with many of their coaches traveling to various venues so they can be shared with the public.

The acquisition and collection of industry artifacts and memorabilia is another aspect of their collective efforts designed to preserve materials for the education, appreciation and enjoyment of the public.

"The goal is to preserve yesterday's history for tomorrow's gen-

erations, with the hope of possibly becoming an operating bus museum with a permanent, independent site to display our buses, memorabilia and library to the public and for research," Holter said.

As a step toward that goal, the Busboys have established a temporary museum within the facilities of their parents' original location in Bloomington, Minn.

The nascent museum, at 9237 Grand Ave. South in Bloomington, is open "as a free venue for all to enjoy."

In addition to their budding museum, the Holters also are major supporters of the Minnesota Transportation Museum in Saint Paul, where Stan is superintendent of the classic bus division.



The former Evansville Greyhound station is believed to be one of only two surviving examples of the distinctive Art Deco architecture, adopted 80 years ago by Greyhound, with its nautical color scheme, curving form and long, horizontal lines.

# Blue Bird gets \$4.4 million for electric school bus

MACON, Ga. — Blue Bird Corp. in Fort Valley has been awarded \$4.4 million to develop a zero-emission, vehicle-to-grid electric school bus.

Blue Bird was awarded the largest part of \$15 million that the Department of Energy announced it would give to organizations "in an effort to accelerate the adoption of advanced and alternative fuel vehicles," according to a release.

The vehicle-to-grid (also known as V2G) technology enables the flow of power in and out of an electric system or grid and electric-drive vehicles.

"As the leader in alternative fuel bus solutions, the addition of an electric school bus rounds out our portfolio," Bluebird President/CEO Phil Horlock said in the statement.

"Thanks to this award from the

Department of Energy, we will be able to pursue the development of this technology based on our many years of research."

One of the award's stipulations is that the bus will be an affordable, low-cost electric bus vehicle. Blue Bird also is looking to implement V2G technology that will allow the bus to put electricity back into the grid, which could help bring funds to school

districts.

"This initiative will provide resources to explore alternative fuels for school transportation while sending energy back to the grid," Georgia Gov. Nathan Deal said in the release. "The development of a low-cost electric school bus is an investment that could save state resources in the long term."

This is not the first time Blue Bird has built an electric school

bus. The company was the first to market it in 1994, Dennis Whitaker, vice president of product development, said.

"Since then, we have been closely monitoring this technology, and have found that recent battery management advances have made this project viable," Whitaker said. "We should see our first new Blue Bird electric school bus in 2019."

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# No time for marketing? Just let us 'Do It For You'

By Christian Riddell  
Motorcoach Marketing Council



Christian Riddell

For the past four years, it has been my pleasure to help the Motorcoach Marketing Council further its mission.

We have been working to raise awareness regarding the importance of marketing in the motorcoach industry, while also focusing on making marketing tools more accessible and easier to use.

We have made major strides, but continue to run into the same issue over and over again.

I am no stranger to this issue.

As an operator myself, I was plagued by operational demands that filled my days, pushing everything else to the back of the proverbial bus.

As the executive director of the council, it can be tempting for me to simply stand at the front of a room and say things like, "Just choose to make it a priority," or "Carve out a few minutes a day to focus on

marketing."

But the reality just isn't that simple.

Before I say something like that, I often think back to my time as the director of sales for a motorcoach company.

It was a time when, if someone had stood in front of me and made those same statements, I would have either laughed them off the stage or thrown something at them.

Because I was busy running a small satellite fleet, my days were filled with mandatory, can't-put-it-off-even-one-second, I-have-no-choice types of things, many of which simply came up during the normal course of business.

While I knew what I needed to do in terms of sales and marketing, devoting the time necessary to make it happen was nearly impossible.

I was always trying to carve out time for things, but as long days rolled into long weeks (and then months and years), the reality was that I was trying to carve out time for things like sleeping and eating.

Goals of marketing and sales gave way to keeping coaches on the

**Marketing Minute**  
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road and drivers in the seats.

Traveling all over the country and meeting with operators has shown me that, for many companies, this is not the exception; rather, much more commonly, it's the rule.

The Motorcoach Marketing Council takes its responsibility to help operators sell more charters, to more people, for more money very seriously.

While it could be easy to just stay the course and keep trying to help operators see the importance of this effort and encouraging them to somehow come up with the time to devote to it, we have taken a different tack completely.

We are excited to launch our latest set of tools designed to make it possible for operators to meet the operational demands of their companies and consistently reach out to new markets to grow their charter

businesses.

We call it "Do It For You," for obvious reasons, and the purpose is to actually take the reins and handle the marketing on behalf of companies.

The program has been designed to help bridge the gap between "I want to do more marketing" and "Our marketing program is delivering results."

This new program will include many of the existing tools the council offers. However, instead of your having to find the time to get into the system, figure out what you want or need, come up with a mailing list and send things out, we will do all of it for you.

All we need are a few photos, your logo and some contact information. Our team will then create the artwork, order the printing and, if you choose, build and acquire a local mailing list of individuals who will be interested in the campaign.

We have launched this service with a number of pre-built packages designed to do specific things. For example, one package will give your sales team all of the materials needed to start better differentiating

your services and firm up pricing by establishing you as an expert in more than a dozen niche markets.

Another package will help you recruit drivers more effectively, open new markets or better establish you as the "go-to" provider in that market segment.

We also have a very robust à-la-carte program that will let companies pick and choose exactly what they want and need.

Most operators we speak with know what they want to do more of, whether it's selling more to a specific market segment, telling existing customers about new services or simply keeping their brand on the top of consumers' minds.

Most companies have marketing objectives, they have a budget and they have the desire to do more.

If I had a dollar for every time I have talked to an operator who has said they really want to do more marketing but just haven't had any time, I would probably be writing this from a beach somewhere drinking a San Pellegrino with a little pink umbrella in it.

We know that the gap between

CONTINUED ON PAGE 10B ►

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## People

SAINTE-CLAIRE, Quebec — **Prevost** has promoted two veteran employees to lead new coach sales for the company's newly created eastern and western regions.

The decision was made to divide responsibility for the North American market under the leadership of *Jack Forbes*, the company's national sales vice president.

*Glen Gendron* and *Keith Hayward* have been named directors of new coach sales for the eastern and western regions, respectively.

"The creation of the two regional director positions strengthens the sales team and brings Prevost closer to the company's customers," Forbes said.

Gendron has worked for Prevost for more than 20 years and was most recently the director of pre-owned coach sales. He began his career in parts sales in 1996. Over the years, he has also worked as a regional parts sales manager and as a product expert in the Prevost manufacturing facility in Sainte-Claire.

In his new role, Gendron will provide valuable insight into the customer experience from order to delivery of a Prevost premium passenger coach.

"I'm really excited about supporting the regional sales manag-

ers," Gendron said. "I know that we have a great product, as well as fantastic people who champion our product and our customers."

Hayward comes to his new role after nine years as a regional sales manager with Prevost.

"The market for our coaches is different in the West than in the East, and in these roles we'll be able to focus on the specific needs of our customers and sales managers in each region," Hayward said.

Before joining Prevost, Hayward worked as a sales manager and sales trainer in the pharmaceutical industry. Describing himself as environmentally conscious, Hayward said he was attracted to the motorcoach industry because of the key role it can play in addressing traffic and air quality concerns, particularly in the Western United States.

"I do think motorcoaches are part of the solution to meet transit needs," he said.

FARIBAULT, Minn. — *Michaela Grundman* has been promoted to director of marketing at **CH Bus Sales**.

In her new role, Grundman will continue to focus on enhancing the CH Bus Sales and **Temsa** brands, will coordinate all customer and trade show networking events, and will work closely with the sales and after-market support teams.



Glen Gendron



Keith Hayward



Michaela Grundman



Lin Wang

"Michaela has proven to be a great asset to our CH Team and we are excited to strengthen her role in our company," said *Duane Geiger*, executive vice president of sales and service. "Michaela first joined the company back in June of 2013 as a marketing manager. Her role over the last three years has allowed her to gain a better understanding of the motorcoach industry and how operators make coach purchasing decisions."

CH Bus Sales is the exclusive distributor of **Temsa** motorcoaches in the United States and Canada, offering new and pre-owned coach sales as well as after-market support in warranty, technical assistance, parts, service and maintenance.

MILWAUKEE, Wis. — *Steve McKinnon* has joined **GO Riteway Transportation Group** as the new regional safety manager.

McKinnon's areas of responsibility include supervision of the safety department staff; safety au-

ditions; DOT/FMCSA and OSHA compliance; risk management; crash investigation and preventability determination; and the development and implementation of effective safety training programs.

During his early career, McKinnon worked as a distribution operations supervisor, district loss prevention investigator, and senior investigator-business intelligence and investigations.

Most recently, he served as a law enforcement officer for 19 years and retired at the rank of sergeant with the **Menomonee Falls Police Department**.

"We're pleased to welcome Steve, an important addition to our safety team," said **GO Riteway** President *Ronald Bast*, "and we look forward to working with him."

LEXINGTON, Ky. — **The National Tour Association** has named *Lin Wang* as director, China Market Services.

Wang will continue to grow

NTA's China Inbound Program, including educating members on how to attract this lucrative international segment of business, creating domestic familiarization trips and coordinating U.S. delegations to China.

Launched in 2008, NTA's China Inbound Program is the only such tour operator registration program approved by the **China National Tourism Administration**. Comprised of more than 225 companies, the program is a resource for U.S.-inbound travel professionals and is the leader in facilitating Chinese leisure group travel to the United States.

"Lin is uniquely qualified to build on the foundation of our leadership position in this market and promote the array of specialized services we offer our members," said *Pam Inman*, president of NTA. "By targeting one of the most populous countries in the world, our members have unparalleled access and resources to significantly grow their revenues."

Wang, a native of Hangzhou, China, brings with him a firsthand knowledge of China, as well as extensive expertise in tourism marketing and client relations. Prior to joining NTA, Lin was an account manager for **Partner Concepts Inc.**

"I have heard great things about NTA and its members," Wang said. "I feel really fortunate to join the team and look forward to working with all the members and helping with their success in the China market."

## Marketing Minute

CONTINUED FROM PAGE 9B

"I want to" and "Checked that box" is much wider than we often would like to admit.

The regulations we are subject to, the amount of flex in a day, and the fact that we are operationally dependent on people and machines (both of which can be less than reliable on any given day) make this a difficult business indeed.

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To learn more about this new program, visit [www.motorcoach-marketing.org](http://www.motorcoach-marketing.org) and let us show you how we will help you sell more charters, to more people, for more money like never before.

Space in this program is limited and will be available on a first-come, first-served basis.

For more information about the Motorcoach Marketing Council and its programs, go to [www.motorcoachmarketing.org](http://www.motorcoachmarketing.org).

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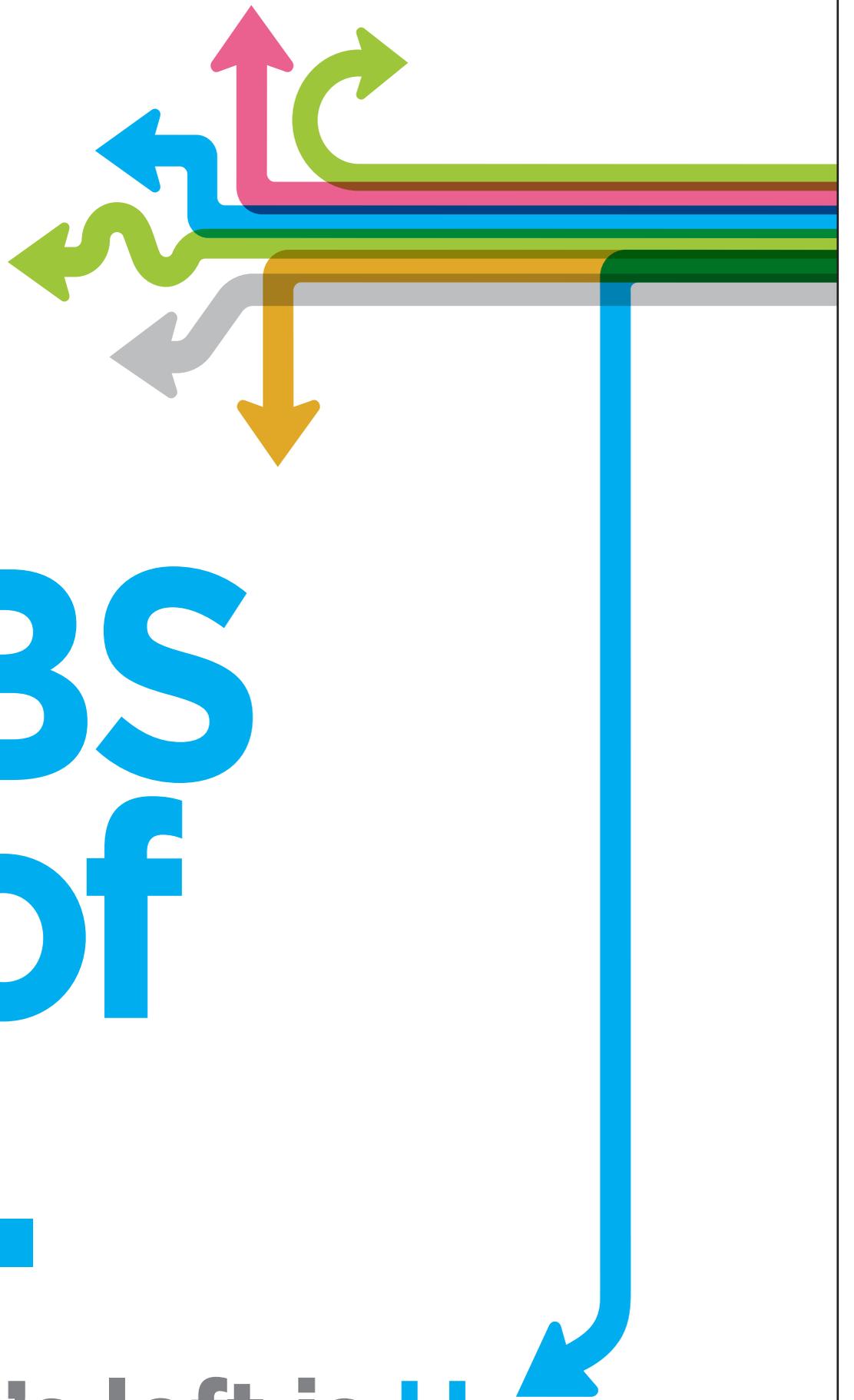
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