



ALABAMA MOTORCOACH ASSOCIATION
P.O. Box 1521 Montgomery, AL 36102
Mailing Address: 106 Main Street, Brookneal, VA 24528
866-376-7770 FAX 866-376-1156

| OFFICE USE ONLY | |
|-----------------|--------------------------|
| PAID | <input type="checkbox"/> |
| QB | <input type="checkbox"/> |
| DATA | <input type="checkbox"/> |
| DIR | <input type="checkbox"/> |
| WEB | <input type="checkbox"/> |
| NEWS | <input type="checkbox"/> |
| INFO | <input type="checkbox"/> |
| BOARD | <input type="checkbox"/> |
| REVIEWED | <input type="checkbox"/> |

APPLICATION FOR TOUR OPERATOR MEMBERSHIP

Please complete information in type or print. Forward the application along with the payment in the amount of \$200 made payable to AMA or complete the credit card payment information below, the signed Code of Ethics, two letters of recommendation from current members, a copy of business license, and your Federal ID # or Social Security #. Mail to the above address.

As a tour operator to the motorcoach industry, we/I hereby apply for active membership in the Alabama Motorcoach Association. By signature I certify that I have been engaged in packaging tours for at least one year and that I do not own a motorcoach.

Company Name: _____

Physical Address: _____

Mailing Address: _____

800#: _____ FAX: _____ Federal ID #: _____

Web: _____ Email: _____

Date business was started: _____

The **key representative** will be published in the directory, on the website, and receive communications by mail or email from the Association. Additional contacts may be added to receive association communication with the option of being published in the directory and on the website, as selected below.

| | |
|----------------------------|------------|
| Key Representative: | |
| Name: _____ | |
| Title: _____ | |
| Email: _____ | |
| Phone: _____ | Ext: _____ |

| | |
|----------------------------|----------------------------|
| Additional Contact: | Publish (Y/N) _____ |
| Name: _____ | |
| Title: _____ | |
| Email: _____ | |
| Phone: _____ | Ext: _____ |

Publish (Y/N) _____ **Communications (Y/N)** _____

Annual Membership Fee: \$200

Information for Payment by Credit Card

Visa _____ Master Card _____ Discover _____ Amount: \$200

Card #: _____ Expiration Date: _____ Security Code _____

Credit Card Billing Address: _____

Name on Card: _____ Signature: _____ Date: _____

(Applicant Representative)

AMA FEDERAL I.D. NUMBER: 01-0774466

Recruited by: _____

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Code of Ethics
Tour Operator

This code of ethics for the members of the Alabama Motorcoach Association has been adopted to promote and maintain the highest standards of intercity bus service and personal conduct among its members.

We, the members of the Alabama Motorcoach Association, in carrying out our roles of providing service to the traveling public recognize the need to do so in a professional manner and to deal with the public and our colleagues with the highest degree of integrity. Therefore, we herewith set forth the following creed which shall govern our endeavors to fulfill our obligations:

- *To adhere to the professional standards of the Alabama Motorcoach Association and to work to further its goals and objectives.*
- *To conduct all business affairs with integrity, sincerity and accuracy in an open and forthright manner.*
- *To act with integrity in financial dealings with the public and with entities utilized to help arrange or provide services and accommodations to motorcoach travelers.*
- *To work to instill consumer and public confidence in the industry, avoiding any action conducive to discrediting it or membership in the Association.*
- *To maintain on a current status license, insurance, and state registration.*
- *To adhere and comply with all articles of the bylaws of the Alabama Motorcoach Association.*

I have read and agree to adhere to this Code of Ethics.

Signature: _____ Date: _____

Title: _____

Name of Company: _____

This Code of Ethics must have the following documents attached when submitted:

- Completed application
- Check for the appropriate amount of membership dues
- Copy of Business License
- Federal Identification or Social Security Number
- Two Letters of Recommendation from Current Members

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AMA LETTER OF RECOMMENDATION

Date: _____

TO: Board of Directors, Alabama Motorcoach Association

FROM: _____
Current Member, AMA

I recommend _____ for membership in Alabama
(Applicant)
Motorcoach Association.

Signed: _____
(Current Member)

Company: _____

Telephone: _____

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MEMBERSHIP BENEFITS

Experience

AMA membership brings you closer to building good business relationships with some of the industry's most experienced motorcoach travel and tourism people.

Professional Ethics

Every member must sign the AMA Code of Ethics, which says that AMA members aspire to highest professional standards in the industry treating customers and other members with honesty, integrity, and accuracy; that they will conduct business in such a manner as to promote the industry; and that they will maintain current status for all license, permits, and operating authority required by federal, state, and local government agencies applicable to the industry. Members have the right to display the AMA logo on company business forms, communications, and advertisements.

Quarterly Newsletter

Operator members and Associate (vendor) members stay current with AMA's quarterly newsletter featuring the latest regulatory news, briefs on important legislative developments, coach industry news, and travel and tourism information. Associate members are eligible to advertise in AMA newsletters.

Annual Membership Directory

This detailed, AMA membership directory is a tour/charter/equipment/service resource that includes operator members and members representing all aspects of the travel and tourism industry. The directory is an excellent resource for valuable contacts in the motorcoach industry. Associate members are eligible to advertise in the AMA annual membership directory.

Website Link

Every AMA member has a web link on the AMA website. This creates easy access for communication among members and the public.

Annual Meeting and Market Place

A great opportunity in the motorcoach group travel industry, the Annual Meeting and Market Place brings operator buyers and travel industry sellers from all over the United States together for one-on-one tour planning. The multi-day event also features business training and professional development seminars.

Other State Associations

AMA maintains a relationship with other state motorcoach associations and tourism entities through meetings and regular communications to stay up-to-date on issues affecting members.

Professional Association Management Team

AMA's professional association management team has over fifty years of combined experience in the motorcoach industry. The management team has built a strong relationship with both United Motorcoach Association and American Bus Association since inception to create an extension of the team to assist you in your business growth based on industry research, up-to-date communications, and reports of congressional activity and federal motor carrier regulations.

Networking to build business relationships

AMA provides members the opportunity for networking with other operators and coach specific providers at annual operator meetings, and at the Annual Meeting and Market Place operators have the opportunity to network with fellow operator members and associate members representing attractions, hotels, theaters, destinations, restaurants, coach specific vendors, as well as tour operators and tour receptives.

Creating unity for common goals

AMA's Board of Directors and staff believe there is strength in numbers. A task one member may find difficult to address alone, all members working together through the Association may accomplish. Whether the issue is local, state or federal in nature, there is strength in one voice speaking for many.

Promoting cooperation among operators and associates

AMA promotes the idea of members working with members, which is one of the greatest benefits of association membership. The industry is all about relationships and AMA provides several forums for networking to build relationships, which promotes cooperation among its members.