



Alabama Motorcoach Association

Mailing Address: 106 Main Street, Brookneal, VA 24528
866-376-7770 FAX 866-376-1156

APPLICATION FOR ASSOCIATE MEMBERSHIP

Please complete information in type or print. Forward the application along with a check in the amount of \$200 made payable to AMA or complete the credit card payment information below, signed code of ethics and two letters of recommendation. Mail to the above address. As a supplier and/or vender to the bus industry, we/I hereby apply for active Associate Membership in the Alabama Motorcoach Association. By signature I certify that I have been engaged in a business which supplies products or services of interest to operator members of AMA for at least one year and that I do not own a motorcoach.

Company Name: _____

Mailing Address: _____

City: _____ **State:** _____ **ZIP:** _____

Telephone: _____ **FAX:** _____ **800 #:** _____

Email: _____ **Web:** _____

Date Business was Started: _____

Category for Directory Listing: (Check the category that best describes your business and write cross reference (CR) next to any other category that describes your business.)

Attraction Hotel Restaurant Sales, Service, Products
 Theatre Tour Receptive Tourism Agency

List representative(s) who are to be listed as company contact(s) in the Directory and will be active in the Alabama Motorcoach Association:

<u>Name</u>	<u>Title</u>
_____	_____
_____	_____

List key representative and correct mailing address for the individual who should receive all AMA correspondence:

Key representative: _____

Mailing address: _____

City: _____ **State:** _____ **ZIP:** _____

Telephone: _____ **FAX:** _____ **800 #:** _____

Annual Membership Fee: \$200 *Additional listings (for other locations, etc.) may be included in the directory at a cost of \$50 per listing.*

Information for Payment by Credit Card

Type: Visa _____ Master Card _____ Discover _____ **Amount: \$** _____

Card Number: _____ **Expiration:** _____

Credit Card Billing Address: _____

AMA FEDERAL I.D. NUMBER: 01-0774466

Signature: _____ **Date:** _____
(Applicant Representative)



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Code of Ethics ***Associate Members***

This *code of ethics* for the Associate Members of the Alabama Motorcoach Association has been adopted to promote and maintain the highest standards of personal conduct among its associate members.

We, the associate 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 conduct our business and operations in such a manner as to protect the public and to promote the image of the industry.

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 quality in products and services offered to the motorcoach travelers.

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 accompany the application for membership along with a check for the appropriate amount of membership dues and two letters of recommendation.

ALABAMA MOTORCOACH ASSOCIATION

P.O. Box 1521, Montgomery, AL 36102

866-376-7770 FAX 866-376-1156

www.alabamamotorcoach.org

AMA LETTER OF RECOMMENDATION

Date: _____

TO: Board of Directors, Alabama Motorcoach Association

FROM: _____
Current Member, AMA

I recommend _____ for membership in
Alabama Motorcoach Association.

Signed: _____
(Current Member)

Company: _____

Telephone: _____

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ASSOCIATE 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.

Networking

AMA offers opportunities for developing strong business relationships through networking at AMA events and communications through the newsletter and website.

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 making our members easy to find and a valuable resource for the computer savvy customer to find our members. In addition, it creates easy access for communication among members.

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 itinerary 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.

ALABAMA MOTORCOACH ASSOCIATION

ASSOCIATE MEMBERSHIP BENEFITS

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 a forum for sales and marketing

AMA provides an annual market place for operators and vendors to network and participate in a formal buyer/seller forum.

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.

AMA Associate member web banner ad opportunity

Current AMA Associate Members have an opportunity to benefit from a free Web Banner Ad. Space for the banner ad is available for one month on our home page www.alabamamotorcoach.org and can be linked to your company's web site. For specifications please visit the AMA Free Web Banner Ad information page, http://www.alabamamotorcoach.org/?page_id=42 or email angie_g@embarqmail.com.