



Alabama Motorcoach Association

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

APPLICATION FOR TOUR OPERATOR

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: _____

Mailing Address: _____

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

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

Email: _____ **Web:** _____

Date business was started: _____ **Federal ID #:** _____

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 #:** _____

Membership Dues Amount: \$200 by Check or Credit Card

Visa _____ Master Card _____ Discover _____ Card # _____

Credit Card Billing Address: _____ **Expiration Date:** _____

Signature: _____ **Date:** _____

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

AMA Federal I.D. Number: 01-0774466

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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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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: _____

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

ALABAMA MOTORCOACH ASSOCIATION

P.O. Box 1521, Montgomery, AL 36102

866-376-7770 FAX 866-376-1156

www.alabamamotorcoach.org

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 informative travel and tourism information.

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.

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

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.

Promoting safety among operators in the industry

AMA is not a "policing" organization; however, members of AMA are expected by voluntary signature on the AMA Code of Ethics to comply with industry rules and regulations by state and federal agencies. AMA members have opportunities to attend seminars by knowledgeable industry leaders.

Training and education for members on issues that impact our industry

AMA provides educational opportunities through operator meetings and Annual Meeting and Market Places.

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.

Promoting public awareness of the motorcoach industry

AMA works cooperatively with other industry organizations such as American Bus Association, United Motorcoach Association, and the Motorcoach Council to promote motorcoach travel nationwide.

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.

Advocating legislation that positively impacts the motorcoach industry

AMA's Board of Directors promote legislation to enhance the motorcoach industry in Alabama. AMA invites key personnel from American Bus Association and United Motorcoach Association to annual meetings and operator meetings to keep members abreast of national legislation that affects the motorcoach industry. AMA routinely communicates information throughout the year to its members to keep them informed of legislative action needed, such as writing letters to state legislators or Congressmen to support or oppose legislation that impacts the motorcoach industry.