

Welcome!





UMA Board of Directors

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Oklahoma City, OK

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Seattle, WA

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Coaches Kitchener, ON

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Today's Agenda

1—Welcome & Intro

Larry Killingsworth

2—Motorcoach Minute

Featuring Kevin Creighton

3—UMA Legislative Update

Ken Presley

4—Spotlight on PBA and GNJMA

Pattie Cowley

5—UMA Coming Events and Membership Updates

Larry Killingsworth and Carrington Blake

6—White Paper: The Power of Social Media & How to Capture it

Trisha Fridrich

7—Driver Recruiting: Tips from the Pros at Kelly Anderson Group

Jeremy Morrissey

8—Overdrive



LEGISLATIVE



Ken Presley



United Motorcoach ...

STATE
SPOTLIGHT



**Patricia Cowley,
Greater New Jersey Motorcoach Association
Pennsylvania Bus Association**

UMA SAFETY MANAGEMENT SEMINAR 2021

December 8 - 9, 2021

Who should attend?

- Anyone who cares about motorcoach safety
- Management Personnel
- Operations Professionals
- Risk Management Professionals

Save
the dates

UMA MOTORCOACH EXPO 2022

February 23-27, 2022



Registration opens soon!

Sign up early for the lowest rates



Membership FAQs

Q. How much will I pay for my membership?

A. Our new dues structure can be found [here](#). If you need further clarification please call or email [Carrington Blake](#).

Q. I am entering my UMA password and it is not working.

A. You will need to setup a new password with findjoo. Click [here](#) to request a new password. Your username will be your company's main contact's email address.

Q. I have been requesting a new password for days and I have not received anything.

A. Please email cblake@uma.org. You are likely not setup as your company's main contact. This can easily be updated.

Q. I am trying to register one of my employees for an event and the member rate is not being applied.

A. For someone to receive the member rate they need to be linked to your company. You can add employees/colleagues in your member portal.

Q. Can I pay my membership over the phone?

Yes! If you prefer to pay with credit card over the phone please call 703-838-2929.

Q. Can I pay my membership in Bitcoin?

A. No.

SOCIAL MEDIA

CONTENT MATTERS AS TRAVEL RECOVERS



REVIEW OF PHOCUSWIRE RESEARCH – JULY 2021

WAIT... you do SOCIAL MEDIA?

**Operator turned Technology Nerd
with more than 15,000 posts**



35,000+ Followers



Allstar with posts reaching 50k+



**14,000+ pieces of
user-generated content**



8,000 Tweets in a Year



Trisha Fridrich

Technology Solutions Architect

- 2020 Gang of 11
- 15+ years in tourism and transportation industry
- Trusted and recognized as an industry leader



USER-GENERATED CONTENT IS

86% of US travelers are active on social

Employee Recruitment and Retention
is strongly influenced by social media

Do your employees love their jobs?
Tell their stories.

Sustainability

Why are buses
environmentally friendly?

Travelers Expect to be
Informed

- Safety Precautions
- Cleaning Procedures
- Refund Policies

Brand Trust!

GET THE WHITE PAPER: <https://www.phocuswire.com/Influencing-and-activating-travelers-report>

SOCIAL MEDIA STRATEGY



STEP BY STEP ... DAY BY DAY

PHOTOS

- 15,000 Photos
- A Bus and a Cellphone
- Quantity over Quality
- Organize by Category

VOICE

- If your company was a person, what would she sound like? Talk about?

COMMITMENT

- ONE post per day
- Respond to comments
- Tip: Pre-schedule your posts!

MONEY

- Boost posts that perform well
- Boost all your posts
- Targeted Facebook Ads

SUCCESS = 1 Post per Day + Brand Voice + \$5

WHO'S THE BEST?

TOOLS

EMPLOYEES

- Great resource for content!
- Tell stories
- Highlight and celebrate

CANVA.com

- It's like Photoshop, but EASY.



HOOTSUITE.com

- Schedule
- Monitor
- Review



GET HELP

- Internal hire vs Consultant
- Shared between companies
- Hint: Content is expensive!



IT IS TIME
TO DO THINGS
DIFFERENTLY.



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*On-going Professional Development
for Drivers in the Motorcoach
Industry.*



KELLY ANDERSON
G R O U P

5 Steps On Recruiting the Best Drivers

- **Respond to Lead** – One of the leading reasons drivers tell us they did not go to work for a company is “no one responded”.
 - If an applicant calls you’ve got to have someone to answer the phone. Over 50% of callers hang up when they get voice mail.
 - If the applicant submits an on-line inquiry, you are 90% more likely to recruit the driver if you respond within 5 minutes.

5 Steps On Recruiting the Best Drivers

- **Conversational Recruiting Technique - Not Interrogation** – Many people are demanding and demeaning to applicants.
 - People get committed to people not to companies.
 - Have a conversation with the applicant wherein you get to know their qualifications and needs and you share your employment benefits as it relates to meeting their needs.

5 Steps On Recruiting the Best Drivers



- **Show Acceptance** – If based on the conversation you feel the applicant would be a good fit with your company then be the first to show acceptance.
 - Here's an example of a pseudo offer of employment – “John based on what I see here I don't know why we can't take this to the next level”.

5 Steps on Recruiting the Best Drivers

- **Set a Plan of Action** – Once the applicant is engaged in moving forward with the hiring process based on their reaction to the offer you've made above, set a plan of action which outlines the steps that will be taken to get them ready to start on a specific date.
 - Setting the target start date and the steps to complete along the way keeps the applicant engaged with you through the process.
 - This is especially important if you have a lengthy qualification process. Every time you talk with the applicant outline what you will do and what they need to do between now and the next time you talk.
 - Set a specific time for the next conversation.

5 Steps On Recruiting the Best Drivers

- **Hire people based on attitude & behavior not just qualifications** – Qualifications meet the legal and regulatory requirements of the job.
 - Identify your top performers, and then identify what allowed these employees to be who they are today.
 - Once identified, duplicate those steps, actions and re-create that same environment for every new hire.
 - The annual turnover rate in our corporate industry averages 98%.
 - As a business owner or leader, you have put your blood, sweat, and tears into building what you have or what you will end up with. The environment that you and your leadership team create, or allow others to create, will be the deciding factor in the success of your company.

Addressing the Challenges

- **Questions for you?**
 - Why do you do what you do?
 - Why did you make this investment?
 - Why do you put yourself through the stress of having to think about this 24/7?

Don't let someone with no investment in, or commitment to your business, put everything you have built at risk!!!

Addressing the Challenges

- Question to ask your drivers?
 - Why do you do what you do?
 - Answer – So I can provide for my family
- *Then every decision they make needs to be in perfect alignment with reaching that goal*
 - The only way they can provide for their family by driving a motorcoach is if they have:
 - Good License
 - Good Safety and Compliance Record
 - Good On-Going Training (Professional Development)



Thank You

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