



# Membership Benefits

## Experience

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

## Networking

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

## Professional Ethics

Every member must sign the VMA Code of Ethics, which says that VMA 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 VMA logo on company business forms, communications, and advertisements.

## Quarterly Newsletter

Operator members and associate (vendor) members stay current with VMA'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, VMA 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 VMA member has a web link on the VMA 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 Convention

A great opportunity in the motorcoach group travel industry, the Annual Convention 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

VMA 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

VMA'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 over the past fifteen years 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

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

## Training and education for members on issues that impact our industry

VMA provides educational opportunities through operator meetings and Annual Conventions.

## Networking to build business relationships

VMA provides members the opportunity for networking with other operators and coach specific providers at annual operator meetings, and at the Annual Convention 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

VMA'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

VMA 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 VMA provides several forums for networking to build relationships, which promotes cooperation among its members.

## Creating a forum for sales and marketing

VMA 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

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

## Advocating legislation that positively impacts the motorcoach industry

VMA's Board of Directors promote legislation to enhance the motorcoach industry in Virginia. VMA sponsors an annual legislative event at the Capitol to promote its state legislative issues. VMA also invites key personnel from American Bus Association and United Motorcoach Association to Annual Conventions and operator meetings to keep members abreast of national legislation that affects the motorcoach industry. VMA 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.