

**Business Member Board of Governors  
Summary Report  
Business Member Programs Committee**

The Programs Committee met on October 2, 2010 as part of APTA's annual meeting. The next meeting is scheduled for January 12, 2011 in Naples FL, during BMBG's Annual Meeting

**1.0 Action Items for the BMBG Consideration**

- In coordination with the Budget Committee, the Programs Committee proposed an amendment to the FY2011 Activity Fund budget. Utilizing \$60,000 budgeted for the Annual Meeting/EXPO, the committee recommends that \$40,000 be allocated to support speakers at the bus and rail conferences in 2011 to encourage attendance at those meetings, and funding for a video (in lieu of printing a brochure) for EXPO on the importance and benefits of business members getting involved in APTA.
- The committee's recommendations for the FY 2012 budget includes:
  - \$12,000 to support DBE companies participating in Expo
  - \$7 500 for a business to business networking reception at EXPO
  - \$20,000 to fund a reception at the UIC Exposition in the US that APTA will host
  - \$50,000 to contract an keynote speaker for the APTA annual conference in October 2012.
- The committee is concerned that the current economy and reduced agency budgets will have a negative impact on APTA's meetings this year and that the business members can play an important role in helping to stimulate attendance at the meetings. This concern is reflected in the proposed budget recommendations of the committee.

**2.0 Information Items for BMBG Review**

- The committee reviewed plans for upcoming APTA conferences, including the BMBG Annual meeting, Legislative Conference in March, the Bus Conference in May in Memphis, the Rail Conference in June and the Annual meeting/Expo in New Orleans in October. Agreement on approaches to sessions at each of these conferences was achieved. APTA staff is leading actions to select a speaker for the BMBG sponsored breakfast on March 15, as part of the Legislative Conference.
- Results of the recent product showcase were discussed; the committee agreed to continue discuss showcase strategies with APTA staff as needed.
- The committee reviewed the 2010 conferences and the relative success with speakers and program sessions and how to best achieve BMBG goals relative to business member exposure.

**3.0 Summary of Other Committee Projects in Progress**

- In addition to "staffing out" panels for upcoming conferences, the committee is working on how best to communicate business interests during the upcoming meetings in 2011, in particular the 2011 Annual/Expo. This is in addition to sponsorship of key note speakers and their value to expanding the Business Members message.

**4.0 List of the Meetings Held Since the Previous BMBG Meeting**

- Annual Meeting October – San Antonio

**5.0 Upcoming Committee Meetings**

- Wednesday, January 12, 2011– BMBG Annual Naples FL
- Saturday, March 12, 2011 – Legislative Conference, Washington, DC
- Bus & Paratransit conference in Memphis TN – May 2011