TRAILWAYS CORPORATE

Strategic Plan Process

To Date…

Trailways needs to grow and stay relevant to stockholders well into the Future. How do we do this?

- **Think Tank in Dallas**
  - Numerous ideas and discussion on needs of stockholders
- **First Strategic Planning Meeting in Washington**
  - First round of discussions and input
- **Second Strategic Meeting in Washington Last Month**
  - Developed 4 Strategic Goals and identified certain strategies as follows
- **Today:** We want to obtain your input on ‘how to’ implement…

Strategic Goals

1. **Marketing**: Strengthen the marketing strategy, promotion and sales efforts at stockholder and Trailways Corporate to drive business development for stockholders.

2. **Brand Assurance:** The Trailways' brand to be the consumer's first choice for safe, secure, reliable, and comfortable passenger motorcoach and related transportation services.

3. **Stockholder Value**: Leveraging the Stockholder Network to enhance stockholder value as part of Corporate.

4. **Cutting Edge Technology:** Corporate and stockholders have ability to utilize cutting edge technology to increase revenues and reduce costs.

Goal #1: Marketing

Strategy 1: **Focus should be given to the solicitation at the corporate office of national sales.**

Actions: (or tactics to be inserted from our roundtables today)

- **…**
- **…**

Strategy 2: The development of collateral material that can be provided to stockholder companies for their individual use (radio spots for tagging, TV ads for tagging, stock collateral material, etc.).

- **Actions:**
  - **…**
  - …

Goal #2: Build Our Brand

Strategy 1: Brand Assurance: Being a stockholder means the highest possible ethical standards of conduct and operating practices

Actions: (to be inserted from our roundtables today)

- …
- …

Strategy 2: Enhance public awareness of the brand

- **Actions**:
  - …
  - …

Goal #3: Stockholder Value (Leveraging)

Strategy 1: Strengthen and leverage the Team Trailways network through opportunities for collaborations, exchanges of best practices, and the sharing of innovations.

Actions: (to be inserted from our roundtables today)

- …
- …

Strategy 2: “Second Generation” family members and professional managers understand and value the Trailways Corporate structure, benefits, and resources.

- **Actions**:
  - …
  - …

Strategy 3: A more profitable Corporation can reduce stockholder fees and/or pay dividends to stockholders.

- **Actions**:
  - …
  - …

Goal #4: Cutting-Edge Technology

Strategy 1: Employ cutting edge technology at Corporate

Actions: (to be inserted from our roundtables today)

- …
- …

Strategy 2: …

- **Actions**:
  - …
  - …

Next Step…

- Break into Four (4) Groups:
  - Discuss the Goals & Strategies and develop Actions/Tactics that we can do to achieve that Goal.
- General Discussion on the Suggestions
- Groups (See the back of your name tag)