

John F. Spellings

EDUCATION

*University of Tennessee
B.S. Marketing and Transportation, 1974*

1975 – 1985

TRAILWAYS CORPORATION

I began my bus career in the Traffic department of Continental Southern Lines in Jackson, Mississippi. That was a staff position and I worked in the areas of scheduling, rates, and regulatory affairs.

In 1976, I was promoted and transferred to Atlanta, Georgia, where I became the Traffic Director for five Trailways subsidiaries, which covered the eleven southeastern states.

In 1978, I was again promoted and transferred to the Eastern Division office in Washington, D.C. My territorial responsibilities were once again expanded to include the entire Eastern U.S.

In 1980, I was promoted to Regional Director and transferred to Memphis, Tennessee where I had operational and profit and loss responsibilities of two of the Trailways subsidiaries, which operated in eight states. That profit center consisted of 350 buses, which generated \$50 million in annual revenue.

1986

TRAVEL COMPANY

In 1986 I was offered a promotion and transfer to the headquarters of the Trailways Corporation. I chose to resign and assume ownership of a travel company that specialized in motorcoach tours and charter bus sales. We added convention meeting planning. When I sold my interest, the company had grown to be one of the largest brokers of motorcoach transportation in the Southeast.

1987

TRANSPORTATION CONSULTANT

In 1987 I developed a business plan to acquire the Trailways Corporation. Those efforts eventually lead to my participation as a consultant to Bus Lease, Inc. Bus Lease acquired Greyhound Bus Lines from the Dial Corporation, then purchased the assets of the Trailways Corporation, and merged the two companies. I developed the operating pro formas, which merged the two companies and was responsible for the consolidation of routes and schedules, and asset acquisition.

1988 – 1990

GREYHOUND CHARTER SERVICE

In 1988 I formed a joint venture with Greyhound Bus Lines, Inc. That company was created to recapture the share of the charter and leisure coach business that Greyhound lost due to the deregulation of the bus industry. We opened five offices in five southern markets, and in three years had increased sales by 300%. We were in the process of developing a franchise program when Greyhound experienced a labor strike and subsequently went into receivership. I purchased Greyhound's share of Greyhound Charter Service and renamed the company, Orion Charters and Tours.

1990 – 1992

ORION CHARTERS AND TOURS

In 1990, the company, Orion Charters and Tours was formed as a result of the Greyhound strike. Orion acquired the assets of Greyhound Charter Service and began operations in June 1990. Orion maintained offices and equipment in Memphis and Nashville. We sold the company in 1992.

1993 – Present

WEST ENTERTAINMENT/BUSFORSALE.COM

From 1993 until 1996 I did consulting work in the trucking and casino business. During that time, I came in contact with one of the entertainer coach leasing companies in Nashville and purchased their assets and began operations as West Entertainment Transportation, LLC. in 1996.

In late 1997, we decided to exit the leasing business. As a result of the selling off of our fleet, Busforsale.com came into existence.

Our strategy was to design the business similar to a real estate brokerage business. The majority of our inventory is customized buses, of either an entertainer coach floor plan or motorhome configuration. Our seated coach inventory represents about 30% of our total sales volume. We are now the largest broker of customized coaches in the country and our website, www.busforsale.com, is the number one bus website on the Internet.

John Spellings - President

John Spellings's strengths and expertise come from more than 33 years of corporate experience in the bus industry, starting in 1975 with Trailways Corporation. He quickly advanced to regional director of the Southeastern United States where he had sales, operational, profit and loss responsibilities.

After 12 years with Trailways, John pursued his entrepreneurial vision through the ownership of a travel agency that specialized in motorcoach tours and charter bus sales. Also during that time, he served as a consultant to the bus industry. As an advisor for the

company that purchased and merged Greyhound Bus Lines with Trailways Bus Lines, John was responsible for operational pro formas, route and schedule consolidation, and asset acquisition.

Those relationships led to a joint venture between John and the new Greyhound Corporation. Together, they created a new business model for the charter side of the bus industry, which operated as Greyhound Charter Service, Inc. Five Southeastern cities were designated as Greyhound Charter Service markets. Within three years they increased their sales by 300%. John bought Greyhound's shares of Greyhound Charter Service, changed the name to Orion Charter and Tours, and sold that company in 1992.

A continuation of his consulting career led to the acquisition of an entertainer coach leasing business. That company grew to own 20 entertainer and corporate VIP buses. In 1997, John sold the company's fleet of buses, and Busforsale.com, LLC, came into existence.

Several thousand used buses and decades later, John and the staff at Busforsale.com, continue to increase used bus sales annually and expand its services. Today, the company is the largest broker of conversion and passenger motorcoach equipment in the country. The company also has the finest facility of any independent bus dealer in the country. No other dealership can match Busforsale.com's level of customer service. The best just continues to get better.

Current

ASSOCIATIONS

Bus Industry Safety Council – Regulatory Commission

American Bus Association

United Motorcoach Association

TN Motorcoach Association

AL Motorcoach Association

Trailways Association

Family Motorcoach Association

Entertainer Motorcoach Council

References

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