
TERRY W. FISCHER

SUMMARY OF QUALIFICATIONS

Results-driven executive with over 38 years of leadership experience in the bus transportation industry. Extensive background in operations, marketing, and project management with a proven ability to drive company performance and optimize team collaboration. Expert in strategic planning, budget management, and fleet maintenance, with a focus on safety and compliance.

CORE COMPETENCIES

- Operations Management
- Marketing & Sales Strategy
- Budget & Objectives Planning
- Fleet Maintenance & Safety Compliance
- Team Leadership & Training
- Client Relations & Contract Negotiation

PROFESSIONAL EXPERIENCE

Polynesian Adventure Tours – Honolulu, HI

President & Owner | 2017 – Present

- Lead a thriving tourism operation specializing in Hawaiian motorcoach transportation services.
- Oversee all aspects of business operations, marketing, and sales.

PAT Tours, LLC (dba Luau Kalamaku) – Lihue, Kauai, HI

President & Owner | 2017 – Present

- Manage and direct marketing and operational strategy for a leading Hawaiian tour company.

Transportation Charter Services – Orange, CA; San Diego, CA; Calgary, AB

President & Owner | 2011 – Present

- Established and grew a successful transportation charter service with a diverse client base.
- Managed multiple locations across North America.

Royal Coach Tours – San Jose, CA; Las Vegas, NV*President & Owner | 2023 – Present*

- Spearheaded operations for one of the largest tour bus companies in California and Nevada.

MTR Western – Seattle, WA*Director of Sales | 2009 – 2011*

- Developed and executed national sales strategies for a major transportation provider.

Sightline Tours – Vancouver, BC*General Manager | 2008 – 2009*

- Oversaw daily operations of a large sightseeing and transportation service.

Traxx Transportation Ltd – Calgary, AB*VP Sales & Business Development | 2006 – 2008**VP Operations | 2004 – 2006*

- Drove business growth and operational efficiency for one of Canada's leading transport providers.

Tot-em Transportation Ltd – Medicine Hat, AB*General Manager | 1993 – 2004*

- Managed all operations, including fleet maintenance and personnel, for a large bus fleet.
Shop Technician | 1989 – 1993
- Maintained and repaired a fleet of motorcoaches.

Brewster Transportation – Banff, AB*Motorcoach Operator | 1986 – 1989*

- Provided exceptional passenger service while driving luxury motor coaches through scenic routes.

EDUCATION**University of Calgary – Calgary, AB***Kinesiology | 1984 – 1987*

KEY ACCOMPLISHMENTS**Sales & Marketing**

- Managed a \$120M revenue budget across 4 companies in multiple market segments including Charter, Industrial, Outbound Tours, FIT and International Inbound Tours.

- Developed and maintained key client relationships, securing accounts ranging from \$20K to \$6.2M.
- Represented companies at major trade shows including Rendezvous Canada, NTA, ABA Marketplace, USTOA and US Travel Association IPW.

Administration

- Manage the annual operating budget and ensure company-wide compliance with budget objectives across 4 companies
- Managed a workforce of 620 staff across 4 companies in 6 states.
- Initiated and administered employee drug and alcohol testing program as part of regulatory mandates for the FMCSA as part of driver qualification requirements.
- Developed a comprehensive fleet maintenance program for a 400-unit motorcoach fleet.

Operations Management

- Optimized logistics for operating motorcoaches across multiple locations in the US, Hawaii, and Canada.
- Implemented safety and maintenance programs to comply with federal and provincial regulations.

Human Resources

- Directed HR initiatives for 620 full- and part-time employees, including training, performance evaluations, and quality assurance.
- Led team-building activities and cultivated a culture of excellence and progressive company growth.

Product Development & Operations

- Managed sightseeing and shore excursion operations in Hawaii, driving seasonal revenue of over \$13M and handling 75,000 passengers annually.
- Designed marketing materials and developed an in-house ticketing reservation system.

BOARD MEMBERSHIPS

- **American Bus Association (ABA)** – Board Member (2014 – Present), Chairman of the Board (2024 – 2027)
- **California Bus Association (CBA)** – Board Member (2021 – Present)
- **International Motorcoach Group (IMG)** – Board Member (2017 – 2023)
- **Motorcoach Canada (MCC)** – Board Member (2002 – 2009)

SPORTS ACHIEVEMENTS

- **University of Calgary Men's Volleyball Team** – Member (1984 – 1987), ranked in the top 10 CIAU
- **Team Canada Junior National Men's Volleyball** – Member (1985 – 1987)