

wib

WOMEN IN BUSES COUNCIL

BROUGHT TO YOU BY MOTOR COACH INDUSTRIES
A PROGRAM OF THE AMERICAN BUS ASSOCIATION

MONTHLY

JANUARY 2021

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Membership Chairman

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Mktg & Comms Chairman

Vicki Bowman, CMP, CED, CSEP
Mktg & Comms Vice Chairman

Tracy Showman
Executive Management Committee Chairman

Jodi Merritt
Executive Management Committee Vice Chairman

Vicki Shafer
Operations, Maintenance & Driver Committee Chairman

Jen Stegman
Operations, Maintenance & Driver Committee Vice Chairman

Open
Travel, Tour & Charter Committee Chairman

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Travel, Tour & Charter Committee Vice Chairman

Kim Grzywacz, CTIS
Past Chairman

Lynn Marzullo
Title Sponsor Liaison

NEW YEAR, NEW BENEFIT

Happy New Year and welcome to the inaugural issue of the Women in Buses Newsletter!

After all the virtual meetings and changes in routine, we don't need to be reminded of how challenging the past year was. If we learned anything in 2020, it's that none of us has any idea what will happen next. Like a champagne cork that once popped never fits back, there is no going back.

This year is the 10th anniversary of Women in Buses. The Council was created to fill a need to help women navigate the historically male-dominated world of motorcoaches. WIB started in 2011 with two goals:

- Make our voices heard. Help women realize while our ideas may be stated differently, they are noteworthy and very similar to what men in the industry thought.
- Serve as a mentoring resource for women in the bus industry.

It is our goal to make this monthly newsletter communication valuable to you, your business and to your continued personal growth. Women in Buses' focus will continue to be connecting, educating and mentoring women and shaping the future of the bus industry. We are glad you are aboard with us!

WHO ARE WOMEN IN BUSES?

The Women in Buses Council is a diverse group representing women who are bus company operators, travel industry experts, group tour operators, bus drivers, suppliers and allied associations. We have more than 300 members and we are growing – our membership grew by more than 30% in 2020!

Women in Buses is governed by an extraordinary Leadership Team who work throughout the year to provide members with opportunities for education and networking through webinars, book clubs, social media and live events. We keep you informed of current issues and recognize those serving to advance women and our roles in the motorcoach and group travel industry. One of our most exciting events will be the Women in Buses Day during ABA's Marketplace's in Baltimore. Like all WIB events, the gathering is open to all members.

Our Council has three specialized committees, Executive Management; Operations, Maintenance & Drivers; and Travel, Tour and Charter. We developed our committees as a way for our members to stay up to date on the latest trends in their area of the industry and provide opportunities to share ideas while engaging with members in similar roles.

We encourage you to be active in WIB by joining a committee to take advantage of all of the opportunities Women in Buses has to offer. To learn more about Women in Buses Leadership Team, committees and to view our member directory, please visit www.buses.org/wib.

GOOD READS

Women in Buses began a book club in 2020. The club is led by Kim Grzywacz, CTIS, from CIT Signature Transportation. The idea for the book club was formed at ABA's Marketplace in Omaha as a way to keep growing in knowledge, networking, and leadership throughout the year.

Interest in the club has been strong and five groups met discussing four books this past year. The first book, *Girl, Wash Your Face* by Rachel Hollis, was so well received that a second group reading was facilitated by Heather Cook, of del Lago Resort & Casino. After discussing the many lies that women tell ourselves, the club "decided" to get busy and work on untelling those lies and get to the tasks at hand.

Decide by Steve McClatchy was the next club read. The message in this title was working smarter, reducing stress, and leading by example. And, if you're going to lead, it is important to remember to be a servant to those you lead.

The third book club read was a two-book series: *The Servant* and its sequel, *The Culture* by James C. Hunter. No one likes change, but change leads to growth. We certainly had a lot of change and growth in 2020!

The final chapters of the last book discussed the importance of spending two hours each month developing leaders within your organization. Keeping this development goal in mind, January brings a "non-book book club". Yes, you read that correctly. We are building our library of podcasts to be shared within our organizations. Stay tuned for more details!

UPCOMING EVENTS

Details & registration can be found at www.buses.org/wib.

JANUARY 6
2 P.M. ET

WIB WEDNESDAY
Revive Your Mindset. Rejuvenate Your Health. Be Resilient. Strategies for Well-Being with Heidi Smith, CEO of Integrative Wellness Studio

JANUARY 15
1 P.M. ET

MEET & EAT
Heat up your lunch, grab your computer, and get tuned in to some quality content with council members.

JANUARY 20
2 P.M. ET

WIB WEDNESDAY
Women in Buses Award Information + WIB Leadership Opportunities and Nomination

FEBRUARY 3
2 P.M. ET

WIB WEDNESDAY
Staffing Solutions and Recruitment in Rebuilding

10TH ANNIVERSARY HIGHLIGHT 2011-2021

PAST WOMEN IN BUSES AWARD WINNERS

2014
MARY YOUNG
CAPITOL TOURS

2015
ELAINE FICKETT
H&L CHARTER

2016
CAMILLA MORRIS
HALE TRANSPORTATION

2017
PAT ZISKA
MOTOR COACH INDUSTRIES

2018
CAMILLE JEBRAN
TRANS-BRIDGE LINES

2019
MICHELLE WILTGEN
NATIONAL INTERSTATE INSURANCE

2020
KIM GRZYWACZ
CIT SIGNATURE TRANS.

DO YOU KNOW SOMEONE WHO WANTS TO JOIN WIB?

We are open to bus & travel industry members, drivers and affiliates who support the mission of Women in Buses.

Membership is free

We encourage you to share this newsletter and invite other women to join by signing up at www.buses.org/wib.

 www.buses.org/wib

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 @abawib

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