

# wib

## WOMEN IN BUSES COUNCIL

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

# MONTHLY

## APRIL 2021

NEWSLETTER SPONSOR  
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### UPCOMING EVENTS

Details & registration can be found at [www.buses.org/wib](http://www.buses.org/wib).

**APRIL 7**

**2 P.M. ET**

**WIB WEDNESDAY**

Hiring Specialists to Create Operational Efficiencies

**APRIL 16**

**12 P.M. ET**

**MEET & EAT LUNCH SERIES**

Grab your lunch and join us in the virtual lunchroom.

**APRIL 21**

**2 P.M. ET**

**WIB WEDNESDAY**

Driving Force Task Force

**MAY 5**

**2 P.M. ET**

**WIB WEDNESDAY**

SOARING - Success, Opportunities and Reaching Out

**JUNE 14-17**  
**SUMMER SERIES**

**VIRTUAL EVENT**

Details coming soon.

### 50 STORIES FROM 50 STATES

#### 50 STORIES FROM 50 STATES



Celebrating the achievements of women is something we are proud to do here at Women in Buses. Many of the companies in the motorcoach industry are family owned businesses that date back generations. Women have played a key role in building this industry since the beginning, and many are leading their family businesses today.

Each of the fifty stories honors a woman who makes a positive impact in the world of buses. These valuable women are representative of a much greater portion of phenomenal women in the bus and motorcoach industry. The stories are a testament to women who work in, lead, and support the industry. We sincerely thank BUSRide Magazine for making the vision of these stories come to light.

Read all 50 Stories from 50 States by going to <https://view.joomag.com/abas-women-in-buses-50-stories-from-50-states/0432698001616012544?short&>

### APRIL IS DISTRACTED DRIVING AWARENESS MONTH



The Driving Force wants you to know that April is Distracted Driving Awareness month. In 2019, 3142 lives were lost due to distracted driving. Distracted driving can come in many different forms such as talking, texting, eating, playing with the stereo or falling asleep. Anything that takes one away from focusing on the road ahead is considered distracting driving.

Perhaps the most dangerous form of distracted driving is texting. According to the National Highway Traffic Safety Administration, "Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed." This statistic is concerning for all ages but increasing alarming for inexperienced drivers such as teens and young adults.

The Driving Force is using social media to raise awareness in April and has shared their top tips to avoid distracted driving.

- Do not read or answer texts. Ask a passenger to assist if necessary
- Set navigation destination before departing
- Do not use your phone while driving. Utilize Bluetooth if you need to make a call and program your car with phone numbers.
- Never drive under the influence of drugs or alcohol
- Take a break when feeling drowsy
- Be on the lookout for pedestrians and bicyclists
- Leave additional space between vehicles. Create a safe distance between you and the car ahead of you especially in a congested area

Remember your actions affect others on the road. Be aware of your surroundings and stay focused. We all need to do our part to keep the roads safe.

### DRIVER TIPS

"When I am driving a motorcoach, I must be more aware of my surroundings. I see drivers with cell phones in their hands not only while driving but while they're walking as well. Not focusing on what they are doing, can be mortal causing a lot of accidents. As motorcoach operators we have to look at the big picture in front of us. We have to have eyes everywhere. Keeping our distance from other vehicles, doing what we call "rock and roll" which means moving our body, and making sure we have clearance to continue safely to our destination are all ways of taking care of our passengers and keeping them safe."

—Diana Jimenez, DATTACO

### WE ARE GROWING!

Leading into and during the past year we have had an increase in membership of 56%! It is exciting to have so many new and active members.

Keep sharing and let us know how we can continue to improve your council and remain a beneficial resource!

### THANK YOU!

As we near the end of the term of service from our Leadership Team, we would like to thank each and every one of the hard working volunteer leaders who have served to progress Women in Buses.

The past year had unforeseen challenges and you faced them with determination and grace.

Thank you all for your guidance and ideas and most of all for being the excellent businesswomen who lead the bus industry!

### LEADERSHIP TEAM

**Elizabeth Hall**  
Chairman

**Antoinette Gonzales**  
Membership Chairman

**Erin Ducharme**  
Membership Vice Chairman

**Mimi Vielhauser, CTIS, CSTP**  
Marketing & Communications Chairman

**Vicki Bowman, CMP, CED, CSEP**  
Marketing & Communications 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 Chairman

**Kim Grzywacz, CTIS**  
Past Chairman

**Lynn Marzullo**  
Title Sponsor Liaison

### A big thank you to our Marketing Committee Volunteers:

**Pamela Brossman**  
The YGS Group

**Jennifer Corman**  
Fullington Tours

**Leslie Finley**  
Prevost

**Mary Presley**  
Maryland Motorcoach Association

You ladies do so much to ensure that we have excellent content and relevant news to share!

### 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](http://www.buses.org/wib).

### BUS DRIVER SHORTAGE? WE CAN HELP

Finding quality drivers can be a challenge—especially when so many companies are competing for them. But don't forget: You have access to an incredibly effective tool for driver recruitment—your fleet!

Are you using it to attract drivers? At Turbo Images, we will guide you through the development & implementation of a hiring campaign that works for your business—and we'll make the process easy.

Check out more at <https://www.turbo-images.com/en/blog/truck-driver-shortage>

[www.buses.org/wib](http://www.buses.org/wib)

[wib@buses.org](mailto:wib@buses.org)

800-283-2877

[@abawib](https://www.facebook.com/abawib)

[women in buses](https://www.linkedin.com/company/women-in-buses)

[@abawib](https://www.instagram.com/abawib)

AMERICAN BUS ASSOCIATION  
**Women IN Buses**  
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**10<sup>TH</sup> ANNIVERSARY**