

wib

WOMEN IN BUSES COUNCIL

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

MONTHLY

AUGUST 2021

NEWSLETTER SPONSOR
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The Driving Force has been busy this summer. We held a webinar in July and released an updated toolkit with recruitment & retention case studies from DATCO, Salt Lake Express & Timi's Tours.

The Driving Force has also had the opportunity to speak to members of UMA, Trailways and Virginia Motorcoach.

Missed the webinar or want to see what else the Driving Force has been up to?

Visit [buses.org/about/drivingforce](https://www.buses.org/about/drivingforce) to learn more. If you have an idea or best practices you would like to share, please contact us at drivingforce@buses.org.

HYBRID BOOK CLUB

The WIB Book Club, led by Kim Grzywacz, CTIS with CIT Charters, Inc, began in 2020 with reading *Girl Wash Your Face* by Rachel Hollis which focused on how women can overcome the lies that they tell themselves. Great leadership begins with taking care of ourselves before we can take care of others. The book club has read about what shapes our careers and life and how it defines us as leaders, being a servant leader, and we've even watching TED Talks to strengthen our leadership skills.

WIB Book Club will begin in November after taking a summer vacation with *The Art of Caring Leadership* by Heather R. Younger. If you thought about joining the book club, join us August 20, 2021 for the WIB Meet and Eat where you can ask questions and hear more about this exciting part of WIB.

BEST DECISION

We hear often from customers who call fleet advertising the "best decision" they ever made, and we hear the stories of the positive impact vehicle graphics have had on their company. Discover some vital statistics on why fleet graphics are such a strong investment.

Learn more here: <https://bit.ly/3ivYiEO>

"Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life"

- Amy Pochler

virtual women in buses back to school series

The Women in Buses leadership team is gearing up for a series of educational webinars. Join us for the Back to School series August 24th-26th. Do you have an idea for an upcoming webinar or have an idea you want to share? Email us at wib@buses.org.

Tuesday, August 24th | 2:00 p.m. ET Smart Hiring Practices Panel-style presentation from the Women in Buses Executive Management committee. Guest speakers will include Kelley Toohey, Director of Account Management at FATj.com and Ellen Gowdy, Principal at Curious, a headhunter recruiting firm. Don't miss this dynamic panel of women discussing one of our industry's greatest challenges! As motorcoach operators rebuild their business, hiring will expand. Many companies furloughed members of their leadership and admin teams to cut costs and will need to backfill these key roles soon. How do you decide what skills you need? What are best practices in the process to hire amazing candidates? Can you use the same strategy with drivers as you do with your management team? What is most important to job searchers in a post-pandemic world? Register Here: <https://register.gotowebinar.com/register/2164913522013061900>

Wednesday, August 25 | 2:00 p.m. ET | Travel, Tour & Charter Committee presents "Preparing Your Property for 24 Tons of Fun" Is your property fully prepared both inside and out to accept a motorcoach full of travelers? Learn what it takes to be fully prepared to welcome 24 Tons of Fun back to your property and enjoy some fun facts along the way! Register Here: <https://register.gotowebinar.com/register/4356207210821802508>

Thursday, August 26 | 2:00 p.m. ET | Operations, Maintenance and Drivers Committee presents "Motorcoach Systems & Operations with MCI" Join us on August 26th for the second of our four-part series on Motorcoaches. MCI's David Mailhot and Scott Crawford will lead this second session that will focus on Motorcoach Systems & Operations. This session will build on the basics we learned from our first session and focus on:

- Key vehicle systems and how they function: Powertrain, Electrical, Air, Brakes, Suspension, HVAC and more.
- Learning some of the important telltales, diagnostic codes and what they mean.
- Deciphering some common buzzwords and acronyms such as DPF, SCR and Regen.

We'll end with our Session #1 quiz highlights and a tour of the resources available to Women In Buses through the MCI Learning Management System (LMS) Register Here: <https://register.gotowebinar.com/register/8665363704378258444>

To sign up for the upcoming webinar weeks, visit <https://www.buses.org/about/councils/WIB/events>.

TOGETHER WE ARE STRONGER

The Women in Buses Council continues to celebrate 10 years in 2021! This council was established through the American Bus Association to recognize and advance the role of women in the motorcoach industry through networking, education, and mentoring programs. There are no membership fees and membership is open to all those in the industry who support the mission. You do not need to be a member of ABA to be a member of Women in Buses.

Although there are many members who are on the motorcoach side of the industry, we welcome DMO/CVB staff, attractions, hoteliers, tour coordinators, and receptive operators as well. This organization offers education sessions for everyone such as bi-weekly Wednesday webinars, Friday Meet and Eats, and a book club focusing on leadership. These sessions cover a vast variety of areas of interest and are recorded so you can also watch them at your convenience. Over the past months, it has been refreshing to participate in these programs and share with others who are facing the same struggles, re-branding, and recovery as you are.

In our ever-changing times, many of us have been given new tasks to add to already full plates or new hires have come on board without a full knowledge of the industry. Mentoring is a huge component of Women in Buses and we are available to help in all segments of the industry. If you or someone in your office could benefit from this program, please reach out by emailing wib@buses.org and we will pair you with a member.

LEADERSHIP TEAM SPOTLIGHT

Lois Stoltzfus, CTIS is the Chair of the ABA Women in Buses Tour, Travel and Charter Committee. Lois began her tourism career in 1998 checking in motorcoaches for a local outlet center. She quickly began a love affair with tourism. Throughout her 23 years, she has had the opportunity to experience the industry by working in each genre - attraction, restaurant, hotel, and on the motorcoach side. Working as a tour operator gave Lois a better understanding of the motorcoach side of the industry. This experience allowed her to align herself to her customers' wishes and needs while working closely with her suppliers and destinations. The experienced gained, allowed her to open her own receptive tour company doing both inbound and outbound tours. After five years, she longed for a simpler life and went full circle back to the supplier side where she currently works for the Amish Experience in Lancaster, PA.



Lois served as Co-Chair for the Pennsylvania Bus Association Marketplace for four years and served as the Seminar Co-Chair for six years. She has also served on the ABA O <https://bit.ly/3ivYiEO> orientation Committee for five years - serving as Co-Chair for two, CTIS Committee for two years, the Resource Central Committee for three years and on the ABA Top 100 Committee for two years. She has spoken on numerous tourism panels including the NJ Governors' Tourism Conference, the PA CVB Caucus, and PASAE. Sharing her love of the industry is number one with Lois and she has given group sales seminars across the East Coast and has shared her tour operator insight with partners and members of many local and out of state Destination Marketing Organizations.

Lois currently resides in Brownstown, PA with Milt, her husband of 30 years and her "seven" adorable, fuzzy-faced rescued children: Ricky, Lucy, Glenn, Sweet Pea, Lil Bear, and Thomas. In her spare time, you will find her up to her elbows in pictures, paper, and embellishments while scrap booking or curled up with a purring cat on her lap reading.

UPCOMING EVENTS

For a full listing of events and to register please visit: <https://www.buses.org/events/category/women-in-buses-events>

Women in Buses Meet & Eat

August 20
1:00-2:00 p.m. ET
Enjoy lunch at your workspace and engage with other members in our monthly Meet & Eat series.

Back to School Series

Smart Hiring Practices
August 24
2:00-3:00 p.m. ET
[Register Here](#)

Preparing Your Property for 24 Tons of Fun

August 25
2:00-3:00 p.m. ET
[Register Here](#)

Motorcoach Systems & Operations with MCI

August 26
2:00-3:00 p.m. ET
[Register Here](#)

Fall & Marketplace Events

Fall Webinar Series
November 15-18
2:00-3:00 p.m. ET

Women in Buses Day at Marketplace 2022

Friday, January 7
1:00 - 6:00 p.m.
Gaylord Texan Resort & Convention Center

Sign up for one or all of the events. All meetings are open to all and require individual signups: <https://www.buses.org/events/category/women-in-buses-events>

Join us for Women in Buses Day at Marketplace 2022
FRIDAY, JANUARY 7, 2022
1:00 - 6:00 P.M.
GAYLORD TEXAN RESORT & CONVENTION CENTER

1:00 - 2:30 P.M. | General Session
2:30 - 3:15 P.M. | Networking Break
3:15 - 4:45 P.M. | Committee Breakout Sessions
5:00 - 6:00 P.M. | Reception

Women in Buses
REGISTRATION OPENS JULY 8
Registration Options:
Online Marketplace Registration
Marketplace Passport
www.buses.org/wib

DO YOU KNOW SOMEONE WHO WANTS TO JOIN WIB?

Join Women in Buses [here](#) then join us for a Women in Buses Day at the ABA Marketplace on Friday, January 7, 2022. This will be a great day of networking, education, and fun!

Registration is open through your Marketplace Passport or by emailing wib@buses.org. We look forward to seeing you soon!

Contact us at wib@buses.org to see how to get involved with our organization.

www.buses.org/wib

wib@buses.org

800-283-2877

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

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10TH ANNIVERSARY