

wib

WOMEN IN BUSES COUNCIL

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

MONTHLY

JULY 2021



CONGRATS TO THE WOMEN IN BUSES 2021 AWARD WINNERS

2021 Women in Buses Award Winner



Elizabeth Hall
John Hall's Alaska

2021 Operational Excellence Award Winner



Tina Jurkowski
Pacific Coachways Charter Services, Inc.

Congratulations to our 2021 winners and to all of the award nominees.

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.

THE BENEFITS OF FLEET GRAPHICS MARKETING

- Want to expand your customer base?
- Want to maximize your marketing efforts?
- Want to increase the impact while saving money?

Vehicle graphics may become your new favorite form of marketing!

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

FOCUS ON RECOVERY

The committees of Women in Buses are turning their focus to recovery. We understand our industry has dramatically changed and want to work together to rebuild. Our Leadership Team developed a series of webinars that will complete in Grapevine, Texas at Women in Buses Day. Each person that completes the series will receive a certificate. All members are welcome to attend any of the webinars.

The Operations, Drivers and Maintenance Committee kicked off a 4-part series with MCI in June. The first webinar which is available to listen on demand was titled Motorcoach 101 and focused on the basic features of a motorcoach. This series will continue and dive deeper into motorcoach maintenance in August and then offer a view from the driver's seat in November and conclude with an onsite demonstration in Texas. MCI is providing additional specialized training for Women in Buses after each webinar utilizing their LMS system.

The Travel, Tour and Charter Committee is turning their attention to those new to travel and tourism as well as those open to renew and refresh. The three-part series will kick off in August with a webinar geared on preparing your property for tours. In November, the committee will focus on itinerary building, partnering, and finding new groups. This series ends in Grapevine with a session about working with operators which is the perfect way to gear up for appointments at Marketplace.

The Executive Management Committee will present a three-part series for those new to management, those taking on additional responsibilities and those that want to expand their knowledge. This series starts with a webinar on smart hiring practices in August. The November, Grooming Yourself Out of the Day to Day will tackle a common problem managers face. Finally, while at Marketplace in Texas, the committee will host a session on how to become a certified woman owned business.

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

CALLING ALL C-SUITE MEMBERS

The Executive Management Committee is for women Leaders who hold Executive positions in a transportation company. Whether it be Owners, CFO's, or the General Managers this council provides excellent opportunities for networking amongst your peers, and educational opportunities to learn about issues that affect our job roles daily. Being a part of the Executive Committee of WIB gives you a chance to grow a limitless amount of contacts whether they be local, national or international.

LEADERSHIP TEAM SPOTLIGHT



Jodi Merritt is Chair of the Executive Committee for WIB. Jodi owns H & L Charter located in Ontario, California and has a fleet of 16 vehicles which include Mercedes Benz Sprinter vans, mid-size and full size luxury motorcoaches. Jodi has worked her way through almost every aspect of day to day operations at H & L. She has been involved in the bus business since she was a child starting as a bus cleaner at the ripe age of 8. "My dad bought our first bus when I was 8. I had to wake up every day in the summer at 0400 to clean it!" Growing up Jodi wanted to be a travel agent to help people plan their adventures and travel the world. But life has twists and she started working at the family business at H & L Charter. "I honestly love the bus business and definitely describe myself as a bus geek. H & L Charter still allows me to be a part of the travel and tourism industry. Instead of planning trips I make sure people are transported on their adventures safely and I still get to travel the world".

Jodi currently serves as a Secretary for the Board of Directors for the California Bus Association and sits on the Board of Directors for the American Bus Association. When Jodi is not working, she enjoys the beach, traveling and spending time with her husband, Wendell who assists her in running H & L Charter, and their four children ranging in ages of thirteen to twenty-five.

Women in Buses appreciates Jodi for her leadership and positive impact to the bus industry.

THE ART OF CARING HYBRID BOOK CLUB

Join our book club group for a new style of book club.

Our latest selection The Art of Caring Leadership by Heather R. Younger will be a fusion of reading and listening to the author's Leadership with Heart podcast. "If your people know you care about them, they will move mountains."

Let's Shine
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

Registration Opens July 8
Registration Options
Online Marketplace Registration
Marketplace Passport
www.buses.org/wib

WOMEN IN BUSES DAY

Registration opens for Marketplace 2022 and Women in Buses Day on July 8 at Noon ET.

For a complete schedule of all Marketplace and Council events check out our event microsite.

www.buses.org/marketplace



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 Wednesday

July 7
2:00-3:00 p.m. ET
Driving Force: Case Studies From Operators

Women in Buses Meet & Eat

July 15
1:00-2:00 p.m. ET
Enjoy lunch at your workspace and engage with other members in our monthly Meet & Eat series.

Women in Buses Wednesdays

WIB will be taking a break from webinars and meetings until September 8. We wish you a safe, relaxing and recharging summer!

Save the Dates

Back to School Webinar Series

August 24-26
2:00-3:00 p.m. ET

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>

"To succeed in life you need three things: A wishbone, a backbone and a funny bone."

- Reba McEntire

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