

wib

WOMEN IN BUSES COUNCIL

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

MONTHLY

JUNE 2021



MEET THE WOMEN OF THE LEADERSHIP TEAM

Erin Ducharme

Chair
Bloom Tour & Charter

Leslie Finley

Membership Chair
Prevost

Christa McCusker

Membership Vice Chair
Klein Transportation

Vicki Bowman

Mktg & Comms Chair
California Bus Assn./
Virginia Motorcoach Assn.

Holly Williamson

Mktg & Comms Vice Chair
Smithsonian's National Air &
Space Museum

Jodi Merritt

Executive Management
Committee Chair
H & L Charter

Trisha Fridrich

Executive Management
Committee Vice Chair
The L & We Team

Jen Stegman

Operations, Maintenance &
Driver Committee Chair
Fullington Trailways LLC

Janet Cathey

Operations, Maintenance &
Driver Committee Vice Chair
Prevost

Lois Stoltzfus

Travel, Tour & Charter
Committee Chair
Amish Experience

Jennifer Corman

Travel, Tour & Charter
Committee Vice Chair
Fullington Trailways LLC

Elizabeth Hall

Past Chair
John Hall's Alaska

Lynn Marzullo

Title Sponsor Liaison
Motor Coach Industries

STRONGER TOGETHER

I am excited to take over as Chair of Women in Buses as our industry recovers. Now more than ever, we need to rely on councils such as ours to work together and rebuild the industry that has our hearts. Throughout the past year, I have had the opportunity to connect with so many of our members and hear the stories of how the pandemic has affected them. This time has been incredibly difficult but we got through it together and we are all stronger because we have the support of one another.

Women in Buses worked tirelessly throughout 2020 to address pressing issues and provide valuable educational content as our world was ever changing. This was done by an amazing group of women on the Leadership Committee. As our leadership changes hands, I would like to thank Elizabeth Hall, Past Chair for tremendous efforts pushing the message forward of Women in Buses over the past two years and for the entire Leadership Team that made everything possible.

I am pleased to welcome and introduce you to our new Leadership Team. This diverse group of women is so talented and brings a kinetic energy to our council. We have big plans for Women in Buses in the upcoming year and we can't wait to share them with you. Please attend our annual meeting on June 14 and all of the weeklong council events. We are working for all of you so that our industry can flourish once again.

It is my honor and pleasure to serve as your new chair of Women in Buses.

Thank you,
Erin

Erin Ducharme
Director of Accounting & Financial Control
Bloom Bus Lines, Inc
H&L Bloom, Inc

TOURISM IS ALIVE AND THRIVING!

In the aftermath of the pandemic, support for the tourism industry is crucial in moving our industry forward and rebuilding confidence. The Travel, Tour & Charter Committee is here to do just that. Our purpose is to work together with the travel, tour, and charter segments on issues of importance and provide support through education programs, networking events, product development, resources that will assist you, and provide mentoring. This committee is perfect for tour operators, DMO/CVB Staff, Tour Coordinators, Charter Coordinators and Travel Industry Member such as hoteliers, attractions, and restaurants. The committee would love to hear from you on what needs you are facing today and how we can help you meet those needs.

One year ago, there was no certainty on what the future of travel would be. Today, there is hope! People are ready to travel and discover new destinations or re-discover favorites. Our industry has seen an upswing in bookings as we go into the summer months. Being active is the key after spending so much downtime. Trying new activities will be perfect! Painting classes, hot air balloon rides, culinary experiences, and volunteering are excellent way to be active. The interest is strong in outdoor activities such as hikes, visiting waterfalls, and wildlife adventures. As we move into autumn, fall festivals and corn mazes are perfect outdoor activities. 2022 looks very strong as travel will move from local to outlying destinations. We can get excited about our future and know that tourism is alive and thriving!

LEADERSHIP TEAM SPOTLIGHT



Vicki Bowman is Chair of the WIB Marketing Committee. After serving as Vice-Chair for the past two years, Vicki will now be behind the wheel driving the marketing plan. The role includes working closely with ABA for media placement, creating social media campaigns and providing content for the WIB website, managing the marketing calendar, developing the Women in Buses Day at Marketplace marketing plan and a host of other tasks to support the vision of ABA and WIB.

Vicki Bowman, CMP, CED, CSEP is President of VB Group Marketing & Event Resources. VBG's vision is to help organizations strengthen member and customer relationships with solution-driven strategies that add value and help meet their goals. Vicki worked for 15+ years at Motor Coach Industries with responsibility for all marketing, industry expos, and regional trade shows. She also volunteered in association leadership for more than five years in the events association field.

Over the years, she has served on several association committees and task forces in both the public and private sectors. Joining the CBA Board as a Presidential Appointee in 2019, she now serves as its Executive Director. Vicki also is Executive Director for Virginia Motorcoach Association.

"I have a deep love and extensive marketing and events experience in the motorcoach industry and launched VB Group to be a partner in the industry's recovery." says Bowman.

Women in Buses is honored to have Vicki's support as our Marketing Committee Chair.



**DON'T FORGET
TO SIGN UP FOR
THE ANNUAL
MEETING**

WWW.BUSES.ORG/WIB

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*

June 2

*2:00-3:00 p.m. ET
WIB Hosts Women in
Trucking, Synergies
Between Drivers*

*Women in Buses
Virtual Summer
Series Webinar*

June 14

*2 - 3:30 p.m. ET
Women in Buses
Virtual Annual Meeting
& Awards*

June 15

*2:00 - 3:00 p.m. ET
What's Old is New Again
Mark Szperski*

June 16

*2:00 - 3:00 p.m. ET
10 Things to Know About
Social Media and SEO
Kailee Wallis*

June 17

*2:00 - 3:00 p.m. ET
Motorcoach 101 with MCI
First In A Four-Part Series*

*Women in Buses
Meet & Eat*

June 18

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

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>

"Leadership is about making others better as a result of your presence, and making sure that impact lasts in your absence."

**- Sheryl Sandberg
COO
Facebook**

ABA FOUNDATION RAFFLE

The ABA Foundation Raffle is open until June 10. Fabulous items to bid on include trips, handbags, sports collectables and more!

The raffle benefits the American Bus Association Foundation and will help provide scholarships to ABA members and the general public to earn degrees that support the motorcoach travel and tour industry as well as promote academic excellence and diversity.

To buy your raffle tickets go to: <https://abafoundation.basket-affle.org/product-category/giveaway/>

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.

FLEET GRAPHICS: LONG-TERM OR TEMPORARY MATERIAL?

There is a vast array of fleet graphics' film options to fit a wide spectrum of budgets and durability needs. Sorting through the many options on the market is something your fleet graphics company should advise you on. At Turbo Images, we are all about maximizing your budget and giving you flexibility.

Find out more here: <https://bit.ly/3uHTXm5>

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