

wib

WOMEN IN BUSES COUNCIL

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

MONTHLY

MAY 2021



SCHOLARSHIP SEEKERS TAKE NOTE!

Application deadline is May 18, 2021 for ABA scholarships.

For information and applications:
<https://www.buses.org/aba-foundation/scholarships>.

The American Bus Association Foundation promotes academic excellence and diversity in the motorcoach travel and tour industry through its scholarship program.

The ABA Foundation has awarded more than \$1 million in financial support to hundreds of scholars since its inception.

The ABA Foundation Scholarship Program recognizes deserving students who demonstrate scholastic ability, leadership, character, diversity, and the potential to be future leaders in the transportation, travel, and tourism industry.

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.

4 WAYS TO ASSESS A PREMIUM QUALITY VEHICLE WRAP

At Turbo Images we enhance fleets—with fleet graphics and vehicle wraps that spread your message and produce valuable ROI.

But high-caliber fleet advertising requires a strong foundation, excellent materials, know-how, craftsmanship—and must be built to last!

See what makes a coach wrap premium-quality here:
<https://bit.ly/3tbWiFa>

MAY IS NATIONAL MILITARY APPRECIATION MONTH



Our nation's military and armed forces ensure our freedom and safety and are willing to serve and move at a moment's notice. Motorcoaches play a key role in serving our country by providing ground transportation to passengers, troop movement and recruit travel.

Many of our WIB members are Department of Defense approved carriers. Very specific terms, conditions and standards must be met when providing transportation to the military and these operators and drivers are crucial to our nation. Women in Buses salutes members who keep our forces moving!

DRIVING FORCE HOSTS FIRST MILITARY RECRUITMENT EVENT ON MAY 12



The Driving Force is hosting its first military recruitment event with H&L Charter for Marine Corps Base Camp Pendleton on May 12th. The goals of this virtual event are to showcase the similarities between the military experience and becoming a motorcoach operator and recruit those exiting the military. The event will also serve to educate military transition and veteran counselors and non-military support organizations such as workforwarriors.org who influence our service members on their post-military careers. Mike Van Horn, retired US Marine and member of the Driving Force task force, saw an untapped opportunity for the thousands of service people who transition out of the military each year. He contacted Camp Pendleton and together they created this event.

The Driving Force along with H&L Charter will share what it takes to become a motorcoach operator and how to connect to operators throughout the country. In addition, H&L Charter will have a female motorcoach operator speak about her experience as well as the opportunities for growth in this career.

Driving Force is creating a model based on this virtual event that operators throughout the country can use to host their own military recruitment events. They are documenting the process and will release the PowerPoint presentation as a tool that bus operators can use.

For more information on the Driving Force or this event, please contact Erin Ducharme educarme@bloombus.com. To sign up for the event on May 12th at 5pm Pacific, register here: <https://aba-may2021.eventbrite.com>

WOMEN IN BUSES WEEK IS BACK!



Women in Buses Webinar Week is Back! The week kicks off with our Annual Meeting on June 14th where we will announce our new Leadership Team, present the Women in Buses awards, recap our past year and preview what is to come. The festivities continue with our committee webinars. Our committees have put together a fantastic educational series that we are excited to share with you. Sign up for one or all of the events. All webinars are open to all and require individual sign ups: <https://www.buses.org/events/category/women-in-buses-events>

June 14 | 2:00 - 3:30 p.m. ET | Women in Buses Virtual Marketplace Meeting
Kick off the Summer Series by joining the incoming and outgoing Women in Buses Leadership, MCI, ABA and others in celebrating the past year. WIB awards will also be presented at this virtual event.

June 15 | 2:00 - 3:00 p.m. ET | "What's Old is New Again" | Presented by the Executive Management Committee
The Motorcoach Industry started over 100 years ago with companies providing passenger service from rural areas to urban areas to help folks with job opportunities, for healthcare, or just to visit family. Over the years, service to rural areas has been cut back, but the needs have always been there. The Federal Government created a grant program called 5311(f) to help fund scheduled service to the rural areas again. This presentation will look at this program in more detail, and will discuss other scheduled service possibilities, as motorcoach companies look to expand their marketing opportunities, and diversify their offerings. Our presenter, Mark Szyperski, was raised around scheduled service, and has extensive history in establishing all types of scheduled services, including an experienced background in 5311(f) programs. Our current administration has already increased funding to Intercity Bus Programs, and is looking to expand public transportation opportunities over the next years in office. Maybe it's time for us to revisit our "roots"!

June 16 | 2-3 p.m. ET | 10 Things to Know About Social Media and SEO | Presented by both the Marketing & Communications Committee and the Travel, Tour & Charter Committee
Back by popular demand is Kailee Wallis from Thompson & Co Public Relations. On this webinar, Kailee will provide tips on using social media to expand your brand and business and also explain what exactly SEO is and why we need it. Don't miss this opportunity to learn more how to use cost effective measures to help your business bounce back.

June 17 | 2-3 p.m. ET | Motorcoach 101 | Presented by the Operations, Maintenance & Drivers Committee
Join the Operations, Maintenance and Drivers Committee for the first of a four-part series on motorcoaches produced by MCI. The first session will be Motorcoach 101. We will learn the basics of the motorcoach and its features with a focus on safety. This webinar is open to all in the tourism industry and geared towards those looking to enhance their knowledge and help sell the motorcoach product whether it be for a tour or charter. Each webinar will have follow up learning and tests from MCI to further enhance your knowledge. Complete all four parts and receive a certificate.

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
May 5 | 2-3 p.m. ET
SOARING:
Success,
Opportunities,
Reaching Out

Virtual Employment
Information Event by
the Driving Force
May 12 | 5 p.m. PT
Register here:
<https://aba-may2021.eventbrite.com>

Women in Buses
Wednesday
May 19 | 2-3 p.m. ET
The Trip from the
Motorcoach Industry
and Travel to Politics

Meet & Eat
May 21 | 1:00 p.m. ET
Join us for lunch to
discuss new and pertinent
topics in the industry

Women in Buses
Wednesday
June 2 | 2-3 p.m. ET
WIB Hosts Women in
Trucking, Synergies
Between Drivers

Women in Buses Virtual Summer Series Webinar

June 14
2:00 - 3:30 p.m. ET
Women in Buses
Annual Meeting

June 15
2:00 - 3:00 p.m. ET
What's Old is New Again
Mark Szyperski

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
First In A Four-Part Series

"The success of every woman should be the inspiration to another. We should raise each other up. Make sure you're very courageous: be strong, be extremely kind, and above all, be humble."
-- Serena Williams

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