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WOMEN IN BUSES COUNCIL

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

MONTHLY

NOVEMBER 2021



ARE YOU NEW TO OUR INDUSTRY OR TO YOUR ROLE?

If you answered yes, then the Women in Buses Network is for you!

Join today and network with industry experts who will answer your questions and help build your knowledge and confidence.

Sign up today!
<https://www.surveymonkey.com/r/WIBNetwork>

ENGAGE WITH WOMEN IN BUSES!

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.

WHAT ARE YOUR TEAM COLORS?

How can bus wraps enhance University Sports Teams and other organizations marketing efforts with appealing and impactful wrapping that will transform buses into bright moving billboards?

We have the answers for you with this informational blog about wrapping buses in team colors.

[READ THE BLOG](#)

THANKFUL FOR YOU

As the end of the year approaches, we look back on the months that have passed and gratitude is something in particular that many of us ponder. Through our reflections on gratitude, we are reminded that there are always positive and powerful things to be thankful for in our businesses and our personal lives, despite the challenges that we face. As you spend time with friends and family in the coming weeks, take a moment to reflect on the positive things that impact your own life.

Here at Women In Buses, we are thankful for each of you, and your continued support of the bus industry and of each other. We appreciate your dedication to the mission that we all share.

WOMEN IN BUSES DAY AT MARKETPLACE



We are excited about the upcoming Women In Buses Day at ABA Marketplace on January 7, 2022. This exciting day is an opportunity to meet each other face to face to learn, share and celebrate the each other and the women who make our industry fabulous. We will also announce the winners of the Women in Buses Award and Operational Excellence Award on this day. Sponsored by Motor Coach Industries

FRIDAY, JANUARY 7TH, 2022
GAYLORD TEXAN RESORT AND CONVENTION CENTER | GRAPEVINE, TX
01:00 PM – 06:00 PM

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

Please visit <https://marketplace.buses.org/> to register to attend!

LEADERSHIP TEAM SPOTLIGHT



Holly Williamson serves as Vice-Chair of the Women in Buses Communications Committee. She is a member of the National Air and Space Museum's communications department, with a focus on outreach in the tourism industries and business community around the Museum's Steven F. Udvar-Hazy Center in Chantilly Virginia. She also oversees much of the advertising and marketing for the Museum. Holly formally became involved with tourism when she recommended advertising in a January edition of "Destinations" because it was the conference edition. Her boss responded "Yes, and are you going to the conference?" She's been attending Marketplace ever since and has been recruiting other Smithsonian units as well.

Holly has a BA in Scandinavian Studies from the University of Wisconsin and is three destinations away from her goal of visiting every country and territory in the Nordic region. Originally from Madison, Wisconsin, she currently lives in Reston, Virginia.

SHARE THIS NEWSLETTER WITH ANOTHER WOMAN IN THE BUS WORLD WHO CAN BENEFIT FROM OUR NETWORK.

JOIN Women in Buses
<https://www.buses.org/about/councils/WIB/membership/join>

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

UPCOMING EVENTS

Did you miss the Committee Summer Webinars or Back To School Webinars? Visit <https://www.buses.org/events/past/webinars> to catch up.

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 November 3 2:00-3:00 p.m. ET Imposter Syndrome with Kris Kelso

Fall & Marketplace Events

Fall Webinar Series November 16-18 2:00-3:00 p.m. ET

Nov. 16 | 2:00 p.m. ET Executive Management Committee presents "The Startup Mentality: Restart to Success"

Nov. 17 | 2:00 p.m. ET Travel, Tour & Charter Committee Presents "Partnering & Itinerary Building"

Nov. 18 | 2:00 p.m. ET Operations, Maintenance and Drivers Committee presents "View from the Driver's Seat with MCI"

Women in Buses Wednesday December 1 2:00-3:00 p.m. ET Partnering and Itinerary Building with Sue from the Happy Valley Visitor's 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>

"Know what you bring. Know what you don't bring. And build a team that covers everything you need."

- Angie Hicks
Founder of Angie's List

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