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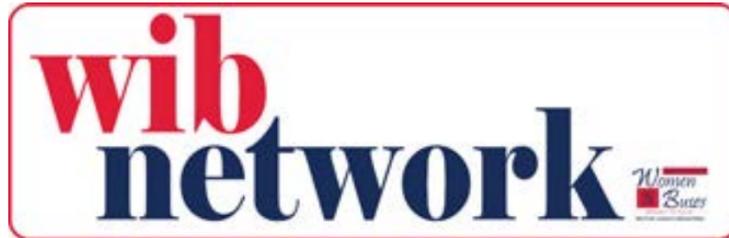
WOMEN IN BUSES COUNCIL

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

MONTHLY

OCTOBER 2021

NEWSLETTER SPONSOR



TOGETHER WE ARE STRONGER

Our newly formed Women in Buses Network was founded on a conversation between Women in Buses Chair, Erin Ducharme and a site representative at a tourism attraction. The individual was in a new role and did not fully understand what a motorcoach/tour operator was looking for when they came to the venue attraction. The representative asked if Erin would be willing to spend some time with her and explain what the operators wanted. Of course, Erin was happy to help. After a great conversation, the site rep was ready to take on the group market. This conversation and the representative's questions sparked something in Erin.

Knowing the entire bus industry had people in similar situations with questions due to the impact of COVID-19 on our businesses, Erin wanted Women in Buses to take action. She met with the WIB Leadership Committee, and they discussed ways to help our industry bounce back while supporting women and helping them succeed. Out of that meeting was the creation of the Women in Buses Network.

The mission of the Women in Buses Council is to recognize and advance the role of women in the motorcoach industry through networking, education, and mentoring programs. The Women in Buses Network extends this message by connecting an individual who has a lot of knowledge and experience with someone who hasn't yet gained the same knowledge or experience or is new to the industry. By doing so, a place is created where women feel comfortable asking questions. Each member of the Network remembers what it was like to be new and wants to be a resource and part of the program. They have agreed to share their email or phone and be available for support. We soon plan to make available a directory of those that are part of the Network. Also, we recently launched a community page on the Women in Buses Facebook page where you can ask industry questions

Want to learn more?

Take our survey at <https://www.surveymonkey.com/r/WIBNetwork> to sign up for the Network then join the Leadership Team on our Women in Buses Wednesday Webinar on October 6th at 2 pm EST. The leadership committee will go over typical questions that our Network can answer. We encourage everyone to bring their questions as this will be the first of our panel-type webinars for the Women in Buses Network.

WOMEN IN BUSES AWARDS

The Women in Buses award is in its 8th year and recognizes an individual or company who has directly impacted the advancement and promotion of women within and among the motorcoach, tourism and hospitality industry. This award has been given to many inspirational women over the years and has become a coveted award in the industry.

The Women in Buses Operational Excellence award honors an individual who displays excellence in service to their organization. Recipients can be in customer operations, drivers, mechanics, sales or other areas that directly impact the travel and tourism industry.

Nominations are now open. More information and nomination forms are available at <https://www.buses.org/about/councils/WIB/awards>. The winners will be announced at Women in Buses Day on January 7, 2022 in Grapevine, TX. Don't miss it!

LEADERSHIP TEAM SPOTLIGHT

Leslie Finley serves as the Chair of Women in Buses Membership Committee. Leslie works with Prevost and manages its Training Events and Special Projects. Prevost hosts many technical trainings seminars at its branches and customer locations in the US and Canada throughout the year. At the age of 10, Leslie was introduced to the bus industry on a motorcoach trip. Though it was only a 2-hour trip, the ride was exciting and left a positive lasting impression of the bus industry. "I know I am lucky to get to work with such wonderful people from different sections of the bus world. Whether they're bus technicians attending a Prevost training, tour operators, or motorhome owners, I love meeting new people and learning about their role in the industry".



Leslie lives in Tennessee and loves reading, trying new restaurants, and is a traveler who is always in the midst of planning her next trip.

STAY TUNED

The November Book Club read will be
The Art of Caring Leadership
by Heather R. Younger.
More details soon!

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
October 6
2:00-3:00 p.m. ET
ABA Marketplace Updates, the Women in Buses Awards and we will be discussing our new WIB Network. Remember to wear pink in honor of Breast Cancer Awareness month!

Women in Buses Meet & Eat
October 15
1:00-2:00 p.m. ET
Pack your lunch and join us virtually as we have a casual discussion about what's happening in our businesses.

Women in Buses Wednesday
October 20
2:00-3:00 p.m. ET
Services You Did Not Know Were Free with Happy Valley Adventure Bureau & Kaplan Transportation

Women in Buses Wednesday
November 3
2:00-3:00 p.m. ET
Imposter Syndrome with Kris Kelso

Fall & Marketplace Events

Fall Webinar Series
Tuesday, November 16
2:00-3:00 p.m. ET
Executive Management Committee presents "The Startup Mentality: Restart to Success"
[Register Here](#)

Wednesday, November 17
2:00-3:00 p.m. ET
Travel, Tour & Charter Committee Presents "Partnering & Itinerary Building"
[Register Here](#)

Thursday, November 18
2:00-3:00 p.m. ET
Operations, Maintenance and Drivers Committee presents "View from the Driver's Seat with MCI"
[Register Here](#)

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 require individual signups.

NOMINATIONS ARE OPEN FOR WOMEN IN BUSES AWARD AND WIB OPERATIONAL EXCELLENCE AWARDS

NOMINATIONS DUE BY OCTOBER 29, 2021
<https://www.buses.org/about/councils/wib/awards>

DO YOU KNOW SOMEONE WHO WANTS TO JOIN WIB?

Join Women in Buses

[Join Today](#)

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



"Actually, the best gift you could have given her was a lifetime of adventures."

**- Lewis Carroll
Alice in Wonderland**

VEHICLE GRAPHICS - 6 THINGS TO CONSIDER WHEN BUYING

If you're buying vehicle graphics—what are the most important things to consider in the buying process?

Read our tips here:
<https://bit.ly/3A0Y0FS>

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