

# wib

## WOMEN IN BUSES COUNCIL

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

# MONTHLY

## SEPTEMBER 2021



### INVEST IN YOUR SUCCESS

Did you know that back to school is not just for kids and college bound teens? Women in Buses knows that continued learning is one of the best investments women can make for ourselves and our business. ABA offers a Certified Travel Industry Specialist (CTIS) program for its members. The professional courses are online and you have the opportunity to earn credits by attending webinars and courses offered at ABA Marketplace.

New classes for Customer Service begin September 1st. For more information and to enroll, visit [www.buses.org/ctis](http://www.buses.org/ctis).

### DO YOU KNOW SOMEONE WHO WANTS TO JOIN WIB?

Join Women in Buses [here](http://www.buses.org) 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](mailto:wib@buses.org). We look forward to seeing you soon!

Contact us at [wib@buses.org](mailto:wib@buses.org) to see how to get involved with our organization.

### KEEP YOUR INVESTMENT LOOKING GREAT

The reason for getting your motorcoaches wrapped is so they spread brand awareness and attract attention, right? Absolutely.

Keep them doing this, for as long as possible, by washing your wrapped vehicles properly.

Discover our tips now! <https://bit.ly/3Dw-CKBM>



### MAKE YOUR PLANS TO JOIN US

September is here and brings with it more structure and busyness to our business lives. Back to school, back to the gym, crisper and cooler temps put us in a more orderly routine than we had in the carefree days of summer.

While organizing your calendars and plans for the holidays be sure to schedule ABA Marketplace 2022. January sounds a long way away when really it is four short months!

Women in Buses Day is going to be the place to be on Friday, January 7! The event will give long time members and future members the opportunity to meet in person and get to know each other, share stories and experiences and have a great time socializing with other women in the transportation industry.

Early bird registration for Marketplace 2022 ends on September 8. Go ahead and make your reservations put Grapevine on your calendar. See you there!

### PREPARE FOR A SAFE SCHOOL YEAR

According to the National Highway Traffic Safety Administration, 36% of school-age pedestrians from 2006 to 2015 were fatally injured by another vehicle in school transportation-related crashes. Since school buses are among the safest modes of transport, it's when children are walking to a bus stop or getting on or off a bus that they are most at risk of being hit by other vehicles. As we start a new school year, school vehicles are back on the roads. Here are a few safety tips for a successful return.

1. Allow for extra time to get to your destination.
2. Obey all posted speed limits in school zones.
3. Stay alert! Watch for children crossing and do not block a crosswalk.
4. Be aware of distracted teens walking.
5. Keep your distance when driving behind a school vehicle and watch for yellow lights. Yellow lights indicate a stop is imminent.
6. Stop when you see red! Motorists must stop for a school bus or school transport vehicle stopped with red lights flashing whether it is on your side of the road, the opposite side of the road, or at an intersection you are approaching.
7. Never pass a school vehicle on the right.

### LEADERSHIP TEAM SPOTLIGHT



Jen Stanley (formerly Jen Stegman) is Chair of the Operations, Maintenance, and Drivers Committee for Women in Buses Council.

Jen is Vice-President of Sales & Special Projects for Fullington Trailways located in State College, PA. Fullington Trailways operates 78 motor coaches, sedans, sprinters, trolleys, and over 220 school buses, with the company playing an essential role in education.

Jen knows that transportation isn't just about getting people from point A to B. Enhancing the customer journey through customer-centricity, she works with her team to organize the whole business around delivering exceptional transportation experiences. "Transportation feels more like a family than an industry. It's how well you listen and connect with the people you're trying to help and sincerely caring about their needs" says Jen.

Jen holds a Bachelor's of Science degree in Psychology and a Master's of Science in Organizational Management. Currently she is a member of the Education Committee for ABA, previously served as education subcommittee member from 2017-2018 and as Vice-Chair for the Operations, Maintenance and Driver's Committee for WIB. When Jen is not working, she enjoys true-crime documentaries, and has a love for reading. She resides in Northeastern Pennsylvania with her NEW husband, Jonathan, son Grant, daughter Samantha, and six year old dog Alvin.

We congratulate Jen on her recent marriage and appreciate her years of volunteer leadership to WIB!

### 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**  
September 8  
2:00-3:00 p.m. ET  
Manufacturer Update with ABC, MCI and Prevost

**Women in Buses Meet & Eat**  
September 17  
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 Wednesday**  
September 22  
2:00-3:00 p.m. ET  
Email Marketing with Constant Contact

### Fall & Marketplace Events

**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>

**"Don't be intimidated by what you don't know. That can be your greatest strength and ensure that you do things differently from everyone else."**

**- Sara Blakely  
Founder & CEO**

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