

# wib

## WOMEN IN BUSES COUNCIL

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

# MONTHLY

## FEBRUARY 2022

### AN UNFORGETTABLE TIME

#### WOMEN IN BUSES NETWORK

The purpose of the WIB Network is to connect an individual who has a lot of knowledge and experience with someone who hasn't gained the same knowledge or experience or is new to the industry.

The Women in Buses Network is for you if you are new to the industry or are a seasoned vet! Join today and network with industry experts who will answer your questions and help build your knowledge and confidence.

[Sign up today!](#)

This year's Marketplace is a time I will never forget. Our Leadership Team had an action-packed week. We had the incredible opportunity to meet local teenage girls at House of Shine in Grapevine, TX and share our life experiences with them and potential careers that our industry has to offer. We built relationships with the girls and are excited to continue our mentorship throughout the year.

Women in Buses hosted its first Women in Buses Day at Marketplace. Our committees held sessions and we had an impactful panel on crisis planning. We also gave out our awards to two very deserving winners who truly represent the mission of our Council. Pam Martinez, DATTCO, received the Women in Buses Award and Pattie Cowley, Greater New Jersey Motorcoach Association, was the recipient of the Operational Excellence Award. The Driving Force hosted an education session with tips and tools to combat the driver shortage. We heard operator success stories and saw our work over the past year reap results.

Lastly, we had a booth on the show floor. I am grateful to all of our members who volunteered their time and those who stopped by to say hi. This year, we gained over 70 new members at Marketplace. This astonishing number is truly a representation of the amazing work the leadership team does to educate and promote the advancement of women in our industry. I want to extend a very large thank you to the Leadership Team. Your hard work and dedication made Marketplace our greatest success. It is my honor to lead this Council and represent the astounding members that make up this council.

— Erin Ducharme, Women in Buses Chair

### LEADERS ARE READERS

**A HUGE WELCOME TO OUR 70 NEW MEMBERS WHO JOINED WIB DURING MARKETPLACE LAST MONTH!**  
We are excited to have you aboard and look forward to networking and getting to know you.

Share this Newsletter with another women in bus world who can benefit from our network.

[Join Women in Buses](#)

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

Are you your worst critic? Do you ever feel like you are faking it until you make it ALL the time? One of the biggest challenges of successful leaders is learning to silence your inner critic - "The Impostor" Beginning the week of February 13th, WIB will be reading and discussing "Overcoming the Impostor: Silence Your Inner Critic and Lead with Confidence".

Author Kris Kelso discussed this phenomenon with Women In Buses in 2021. Let's dive into his book, recognize the syndrome for what it is and find solutions to defeat "The Imposter".

Time and day of the book club will be chosen based on the results of this survey: [Overcoming the Impostor Book Club Sign Up](#)

### CONGRATULATIONS TO OUR WOMEN IN BUSES AWARD WINNERS

#### Women in Buses Award

The Women in Buses Award recognizes an individual or company who has directly impacted the advancement and promotion of women within and among the motorcoach, tourism and hospitality industry.

Pam Gralnick Martinez of DATTCO is the 2022 award recipient. "A huge thank you for all who were involved in me receiving the award, including MCI for sponsoring the award. It truly means a great deal for me!"



#### Operational Excellence Award

The Operational Excellence Award is given to an individual who displays excellence in service to their organization. This includes customer operations, drivers, mechanics, sales or any other impactful area in the travel and tourism industry.

The 2022 award winner is Patricia Cowley of Pennsylvania Bus Association and Greater New Jersey Motorcoach Association. Though Pattie Cowley was unable to attend in person, she shared how she is proud, humbled, and honored to receive the award: "My relationships within the bus industry date back to the 90's from my captive insurance days. It's so nice to be recognized for the work I do, by an industry I am passionate about".



### 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 | Thought Leadership: Level Up Your Voice Through Social Media**

Speaker | Adriana Hemzaeck  
Wed., Feb. 2

2:00 - 3:00 p.m. ET  
[Sign Up for monthly Women in Buses Wednesdays on Zoom.](#)

**Women in Buses Book Club Begins**  
Sun., Feb. 13

**Women in Buses Network and Nosh | What Did You Love About the In-Person ABA Marketplace?**

Fri., Feb. 18  
1:00 p.m. ET  
Join us as we have a casual and lively discussion about the things we absolutely loved about Marketplace. After this Network and Nosh, you will want to add February 2023's Marketplace to your calendar now!  
[Sign Up for monthly Women in Buses Network and Nosh on Zoom.](#)

#### International Women's Day Series

Specialized virtual sessions led by each committee to commemorate International Women's Day on March 8, 2022.

Each session in the series  
2:00 - 3:00 p.m. ET

Tuesday, March 1  
Operations, Maintenance and Drivers Committee

Wednesday, March 2  
Executive Management Committee

Thursday, March 3  
Travel, Tour & Charter Committee

[Sign Up separately for each session of the series on GoToWebinar.](#)

**"Don't settle for average. Bring your best to the moment. Then, whether it fails or succeeds, at least you know you gave all you had. We need to live the best that's in us"**  
—Angela Bassett

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