



**WOMEN IN BUSES COUNCIL**

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

# MONTHLY

**JUNE 2022**

## STRATEGIES FOR A FRESH START

Along with breezy days, more time spent outdoors and the still youthful idea of summer freedom, it's time for mid-year cleaning - and we're not talking about your house.

I know, I've been preaching Fresh Starts for years, but it's because I find there's an emotional link to a cleared desk, a new list of priorities and a renewed attitude about what you're doing and why. A Fresh Starts approach distances me from getting dragged into the muck intellectually and lets me close in on how I can do better. My new career as a business owner of an association management practice has me passionately helping others improve outcomes in the same way, so I thought a short list of strategies to share is in order.

**Reset your work space:** Clear that desk. Do the long-waiting filing, scan and pull those papers into quick, digital references. Buy a plant or get office organizers and become a minimalist. Do you really need five yellow highlighters? How about replacing baby pictures of your kids now that they are 15 and 20 years old? As renowned organizer Marie Kondo says, only keep what brings you joy or motivates you to be the best you.

**Prioritize priorities:** Determine the parts of your business where you find satisfaction, profit and success for your clients. Take a closer look at your P&L statement. See if you're penny-pinching yourself with small expenses or leaving money on the table by absorbing too many out-of-pocket costs. Make a short (3 months) and midterm (15 months) plan to right the ship. Lead by example: Allowing others to flourish and empowering staff with accountability leads to everyone pulling their weight. Commit to providing a culture of open communication. At the end of the day, the team that supports you wants to know that you have their back and will show up to lead the way. Incidentally, knowing when to step out of the way of a talented team is a skill worth cultivating.

**Keep current:** Never stop learning or looking for new insights. Association and professional communities loop you into what you need to know, now. Encourage and provide opportunities for your team to do the same. Invest in your people. Schedule a retreat, or monthly out-of-the office lunch meetings, where your teams can talk about what they are interested in and where they are going.

For years, my team in my past life met frequently to discuss the workload and how we wanted to split it up. I had ideas of course and guided the discussion, but often stepped back so others could have a say. By giving teammates a choice in how and where they felt most able to contribute made our team unstoppable. And today, many of those team members have followed me into this new life of ours and we still handle business the same way, dedicated to pushing our clients' successes forward in springtime and beyond.

-Vicki Bowman, Marketing & Communications Chair, WIB

## DID YOU KNOW?

**The U.S. Travel Association expects American to spend \$95 billion on travel in Summer 2022. About 6 in 10 American are taking at least one summer trip. 35% expect to travel more this summer than last.**

## 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 WEDNESDAYS SERIES

Wednesday, June 1 | 2:00 p.m. ET

"Give Accuracy and Get a Better Bottom Line"

Join us on a panel discussion on recognizing deficiencies through analysis - making improvements - and creating a more profitable operation.

Featured panelists are Greg Gallup, Royal Coach Tours Elizabeth Hall, John Hall's Alaska, and Claudine Halabi, Baron Tours Inc.

### NETWORK AND NOSH SERIES

Friday, June 17 | 1:00 p.m. ET | Open Discussion

### WOMEN IN BUSES DAY 2023

Friday, Feb. 3 | 1 p.m. - 6 p.m.

Mark your calendar for WIB Day 2023 in Detroit AND take this short survey to let us know your feedback for this networking and educational event!

<https://www.surveymonkey.com/r/WIBDAY>

## THE DRIVING FORCE

The Driving Force will be presenting at the Bus Industry Safety Council/Bus Maintenance & Repair Council Summer 2023 meeting in Baltimore, MD.

[Learn More](#)



### SPREAD THE WORD

Share this Newsletter with another woman in 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](mailto:wib@buses.org) to see how to get involved with our organization.



### QUOTABLE

"The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience.."

-Eleanor Roosevelt

[www.buses.org/wib](http://www.buses.org/wib)

[wib@buses.org](mailto:wib@buses.org)

800-283-2877

@abawib

women in buses

@abawib



A PROGRAM OF THE AMERICAN BUS ASSOCIATION