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WOMEN IN BUSES COUNCIL

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

MONTHLY

MARCH 2022

WOMEN IN BUSES NETWORK

Join the WIB Network to connect with other industry members to learn and mentor and strengthen your network.

Upload your photo to your ABA profile so we can all connect names and faces.

[CLICK TO SEE THE WIB NETWORK](#)

SHARE THE NEWSLETTER

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 to see how to get involved with our organization.

“Women that believe in each other can survive anything. Women who believe in each other create armies that will win kingdoms and wars.”

–Nikita Gill

WE'RE GOING PURPLE IN SUPPORT OF INTERNATIONAL WOMEN'S DAY

#BreakTheBias

March 8 is International Women's Day (IWD). Officially recognized by the United Nations in 1977, International Women's Day started with action in New York City in February 1908, when thousands of women who were garment workers went on strike and marched through the city to protest against their working conditions.

Women have made important gains in representation in the last few years. But we're still a long way from equality. Research shows that bias contributes to women being passed over for jobs and promotions. Almost 60 percent of women regularly experience microaggressions at work. We need to act now to support, retain, and advance women. Combating the biases women face at work is critical to getting this right.

International Women's Day provides a key moment to celebrate women's achievements in the workplace and showcase employer initiatives and support. As the biggest employee engagement day of the year, IWD sees organizations amplify and reinforce their commitment to helping forge an inclusive world.

The IWD 2022 campaign theme is: #BreakTheBias.

Bias continues to hold women and workplaces back, so this International Women's Day help your organization to #BreakTheBias at work.

Women in Buses Council strives to promote the success and forward movement of women in our industry and break the bias each and every day.

PROMOTE IWD

For IWD Zoom backgrounds and other resources to promote International Women's Day at your business, visit: <https://www.internationalwomensday.com/Zoom-backgrounds>.

FUND YOUR FUTURE

Women in Buses supports continued education for our members and college or tech school bound students. There are many scholarships available for ABA members, their dependents and employees.

Applications for ABA Foundation Scholarships are open through April 1. To learn more about eligibility and apply, visit <https://www.buses.org/aba-foundation/scholarships>

WORK SMARTER

Driving Force Webinar | [Smart Hiring Practices](#)
March 24 | 2pm EST | [Register](#)

This webinar brought to you by the Driving Force will focus on changes to the hiring process as a result of the pandemic. Patrick Slater of DATCO and Greg Hendricks from Salt Lake Express will share their experiences and tips that have led to successful driver recruitment during the nationwide driving shortage. Learn about impactful changes you should make that do not need to come at a great financial cost to your company. Please send any questions you have for our participants or the Driving Force to drivingforce@buses.org.

UPCOMING EVENTS

For a full listing of events and to register please visit:

<https://www.buses.org/events/category/women-in-buses-events>

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

Full session descriptions available online.

Tuesday, March 1
“How to Prepare Your Drivers for Returning to a Busy Season”

Wednesday, March 2
“Your Most Valuable Asset: Employee Retention”

Thursday, March 3
“What Drivers and Dispatch Wish Charter & Tour Representatives Would Know”

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

Network & Nosh
“International Women's Month - What Does It Mean to You?”

Friday, March 18 | 1 p.m. ET

Women in Buses Wednesday

Wednesday, April 6 | 2 p.m. ET
Bliss Coulter of the Women's Business Council will be speaking about their non-profit and the importance of getting a WBE certification and how it can help grow your business.

www.buses.org/wib

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