

wib

WOMEN IN BUSES COUNCIL

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

MONTHLY

AUGUST 2022

THINKING FROM THE DRIVER'S SEAT

The bus driver – the hero behind the wheel. Much like the tour director who is always thinking many steps ahead, the driver is not only consistently looking ahead, but also in their mirrors and planning for the unexpected. The more details you can provide to your motorcoach professional, the better and more seamless your trip will be.

When booking a charter or tour, these are a few points to consider for your driver:

- Is the bus entrance to the attraction/hotel the same as a standard vehicle?
- Is there ample parking (that preferably will be coned off and reserved) with the appropriate turnaround area and easy access to the storage bays? Are there obstacles such as trees or safety barriers?
- Is there enough time in the itinerary for the driver to get their well-earned and needed rest? Your driver is generally working an hour or two longer than the itinerary.
- Have you looked at the map when providing an address? Is the location in a side street that may not place the bus and driver in a good position? Is the address specific enough? Are there maps that might be helpful?
- Is there a specific route the group would prefer?

This is just a brief sampling of the many details that drivers would love to know in advance. As sales staff, it can be a challenge to put ourselves in the driver's seat. When's the last time you took a break from the phones and computer screen to ride along on one of your trips? Perhaps this can be a goal for your 2023 sales team –think like a driver.

DID YOU KNOW?

Sightseeing Transportation in the US industry statistics:

Market Size: \$5 Billion
Number of Businesses: 10,721
Industry Employment: 38,360
Source: IBIS World 02/2022

SAVE THE DATE FOR 2/3/2023!

REGISTRATION IS NOW OPEN FOR WOMEN IN BUSES DAY

Women in Buses Council
We Can Do It!
Lessons for Today
Based on Michigan's
Own Rosie the Riveter

Join us for Women in Buses Day at Marketplace 2023

FRIDAY, FEBRUARY 3, 2023
1:00 - 6:00 P.M.
HUNTINGTON PLACE CONVENTION CTR | DETROIT, MI

1:00 - 2:30 P.M. | General Session
2:30 - 3:15 P.M. | Networking Break
3:15 - 4:45 P.M. | Committee Breakout Session
5:00 - 6:00 P.M. | Reception

Women IN Buses
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Registration Now Open
Registration Options:
Online Marketplace Register
Marketplace Passport
www.buses.org/wib

We are excited to announce our Second Annual Women in Buses Day at Marketplace!

Make your plans now to join us in Detroit on February 3, 2023. You'll want to be sure to meet, learn and get to know other phenomenal women who are in the bus industry. We will have informational breakout sessions, knowledgeable speakers, giveaways and fun surprises.

When registering for Marketplace, be sure to register for WIB Day through the My Event Passport link. Registration for Women in Buses Day is open to existing and new WIB members.

To register for Marketplace and WIB Day, go to:
<https://marketplace.buses.org>

ABA'S MARKETPLACE
4-7 FEB 2023
2 EVENTS, 1 VENUE | HUNTINGTON PLACE, DETROIT

busworld
NORTH AMERICA 4-7 FEB 2023

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, August 3 | 2:00 p.m. ET | Accidents Happen and ABA Can Help

While safety is always top of mind, incidents happen in the transportation industry and our leaders and managers must be prepared to handle the worst. Join us as ABA's own Melanie Hinton shares ways to best handle a crisis. This is a can't miss webinar!

NETWORK & NOSH

Friday, August 19 | 1:00 p.m. ET

Join our open discussion about Mentorship and how it can benefit both a Mentor and Mentee. Facilitated by WIB Marketing Vice Chair, Holly Williamson. Holly is the Public Affairs Specialist for Smithsonian's National Air and Space Museum.

WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, September 7 | 2:00 p.m. ET | Putting Your Network to Work. How to Get the Most Out of the WIB Network.

WOMEN IN BUSES DAY 2023

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

Registration is open. Make your plans now to attend this exciting and informational day just for WIB.



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 to see how to get involved with our organization.



QUOTABLE

"And while our environment definitely affects our lives, it is entirely up to us to have the strength to overcome whatever is thrown at us"
--Zelana Montminy

www.buses.org/wib

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