

# wib

## WOMEN IN BUSES COUNCIL

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

# MONTHLY

## OCTOBER 2022

### WE ARE GOING PINK

Women in Buses is going pink for October in honor of Breast Cancer Awareness month. According to Susan G. Komen, 1 in 8 women will be diagnosed with breast cancer in her lifetime. Help us spread awareness by sending us your photos on supporting Breast Cancer Awareness month.

### ALLBRIGHT CO-FOUNDER ANNA JONES REFLECTS ON THE IMPORTANCE OF NETWORKING

Having launched AllBright arm-in-arm with Debbie, I know first-hand how much knowledge women have to share with each other, and how many practical skills we can learn from each other. Networking with women who are adept at the skills you want to learn can really help you to develop and progress on your path to becoming a female founder. Do you need help with pinpointing and defining the USP of your future business? Do you want to learn more about drawing up a business plan and visualizing your specific path to launching online? Your most valuable resource will, undoubtedly, be the women who have gone before you and can offer their hard-earned words of wisdom and advice.

It's important to remember that expanding your network means expanding your horizons. Networking isn't just about finding a new job – I lean on the incredible women in my network all the time. They provide me with inspiration, advice, practical tips and words of encouragement when I'm unsure about something, from small issues to bigger worries. Even women working in different industries to my own are invaluable parts of my network – in fact, they can often offer a unique perspective that I might not get from those working in similar circles to myself. I think it's really important to network outside of your own 'swim lane' and learn from people that are different from you.

One of the most important things I've learned about networking over my career is that it's not the size of your network that matters, but the quality of the relationships you have within your network. It's crucial to have a few really deep connections within your network, and these will give you more support than thousands of followers on social media.

This excerpt was taken from, *The Power Of Having A Strong Network Of Women In Your Corner When Launching A Business*. To read the full article, click here <https://www.allbrightcollective.com/en-us/edit/articles/how-to-launch-online-business-advice-shopify>.

### YOU CAN HELP SHAPE THE FUTURE OF WOMEN IN BUSES

Complete the survey <https://www.surveymonkey.com/r/WIBMBR> to let us know your needs and ideas for the Council.

### 2023 NOMINATIONS NOW OPEN

#### Women in Buses Award

#### Women in Buses Operational Excellence Award

**Nominations due November 18**

#### Women In Buses Award

The purpose of the American Bus Association's Women In Buses Award - Presented by Motor Coach Industries is to recognize an individual or company who has directly impacted the advancement and promotion of women within and among the motorcoach, tourism and hospitality industry.

*"I was most humbled when I won the Women In Buses Award. Winning any type of award is always an honor but winning this award was especially meaningful to me. I have great admiration for the Women in Buses Council. In addition to the great leadership directing the council, they have brought so many amazing programs to educate, promote and recognize women in a historically male dominated industry. They have created an awareness that women can and do play important roles and are great contributors to the bus industry".*  
–Pam Martinez, DATTCO, 2022 Women in Buses Award Winner



#### Operational Excellence Award

This 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 WIB organization provides a forum for women working in transportation to network, learn, share common challenges and discuss business best practices. Being a woman in a typically male-dominated industry presents a set of challenges relatable only to other women (in the same field). It was truly an honor to be the recipient of the WIB Excellence in Leadership Award last year. I am truly grateful to be recognized for my work by industry leaders, peers and friends."*  
–Pattie Cowley, GNJMA & PBA, 2022 Operational Excellence Award Winner



### 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, October 5 | 2:00 p.m. ET |

<https://us06web.zoom.us/join/zoom-join-link>

2022 is now 9 months behind us, join Women in Buses and your colleagues in the industry to discuss best practices to help navigate challenges and adversities that have taken a toll on the group travel package industry over the past few years. The struggle is real...don't continue struggling, bring your questions to the panel and look to a fantastic 2023!

#### NETWORK & NOSH

Friday, October 21 | 1:00 p.m. ET | <https://us06web.zoom.us/join/zoom-join-link>  
Open Discussion

#### WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, November 2 | 2:00 p.m. ET | *Recruitment Techniques and Tactics Presented by the Driving Force*

#### WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, December 7 | 2:00 p.m. ET | *WIB Leadership Team presents a year in review and preview to WIB Day.*

#### WOMEN IN BUSES DAY 2023

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

WIB Day will take place at ABA Marketplace in Detroit, MI. This year's theme is We can do it! Lessons for today based on Michigan's own Rosie the Riveter. Make plans NOW to participate. To register for Marketplace and WIB Day, go to <https://marketplace.buses.org>

### STRENGTHEN YOUR NETWORK

Join the WIB Network to connect with other industry members to learn and mentor and strengthen your network. Upload your photo and bio to your ABA profile so we can all connect names and faces.

[UPDATE YOUR NETWORK PROFILE](#)



#### 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

"I always did something I was a little not ready to do. I think that's how you grow. When there is that moment of 'Wow, I'm not really sure I can do this', and you push through those moments, that is when you have a breakthrough."  
Marissa Mayer, Former CEO, Yahoo

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