

# wib

## WOMEN IN BUSES COUNCIL

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

# MONTHLY

## SEPTEMBER 2022

### CHAMPION OF WOMEN IN BUSES

WIB Champion, Adam Hall, of Bridgestone Mobility Solutions, Awarded 2022 IMG Partner of the Year When we reached out to Adam, he advised us that he started attending the webinars offered by WIB – very early on in the pandemic. Adam told us that he has his sister (and previous WIB Chair), Liz Hall, to thank for the encouragement of participation in WIB. Adam stated, “I have recognized for some time the impact and importance of women in the motorcoach industry, and when I was told I didn’t actually have to BE a woman to be a member of Women in Buses- I signed right up. I hope in my way I have encouraged many other men and women to become involved and do what they can to help the WIB initiatives. I am always made to feel welcome and have become even more involved with many other associations throughout the industry. I now am a part of the Driving Force Committee through Women in Buses and work with other vendors, operators, and supporters to help come up with ideas and strategies to combat the current driver and mechanic shortage everyone seems to be facing.”

We want to thank Adam for his advocacy and the time that he dedicates to WIB. We appreciate his diligence and time spent supporting the advancement of women in the motor coach industry.

Help us in congratulating Adam, for being the recipient of the International Motorcoach Groups 2022 Partner of the Year award.



### 2023 NOMINATIONS NOW OPEN

[Women in Buses Award](#)

[Women in Buses Operational Excellence Award](#)

**Nominations due November 18**

### DID YOU KNOW? IMPACT OF ROSIE THE RIVETER

The call for women to join the workforce during World War II was meant to be temporary and women were expected to leave their jobs after the war ended and men came home. The women who did stay in the workforce continued to be paid less than their male peers and were usually demoted. But after their selfless efforts during World War II, men could no longer claim superiority over women. Women had enjoyed and even thrived on a taste of financial and personal freedom—and many wanted more. The impact of World War II on women changed the workplace forever, and women’s roles continued to expand in the postwar era.

And that is why we chose Rosie as the theme for this year’s WIB Day. We Can Do It, Lessons for today based on Michigan’s own Rosie the Riveter.



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

Making Your Network WORK. The WIB Membership Committee reintroduce the Women in Buses Network. How networking is beneficial and ways you can make the most of the WIB Network.

#### NETWORK & NOSH

Friday, September 16 | 1:00 p.m. ET

Networking Tactics – Open Discussion

#### WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, October 5 | 2:00 p.m. ET | *Best Practices*

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!

#### 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 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.

### 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

“Love, friendship, networking - these are all critical connections and the foundation of a healthy, happy life.”

–Whitney Wolfe Herd, CEO Bumble  
*The youngest female founder in history to take a company public.*

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

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