

wib

WOMEN IN BUSES COUNCIL

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

MONTHLY

MARCH 2021



WIB LEADERSHIP TEAM NOMINATIONS OPEN UNTIL MARCH 31

Self-Nomination for leadership positions within WIB is open online at

<https://www.surveymonkey.com/r/WIBSelfNominations> through March 31st.

- Chairman
- Membership Chairman
- Membership Vice Chairman
- Mktg & Comms Chairman
- Mktg & Comms Vice Chairman
- Executive Management Committee Chairman
- Executive Management Committee Vice Chairman
- Operations, Maintenance & Driver Committee Chairman
- Operations, Maintenance & Driver Committee Vice Chairman
- Travel, Tour & Charter Committee Chairman
- Travel, Tour & Charter Committee Vice Chairman

WOMEN IN BUSES GOES PURPLE FOR MARCH!



International Women's Day is March 8th and the WIB council is proud to celebrate gender equality all month long. We are excited to join the global celebration of women's achievements, advancements and continued progress towards equality.

Join Women in Buses as we host a variety of phenomenal industry women during March's Webinar Wednesday, International Women's Day Series and monthly Meet and Eat. Inspired by previous guests sharing their organization's celebration and events supporting International Women's Day, WIB leadership created the International Women's Day Series. These special events will be fireside chat style interviews with female executives from the airline, cruise line, hotel and motorcoach industries. Women in Buses will also share the unique stories and faces of our own members.

We want to recognize the phenomenal women in our industry. Send us your photos of women in all areas of your company that make a positive impact to your business! Join us in wearing purple of green – this year's International Women's Day colors. Together, as an industry, let's celebrate, create awareness and energize the next generation of travel, tourism and transportation opportunities.

For a full listing of events, please visit: <https://www.buses.org/events/category/women-in-buses-events>

THE DRIVING FORCE POWERED BY WOMEN IN BUSES OFFICIALLY LAUNCHES!



The Driving Force is a group of industry experts and WIB members. The original purpose of the Driving Force was to tackle the nationwide driver shortage. However, when COVID hit the project was put on hold. In November, Women in Buses decided to reignite this effort. They quickly assembled a team led by WIB leadership member Erin Ducharme of Bloom's Bus and work began. John Meier of Badger Bus, and a member of the team behind the Driving Force feels that now more than ever is the time to focus efforts on our drivers. He says, "As business comes back, getting your company re-staffed and ready for demand could be our biggest challenge". The Driving Force put its initial efforts in retaining furloughed drivers and released a checklist with their best tips.

Erin says "We realize the urgency of the situation and want to get information into the hands of the operators as soon as we complete it. ABA has provided us an opportunity to share our accomplishments through emails to their members and we will soon have a place for the Driving Force on buses.org. We are working on developing a toolkit for recruitment and retention designed for operators as well a place for potential drivers to go to find the path to becoming a driver and where to find positions in their area."

The members of the team include James Blain, PAX Training; Erin Ducharme, Bloom's Bus; Adam Hall, Bridgestone Americas; Elizabeth Hall, John Hall's Alaska; Pam Martinez, DATCO; Brent Maitland, MCI; Mike McDonal, Saucon Technologies; John Meier, Badger Bus; Debbie Piner, Prevost; Mike Van Horn, Betterez; and Michelle Wiltgen, National Interstate Insurance.

Plan to join us on April 21st for our Women in Buses webinar dedicated to the work of the Driving Force.

NEWEST SPONSOR

A big THANK YOU to Turbo Images for their generous sponsorship of the WIB Newsletter. We appreciate you and your support of Women in Buses!



NOMINATIONS DUE MARCH 31

Who do you know who has made a positive impact in the Motorcoach and Group Travel Industry?

Nominations are due by March 31 for the Women in Buses Award and the Women in Buses Operational Excellence Award. Go to www.buses.org/about/councils/WIB/awards/ to learn more about these awards and to nominate an individual or company that has championed the advancement of women within the motorcoach, tourism and hospitality industry.

UPCOMING EVENTS

Details & registration can be found at www.buses.org/wib.

Women in Buses is celebrating International Women's Day all month long! Industry supporters are invited to participate in our events throughout March. Be sure to follow our social media pages for updates of the series.

MARCH 3

2 P.M. ET

WIB WEDNESDAY

One Year Into The Pandemic
Erin Francis-Cummings,
Pres./CEO, Destinations Analyst

International Women's Day Series Celebrating:

- Industry-leading female success stories
- Ongoing opportunities for the next generation
- Advice on the industry moving forward

MARCH 8 | 2 P.M. ET

Shruti Gandhi Buckley, Senior Vice President and Global Head, Hampton by Hilton

MARCH 9 | 2 P.M. ET

Lisa Lutoff-Perlo, Celebrity Cruiselines CEO

MARCH 10 | 2 P.M. ET

Diana Birkett Rakow, Vice President External Relations Alaska Airline

MARCH 11 | 2 P.M. ET

A day with our own!
Pat Ziska-MCI, Ryhan Cornell-ABC, Cam Morris-Hale Transportation/ABA Board member, and Diana Jimenez - DATCO

MARCH 16 | 2 P.M. ET

Road Dog Trucking interview with Peter Pantuso and Elizabeth Hall

MARCH 17 | 2 P.M. ET

WIB WEDNESDAY

The Leading Women of WIB and the American Bus Association

MARCH 19 | 2 P.M. ET

MEET & EAT LUNCH SERIES

Grab lunch at your workspace with ABA Board members and WIB leadership committee, Jodi Merritt and Kim Grzywacz celebrating female accomplishments.

MARCH 31 | 2 P.M. ET

WIB WEDNESDAY

The Leading Women of the Travel Industry Associations

APRIL 1

Non-Book Club

Focusing on TED Talks/Podcasts on Leadership Development

DO YOU KNOW SOMEONE WHO WANTS TO JOIN WIB?

We are open to bus & travel industry members, drivers and affiliates who support the mission of Women in Buses.

Membership is free.

We encourage you to share this newsletter and invite other women to join by signing up at www.buses.org/wib.

TURBO IMAGES is happy to support WIB.

And we have amazing news to share!

Drumroll please...

For the first time ever, we have made the Printing Impressions 350 list – the industry's most comprehensive ranking of the leading printing companies in the United States and Canada.

Check out more at <https://bit.ly/3uudd7l>

"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has."

– Margaret Mead

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