



WOMEN IN BUSES COUNCIL

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

MONTHLY

SEPTEMBER 2023

WELCOME TO OUR NEW MEMBERS

Women in Buses welcomes our new members:

- Dana Kirn (Maryland Zoo)
- Dennis Lyons (DATTCO)
- Christy Taylor (Flixbus)

UPCOMING EVENTS

WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, October 4 | 2:00 p.m. ET

Your Network is Your Secret Weapon

Hosted by the Executive Management Committee

Networking is fun... and hard! Sometimes getting started is tough, but growing your network is a constantly evolving process.

Join Women in Buses for a fireside chat (minus the hot chocolate!) as WIB Board member Trisha Fridrich leads a discussion with three active networkers. We'll discuss the "How's and "Why's of networking, share tips for in-person events and LinkedIn, as well as WIB resources for getting the most out of our network.

Panelists include:

- Cristina Barrera, Lux Bus America
- Jen Stanley, Fullington Tours
- Leslie Hill-Starks, S.E.T. Services – and WIB Vice Chair, Exec Management

[Details and registration.](#)

MEET & EAT SERIES

Wednesday, October 18 | 1:00 p.m. ET **NEW DAY!**

Let's continue our networking theme at our monthly Meet & Eat chat. Whether you have tips to share or are looking for guidance/support, this informal meetup will allow each of us to grow our network. PS – by attending the chat, you'll have taken the first step towards expanding your base.

[Register now to get the link Zoom link for September – December chats.](#)

WIB ON THE ROAD

Earlier this month, 11 WIB members (including two new members) had a meet up at the joint meeting for the Greater New Jersey Motorcoach Association, New England Bus Association, Pennsylvania Bus Association, and Bus Association of New York in Norwich, Connecticut.



Upcoming Socials – Stay Tuned for Details:

- October 3-5 Greater New Jersey Motorcoach Association (GNJMA)
- October 22-24 Bus Association of New York (BANY)
- November 12-15 National Tour Association (NTA)
- December 11-13 Ontario Motorcoach Association (OMCA)

DID YOU KNOW? CUSTOMER SERVICE WEEK IS CELEBRATED INTERNATIONALLY DURING THE FIRST WEEK OF OCTOBER!

This year we mark the occasion beginning Monday October 2nd, 2023, through Friday, October 6, 2023. This day is about rewarding and recognizing those that are front line each day serving and supporting customers, an extremely important role that plays a part in our everyday lives! Take a moment (or several) throughout this week to give extra thanks and praises to those that are providing service, they are most deserving!



This Month's Book Recommendation on Customer Service: **Unreasonable Hospitality: The Remarkable Power of Giving People More Than They Expect** by Will Guidara

"Today, every business can choose to be a hospitality business—and we can all transform ordinary transactions into extraordinary experiences. Featuring sparkling stories of his journey through restaurants, with the industry's most famous players like Daniel Boulud and Danny Meyer, Guidara urges us all to find the magic in what we do—for ourselves, the people we work with, and the people we serve."

Let's Talk About This

If you would like to discuss this suggested read later in October, [please let us know](#). We will send out some potential dates to all who are interested and share the meetup time on our calendar and via social media.

ABA Webinar Recommendation on Customer Service:

ABA hosted a webinar in the past that couldn't be more appropriate for what we are celebrating this week. We wanted to share this again for tips and great reminders on the impact we have on people each day and how we can work toward becoming a better influence.

Tune in to Rhonda Scharf as she discusses invisible influences and what they are, how to boost communication skills at work and in your personal life, evaluate your impact on others, improve your ability to influence others, and how to speak your mind without being offensive.

[View/Listen On Demand](#)

MISSED SOMETHING? CATCH UP!

Did you happen to miss a webinar or want to revisit a past event? No problem! You can find all our past webinars at: <https://www.buses.org/events/past/webinars>

Stay in the loop and make the most of our upcoming events and valuable resources. We're here to support you every step of the way!

ARE YOU GOING TO MARKETPLACE?

If yes, there are two things you should add to your schedule: WIB Day (Friday afternoon) and volunteering. There are several opportunities throughout the conference, including putting in a two-hour shift at the WIB booth. These are great opportunities to build your network, learn more about Marketplace, and help out ABA. [Volunteer signup](#). Details on WIB day coming soon.



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

"Success is not about being in the right place at the right time. It's about being prepared, working hard, and never giving up."

— Ursula Burns

www.buses.org/wib

wib@buses.org

800-283-2877

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