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WOMEN IN BUSES COUNCIL

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

MONTHLY

JANUARY 2024

WELCOME TO OUR NEW MEMBERS

Women in Buses welcomes our new members:

Holly Avino – Destination Niagara USA, Halie Ayers – Wonders Center & Science Museum, Cindy Brown – Boston Duck Tours, Tanya Carlson – Alaska Travel Industry Association, Connie Chiang – Pilot USA, Barbara Curtis – Two Step Limo, Savannah Fernandez – Star Shuttle Inc., Nicole Fritz – Burlington Trailways, Jacqueline Grice – Agape Travel and Tours, Mechelle Haines – JAG Motorcoach, LLC, Alisha Harris – Capital Trailways, Genavese Harris – USS ALABAMA Battleship Memorial Park, Stephanie Houser – Capital Charter Buses, Stephanie Kronwitter – Gray Line Toronto, Sarah Marshall – Pierce Arrow Theater, Danette Meyer – Shine Bright Tours, Kiersten Mumm – Go West Transportation, Lauren Pagonis – Nooga Shuttles, Kirsten Parker – Golden Spike Tower, Kim Parker-Moore – Niagara Parks, Lisa Pfofus – Eagle Rock Tours, Elaine Ragsdale – Go West Transportation, Wanda Roush – Dutch Treat Travel, Crystal Sheriff - Gray Line Toronto, Kerry Shoff – Willow Valley Associates, Taylor Traina – Nooga Shuttles, Kirstie Trujillo – Go West Transportation, Amanda Woods Hall – Adventure Tours, Cheryl Walter – Norwin Express Tours, LLC, Josefin Lagnelius – A1 Tours, Amina Watkins – Paducah Convention & Visitors Bureau, Glenda Van Woerkom – Dutch Treat Travel, and Renita Zezza – Martz Bus

WOMEN IN BUSES DAY AT MARKETPLACE

Women in Buses Day: How Great Was That!



Over 150 Women in Buses members were able to attend the annual Women in Buses Day meeting at Marketplace. This was our highest turnout to date.

- We recapped an incredible year, including new programs and LOTS of new members.
- We celebrated two of our members – Kathryn Fischer (TCS) received the 2024 Women in Buses Award, and Jennifer Stanley (Fullington Trailways), recipient of the 2024 Women in Buses Operational Excellence Award. Congratulations!
- Keynote speaker Elizabeth Mahusay shared her tips to help you pick and follow your own path in an inspiring presentation.
- We continued with that theme in small group breakout sessions, which also allowed us to get to know other WIB members in a relaxed, engaging conversation.
- A networking reception, complete with ABA-grown live music topped off the day and helped us get ready for the rest of Marketplace's activities.

Many thanks to MCI, Dutchman Hospitality, New England Coach, Betterez,, Amaya Seating, Simple Plans by Jonathan Stanley, Klein Transportation, northeast Charter & Tour, and Spader Business Management for their support for Women in Buses and the 2024 Women in Buses Day.

Did You Stop by Our Booth?

We had a prime spot on the Marketplace floor – near the entrance to appointments and across from the auction/bag raffle. We loved seeing members stop by to chat, new members sign up, and conversations that occurred on the sofas.

Share your feedback! Tell us how the WIB Council has been doing – and give us some ideas for moving forward by [completing this survey](#).

WHAT'S NEXT?

We're not sure if it's the adrenaline still in our systems, or if we're really that ready to hit the road for 2024. In any case, let's get going!

Wednesday Webinar:

Following Up on ABA and Doing it on Purpose
Wednesday, February 7, 2:00 pm ET

Whether you are a seasoned pro or a first time ABA Marketplace attendee, the return to your office can seem overwhelming. What exactly do you do with all the information, connections and stuff you have brought back?

Zoom in with Veteran suppliers, tour operators and bus operators as they share personal tips and tricks. The roundtable discussion will include answers to FAQs from ABA attendees. Find out how to make the most of the ABA Marketplace experience for your company! [Register now](#).

Meet & Eat

Let's Chat
Wednesday, February 21, 1:00 pm ET

This is a monthly that can address just about anything, from questions/suggestions from Marketplace and webinars to new challenges or successes in your business to finding out where to get the best ice cream or what to read next. Attendees drive the agenda in this engaging informal discussion. [Register for the Zoom link](#).

We Just Can't Wait to Get on the Road Again

Last year we tried something new...and it worked! There are countless other conferences that WIB members attend throughout the year – and sometimes we don't even realize it. So, we developed the On the Road meetup series. The concept is simple – if you're at a conference with other WIB members, you have a quick meetup during unscheduled time. This has usually been a 5:00-ish meetup for a beverage and is a great way to reconnect AND to meet new faces. We held nearly a dozen meetups last year and hope for more this year.

If you are attending a conference, we'd love information on it to see if we can set up an On the Road meetup there. Please let us know the details and we'll see what we can do.

IN MEMORIUM

The Women in Buses Council remembers Victoria (Vickie Cole), co-owner of American Stage Tours of Concord, California. A WIB member, Cole was also President of the California Motorcoach Association. She passed away unexpectedly while attending the ABA Marketplace earlier this month

Vickie was an outstanding owner, driver, and tour guide and did the major planning of AST Tours. Vickie was also a State of California SPAB (School Pupil Activity Bus) instructor.

Vickie will be greatly missed.

**Thank you all for your continued support and participation in WIB.
We're excited to see what adventures await us this year!**



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

"Passion is energy. Feel the power that comes from focusing on what excites you."

- Oprah Winfrey

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