Our newly formed Women in Buses Network was founded on a conversation between Women in Buses Chair, Erin Ducharme and a site representative at a motorcoach attraction. The individual in a new role and did not fully understand what a motorcoach operator was looking for when they came to the venue attraction. The representative asked if Erin would be willing to spend some time with her and explain what the operators wanted. Of course, Erin was happy to help. After a great conversation, the site rep was ready to take on the group market. This conversation and the representative's questions sparked something in Erin.

Knowing the entire bus industry had people in similar situations with questions due to the impact of COVID-19 on our businesses, Erin wanted Women in Buses to take action. She met with the WIB Leadership Committee, and they discussed ways to help our industry bounce back while supporting women and helping them succeed. Out of that meeting was the creation of the Women in Buses Network.

The mission of the Women in Buses Council is to recognize and advance the role of women in the motorcoach industry through networking, education, and mentoring programs. The Women in Buses Network extends this message by connecting an individual with a lot of knowledge and experience with someone who hasn't yet gained the same knowledge or experience or is new to the industry. By doing so, a place is created where women feel comfortable asking questions. Each member of the Network remembers what it was like to be new and wants to be a resource and part of the program. They have agreed to share their email or phone and be available for support. We soon plan to make available a directory of those that are part of the Network. Also, we recently launched a community page on the Women in Buses Facebook page where you can ask industry questions.

Want to learn more? Take our survey at https://www.surveymonkey.com/r/WIBNetwork to sign up for our Women in Buses Network Wednesday Webinar on October 6th at 2 pm EST. The leadership committee will go over typical questions that our Network can answer. We encourage everyone to bring their questions as this will be the first of our panel-type webinars for the Women in Buses Network.

WOMEN IN BUSES AWARDS

The Women in Buses Award is in its 8th year and recognizes an individual or company who has directly impacted the advancement and promotion of women who work among the motorcoach, tourism and hospitality industry. This award has been given to many inspirational women over the years and has become a coveted award in the industry.

The Women in Buses Operational Excellence award honors an individual who displays a difference in service to their operation. Recent recipients have been in customer operations, drivers, mechanics, sales or other areas that directly impact the advancement and promotion of women in the industry.

Nominations are open. More information and nomination forms are available at https://www.buses.org/wib/awards. The winners will be announced at Women in Buses Day at the Women in Buses’ Transportation Bureau & Kaplan Transportation Day on Wednesday, November 17, 2021 in Grapevine, TX. Don’t miss it!

LEADERSHIP TEAM SPOTLIGHT

Leslie Finley serves as the Chair of Women in Buses Membership Committee. Leslie works with Prevost and manages its Events and Special Projects. Previous hosts many technical trainings seminars at its branches and customer locations in the US & Canada throughout the year. At the age of 10, Leslie was introduced to the bus industry on a motorcoach trip. Though it was only a 2-hour trip, the ride was exciting and left a positive lasting impression of the bus industry. To this day, I am lucky to get to work with such wonderful people from different sections of the bus world.

Whether they’re bus technicians attending a Prevost training, tour operators, or motorhome owners, I love meeting new people and learning about their role in the industry.

Leslie lives in Tennessee and loves reading, trying new restaurants, and is a traveler who is always in the midst of planning her next trip.

STAYTUNED

The November Book Club read will be The Art of Caring Leadership by Heather R. Younger. More details soon!