AN UNFORGETTABLE TIME
This year’s Marketplace is a time I will never forget. Our Leadership Team put on an action-packed week. We had the incredible opportunity to meet local teenage girls at House of Shine in Grapevine, TX and share our life experiences with them and encourage careers that our industry has to offer. We built relationships with the girls and are excited to continue our mentorship throughout the year.

Women in Buses hosted its first Women in Buses Day at Marketplace. Our committees held sessions and we had an impactful panel on crisis planning. We also gave out our awards to two very deserving women who truly represent the mission of our Council. Pam Martinez, DATCO, received the Women in Buses Award and Pattie Cowley, Greater New Jersey Motorcoach Association, was the recipient of the Operational Excellence Award. The Driving Force hosted an education session with tips and tools to combat the driver shortage. We heard many success stories and saw our work over the past year reap results.

Lastly, we had a booth on the show floor. I am grateful to all of our members who volunteered their time and those who stopped by to say hi. This year, we gained over 70 new members at Marketplace. This astounding number is truly a representation of the amazing work the leadership team does to educate and promote the advancement of women in our industry. I want to extend a very large thank you to the Leadership Team. Your hard work and dedication made Marketplace our greatest success. It is my honor to lead this Council and represent the astounding members that make up this council.

– Erin Ducharme, Women in Buses Chair

LEADERS ARE READERS
Are you your worst critic? Do you ever feel like you are faking it until you succeed, at least you know you gave all you had? We need to live the best that’s in us”. --Angela Bassett

CONGRATULATIONS TO OUR WOMEN IN BUS AWARDS WINNERS

Women in Buses Award
The Women in Buses Award recognizes an individual or company that directly impacted the advancement and promotion of women within and among the motorcoach, tourism and hospitality industry.

Pam Graalnick Martinez of DATCO is the 2022 award recipient. “A huge thank you for all who were involved in me receiving the award, including MCI for sponsoring the award. It truly means a great deal for me!”

Operational Excellence Award
The Operational Excellence Award is given to an individual who displays excellence in service to their organization. This includes customer operations, drivers, mechanics, sales or any other impactful area in the travel and tourism industry.

The 2022 award winner is Patricia Cowley of Pennsylvania Bus Association and Greater New Jersey Motorcoach Association.

Women’s Day
Women in Buses hosted its first Women in Buses Day at Marketplace! Women in Buses Day at ABA Marketplace - Friday, February 18th from 8:00 - 18:00 is a day-long event designed to support and celebrate the women of the motorcoach industry. The event includes panel discussions, workshops, and networking opportunities. It’s a chance to connect with others, learn from industry leaders, and be part of a community that empowers women.

Why Attend?
Women in Buses Day at ABA Marketplace is a day dedicated to the advancement of women in our industry. It’s an opportunity to connect with other women, learn from industry experts, and celebrate our progress and achievements. Whether you’re a seasoned professional or just starting out, this event is for you.

What to Expect
The day will include panel discussions on various topics related to women in the industry, workshops on developing leadership skills, and networking opportunities. You’ll have the chance to connect with other women in the industry, learn from industry leaders, and be part of a community that empowers women.

Who Should Attend
Women in Buses Day at ABA Marketplace is for anyone interested in supporting and celebrating women in our industry. Whether you’re a seasoned professional or just starting out, this event is for you.

Register Now
Don’t miss your chance to join us for a day dedicated to the advancement of women in the motorcoach industry. Register now to secure your spot and gain the inspiration you need to succeed.

For more information, visit: www.buses.org/wib events.

www.womeninbuses.org
Women in Buses
BROUGHT TO YOU BY MOTOR COACH INDUSTRIES
A PROGRAM OF THE AMERICAN BUS ASSOCIATION
FEBRUARY 2022

UPCOMING EVENTS
For a full listing of events and to register please visit: https://www.buses.org/events.php

Upcoming Women in Buses
Women in Buses Wednesday | Thought Leadership: Level Up Your Voice through Social Media
Speaker | Adriana Hemzaew
Time & Date: Wednesday, February 22nd, 2:00 - 3:00 p.m. ET
Sign Up for Women in Buses Wednesday
Women in Buses Book Club
Start Date: February 3rd
Sign Up for monthly Women in Buses Book Club

Women in Buses Network and Nosh!
What Did You Love About the In-Person ABA Marketplace?
Fri., Feb. 18th
Join us for a casual and lively discussion about the things we absolutely loved about Marketplace. After this Network and Nosh, you will want to add the Marketplace to your calendar now!
Sign Up for Women in Buses Network and Nosh

International Women’s Day Series
Specialized virtual sessions led by each committee to commemorate International Women’s Day on March 8, 2022.
Each session in the series
2:00 - 3:00 p.m. ET
Tuesday, March 1
Operations, Maintenance and Drivers Committee
Wednesday, March 2
Executive Management Committee
Thursday, March 3
Travel, Tour & Charter Committee
Sign Up for Women in Buses International Women’s Day Series

Women in Buses Award winners
Women in Buses Day at ABA Marketplace — is a huge success. The event was hosted to commemorate Women’s Day on March 8, 2022. It was an opportunity for women to network, learn, and connect with others in the industry.

Women in Buses Day at ABA Marketplace
The event kicked off with an opening address by Erin Ducharme, Women in Buses Chair, sharing her thoughts on the importance of Women in Buses and the impact it has on the industry. She highlighted the achievements of Women in Buses and emphasized the need for continued support and recognition.

The event included panel discussions and workshops led by industry experts. There were sessions on topics such as leadership, networking, and professional development. Attendees had the opportunity to learn from experienced leaders and share their experiences with others.

The Women in Buses Award was presented to a deserving woman who has made significant contributions to the industry. Erin Ducharme, Women in Buses Chair, congratulated the winner and thanked everyone for their hard work and dedication.

The day ended with a closing address by Erin Ducharme, Women in Buses Chair, thanking everyone for their participation and emphasizing the importance of Women in Buses.

Women in Buses Day at ABA Marketplace was a huge success and provided a platform for women to connect, learn, and grow in the industry. It was an opportunity to celebrate Women’s Day and recognize the achievements of women in the industry.

Photo Credits:
- Women in Buses Network and Nosh!
- Women in Buses Awards
- Women in Buses Book Club Sign Up
- Women in Buses Network and Nosh!
- Women in Buses International Women’s Day Series