CHAMPION OF WOMEN IN BUSES

WIB Champion, Adam Hall, of Bridgestone Mobility Solutions, Awarded 2022 IMG Partner of the Year

When we reached out to Adam, he advised us that he started attending the webinars offered by WIB—very early on in the pandemic. Adam told us that he has his sister (and previous WIB Chair), Liz Hall, to thank for the encouragement of participation in WIB. Adam stated, “I have recognized for some time the impact and importance of women in the motorcoach industry, and when I was told I didn’t actually have to BE a woman to be a member of Women in Buses—I signed right up. I hope in my way I have encouraged many other men and women to become involved and do to what they can to help the WIB initiatives. I am always made to feel welcome and have become even more involved with many other associations throughout the industry. I now am a part of the Driving Force Committee through Women in Buses and work with other vendors, operators, and supporters to help come up with ideas and strategies to combat the current driver and mechanic shortage everyone seems to be facing.”

We want to thank Adam for his advocacy and the time that he dedicates to WIB. We appreciate his diligence and time spent supporting the advancement of women in the motor coach industry.

Help us in congratulating Adam, for being the recipient of the International Motorcoach Groups 2022 Partner of the Year award.

2023 NOMINATIONS NOW OPEN

Women in Buses Award

Women in Buses Operational Excellence Award

Nominations due November 18

UPCOMING EVENTS

For a full listing of events and to register please visit: https://www.buses.org/events/category/women-in-buses-events

WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, September 7 | 2:00 p.m. ET | Putting Your Network to Work. How to Get the Most Out of the WIB Network.
Making Your Network WORK. The WIB Membership Committee reintroduce the Women in Buses Network. How networking is beneficial and ways you can make the most of the WIB Network.

NETWORK & NOSH

Friday, September 16 | 1:00 p.m. ET
Networking Tactics – Open Discussion

WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, October 5 | 2:00 p.m. ET | Best Practices
2022 is now 9 months behind us, join Women in Buses and your colleagues in the industry to discuss best practices to help navigate challenges and adversities that have taken a toll on the group travel package industry over the past few years. The struggle is real…don’t continue struggling, bring your questions to the panel and look to a fantastic 2023!

WOMEN IN BUSES DAY 2023

Friday, Feb. 3 | 1 p.m. – 6 p.m. | Detroit, MI
Registration is open. Make your plans now to attend this exciting and informational day just for WIB.

A PROGRAM OF THE AMERICAN BUS ASSOCIATION

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women in buses
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WOMEN IN BUSES COUNCIL
BROUGHT TO YOU BY MOTOR COACH INDUSTRIES
A PROGRAM OF THE AMERICAN BUS ASSOCIATION

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.

STRENGTHEN YOUR NETWORK
Join the WIB Network to connect with other industry members to learn and mentor and strengthen your network. Upload your photo and bio to your ABA profile so we can all connect names and faces.

UPDATE YOUR NETWORK PROFILE

QUOTABLE
“Love, friendship, networking - these are all critical connections and the foundation of a healthy, happy life.”

—Whitney Wolfe Herd, CEO Bumble

The youngest female founder in history to take a company public.

THE CALL TO JOIN THE WORKFORCE DURING WORLD WAR II WAS MEANT TO BE TEMPORARY AND WOMEN WERE EXPECTED TO LEAVE THEIR JOBS AFTER THE WARS ENDED AND MEN CAME HOME. THE WOMEN WHO DID STAY IN THE WORKFORCE CONTINUED TO BE PAID LESS THAN THEIR MALE PEERS AND WERE OFTEN DEMOTED. BUT AFTER THEIR SELFLESS EFFORTS DURING WORLD WAR II, MEN COULD NO LONGER CLAIM SUPERIORITY OVER WOMEN. WOMEN HAD ENJOYED AND EVEN THRIVED ON A TASTE OF FINANCIAL AND PERSONAL FREEDOM, AND MANY WANTED MORE. THE IMPACT OF WORLD WAR II ON WOMEN CHANGED THE WORKPLACE FOREVER, AND WOMEN’S ROLES CONTINUED TO EXPAND IN THE POSTWAR ERA.

And that is why we chose Rosie as the theme for this year’s WIB Day. We Can Do It, Lessons for today based on Michigan’s own Rosie the Riveter.

DID YOU KNOW?

IMPACT OF ROSIE THE RIVETER

STRENGTHEN YOUR 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.

WE WERE CALLED TO JOIN THE WORKFORCE DURING WORLD WAR II, BUT WE STAYED BECAUSE WE WANTED MORE. THE IMPACT OF WORLD WAR II ON WOMEN CHANGED THE WORKPLACE FOREVER, AND WOMEN’S ROLES CONTINUED TO EXPAND IN THE POSTWAR ERA.