Table 1

Legalization of Marijuana: How to Address with Passengers, Staff and Tourists

Does your state currently allow for legal marijuana use?

- CA - yes
- FL - doctor's order (no)
- SC - no
- MD - just like some
- WDC - private
- other

What information is being supplied/available to:

- Drivers - not yet
- Random drug testing done

- Passengers - don't care - not allowed on飞机

No vapes - just line agents

- Handout - allow cigarettes - vape - no marijuana (due one)

What challenges are you encountering or anticipating to encounter with the legalization of marijuana?

- Testing - how long lasts in the system
- How long it stays in system

- How long cause problems could be problematic

Are there any additional resources Women In Buses can provide to members as support for the topic?

- How will guidelines help in the future

- Education on rules, how long it stays in system

- Other operating have preconceived notions that may not cause additional concerns/questions

- WIB - please ask ATA lobbyists to take a vocal stand in helping lead rediscussions on best practices.

Other Notes:

Private venues - Questions
- Casinos - what's your rules?
- Holes - same
Table 1

Legalization of Marijuana: How to Address with Passengers, Staff and Tourists

Does your state currently allow for legal marijuana use? Some medically
or some legal

What information is being supplied/available to:
- Drivers
- Passengers

What challenges are you encountering or anticipating to encounter with the legalization of marijuana? Driver shortage

Are there any additional resources Women In Buses can provide to members as support for the topic? New program

Other Notes:
Table 1

Legalization of Marijuana: How to Address with Passengers, Staff and Tourists

Does your state currently allow for legal marijuana use?
- Alaska
- Massachusetts
- Illinois

What information is being supplied/available to:
- Drivers
- Passengers

What challenges are you encountering or anticipating to encounter with the legalization of marijuana?
- Edibles
- CBD
- Oil

Are there any additional resources Women in Buses can provide to members as support for the topic?
- Guidelines
- Zero tolerance vs what is acceptable

Other Notes:
As a company standpoint for those not under federal standards
### Table 2 – Tackling the Driver Challenge: Current Issues of Recruiting and Retention

**What is your primary business?**

**What factors primarily relate to your drivers?**
- Part Time: 20-
- Full Time: 40-
- On Call/Relief

**Age of majority of driving roster:**
- Under 35
- 35-44
- 45-60
- 60 Plus

**How many commercial vehicles do you operate?**
- 0-10
- 11-30
- 30 Plus

**What are your three biggest challenges in recruiting/retaining qualified drivers?**
- Location
- Population

**How can ABA and Women in Buses be helpful in driving recruitment and retention?**
- Marketing: show fun, diverse

**What one tip or idea would you share that can help recruit more drivers**

**What one tip or idea would you share can help retain drivers.**

**Other notes:**
- Local radical hospitality
Table 2 – Tackling the Driver Challenge: Current Issues of Recruiting and Retention

What is your primary business?

What factors primarily relate to your drivers?
  - Part Time
  - Full Time

Age of majority of driving roster:
  - Under 35
  - 35-44
  - 45-60
  - 60 Plus

How many commercial vehicles do you operate?
  - 0-10
  - 11-30
  - 30 Plus

What are your three biggest challenges in recruiting/retaining qualified drivers?
  - Low unemployment rate
  - Saturated CDL market
  - School bus construction delivery

How can ABA and Women in Buses be helpful in driving recruitment and retention?

What one tip or idea would you share that can help recruit more drivers.

What one tip or idea would you share can help retain drivers.

Other notes:

Cheryl is the Director of Marketing for Hugs Dinner Theatre.
She is a conduit between groups coming in and local bus companies so the driver can drop the group off at a local company returns them at the end of the show.
ROUND TABLE TOPIC:

Tackling the Driver Challenge

NOTE TAKER:

Jennifer S. Roark

Key points of discussion, best practices, questions, etc.

- 40 full, 20 pt-on call / Hawaii (45 coaches 4 wks)

- Alaska 100 coaches

- Delivery drivers (still on paper log)

- When cruise ships in town for Alaska & Hawaii

- Coaches sit because no drivers

- Looking at recruiting younger

- Push it as a trade (no college needed)
Table 3

Networking and Relationships: Building Resources of Sales and Marketing

In your sector of business, are there current resources available to provide success in sales and marketing?

- Attend functions
- Be a member
- Know your market

What are some examples of recommendations or suggestions you would provide to ABA/WIB members?

- Call first
- Meet them personally
- SMILE
- Listen
- Free is invaluable

In sales and marketing, what have you found to be the largest challenges in marketing the travel and tourism industry? How do you overcome them?

Please provide suggestions for WIB Council to provide resources to the WIB membership as helpful tools to provide success in sales and marketing.

Books/Dummies guide to SEO
- How to keep up with Google’s new rules

Other Notes:

- Let people know you are a real person.
- Marketing dollars and $$$ alone do not build the relationships
- Voice conversations are key, not just email
- Build your relationships

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Table 3

Networking and Relationships: Building Resources of Sales and Marketing

In your sector of business, are there current resources available to provide success in sales and marketing?

Sourced Media

What are some examples of recommendations or suggestions you would provide to ABA/WiB members?

Use T+T to Educate -

In sales and marketing, what have you found to be the largest challenges in marketing the travel and tourism industry? How do you overcome them?

Less group travel

Please provide suggestions for WiB Council to provide resources to the WiB membership as helpful tools to provide success in sales and marketing.

Other Notes:

Brainstorming
Put yourself out there.
Ask questions.
Get out of your comfort zone.

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Table 3

Networking and Relationships: Building Resources of Sales and Marketing

In your sector of business, are there current resources available to provide success in sales and marketing?

Yes - CVB - Chamber, ribbon cuttings. Reliance on CVB, site inspections, and tours. Relationships with schools, partners in education, state tourism office, visitors' bureau.

What are some examples of recommendations or suggestions you would provide to ABA/WIB members?

See question 1.

In sales and marketing, what have you found to be the largest challenges in marketing the travel and tourism industry? How do you overcome them?

New audiences for new products → trying to communicate it. Putting a product on sale then having angry customers who have paid full price.

Please provide suggestions for WIB Council to provide resources to the WIB membership as helpful tools to provide success in sales and marketing.

Serve on committees. Network in your area.

Reach out to hotels to recommend your company for service during inbound travel. Hotels can create wedding shuttle package.

Other Notes:

Overcoming preconceived notions
**ROUNDTABLE TOPIC:**

Differentiate yourself from your competitors

**NOTE TAKER:**

Jennifer Siegman

<table>
<thead>
<tr>
<th>Key points of discussion, best practices, questions, etc.</th>
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</thead>
<tbody>
<tr>
<td>1. Make your buses stand out</td>
</tr>
<tr>
<td>- Unique color theme</td>
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<tr>
<td>- Different fleet (size)</td>
</tr>
<tr>
<td>2. Women drivers</td>
</tr>
<tr>
<td>3. Standardizing all branding</td>
</tr>
<tr>
<td>4. Professionally generated itineraries</td>
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<tr>
<td>5. FB Boosts</td>
</tr>
<tr>
<td>6. EDDM Every Door Direct Marketing</td>
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</table>
Table 4

Differentiate yourself from the competitors: Defining your competitive edge

Are there any recommendations you can provide to others in the industry to help differentiate yourself or stand out in the travel and tourism industry?

What tools/resources have you found to be successful in differentiating yourself from competitors?

- Well trained sales staff
- Continuous online training thru webinars
- Pride in company
- Customer service
- Grab and go webinar

How has your organization embraced technology to differentiate yourself from competitors?

What resources can WIB provide to council members to assist in the discussion of this topic?

Other Notes:

- Every Area Different
- Build Relationships
- Information - Educate
- Building Trust
- Let me see what we can do/Not "Do"
- Timely Response
- Courtesy/Respectful
Table 4

Differentiate yourself from the competitors: Defining your competitive edge

Are there any recommendations you can provide to others in the industry to help differentiate yourself or stand out in the travel and tourism industry?

Niche - Creative - Adventure - Specific areas only

Level of Professionalism - Reviews -

What tools/resources have you found to be successful in differentiating yourself from competitors?

Knowledge of competitors - set up google alerts

How has your organization embraced technology to differentiate yourself from competitors?

What resources can WIB provide to council members to assist in the discussion of this topic?

Other Notes:

DMO's - City - State - Regional

Work w/ competition.
Table 5

Social Media 101: Sharing Best Practices

What are some obstacles your organization has encountered with social media and what have you done to overcome them?

How have you embraced social media in your organization and what tips would you share with your fellow industry partners?

How has Social Media changed travel and tourism organizations – positive or negative?

As technology continues to change, how do organizations successfully keep up and anticipate further changes to maintain successful connections with clients?

Social media encourages clients to share life experiences, include travel. Share your ideas of encouraging guests to use social media platforms to promote travel experiences while linking to organizations, hotels, attractions, etc which may be associated with the social media post.

Other Notes:

- Posts
- Charities posts
- Share on Facebook
- Post employees?
- Share company events
- Fun Fridays
- Post birthdays
- Family feel

Women
Buses

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Table 5

Social Media 101: Sharing Best Practices

What are some obstacles your organization has encountered with social media and what have you done to overcome them?

How have you embraced social media in your organization and what tips would you share with your fellow industry partners?

How has Social Media changed travel and tourism organizations – positive or negative?

Both

As technology continues to change, how do organizations successfully keep up and anticipate further changes to maintain successful connections with clients?

Social media encourages clients to share life experiences, include travel. Share your ideas of encouraging guests to use social media platforms to promote travel experiences while linking to organizations, hotels, attractions, etc which may be associated with the social media post.

Other Notes:
Table 5

Social Media 101: Sharing Best Practices

What are some obstacles your organization has encountered with social media and what have you done to overcome them?

- One ex. - somewhat new, still trying to see what others are using.
- Conduct cultivation. Personalization is critical.
- Complimentary - too.

How have you embraced social media in your organization and what tips would you share with your fellow industry partners?

- The need to address "social media takeovers".
- Rules of policies.
- People must now police negative comments & have a process for handling.

How has Social Media changed travel and tourism organizations – positive or negative?

Positive - photos from trips, great as the picture is representative of your experience.

As technology continues to change, how do organizations successfully keep up and anticipate further changes to maintain successful connections with clients?

Social media encourages clients to share life experiences, include travel. Share your ideas of encouraging guests to use social media platforms to promote travel experiences while linking to organizations, hotels, attractions, etc which may be associated with the social media post.

Other Notes:

A Social Media 101 webinar would be great.
Table 6
Marketing 101 – Sharing Best Practices

What are some successful unique and interesting marketing tactics used by the group?
bloggers
Podcast
vloggers

Marketing has changed drastically as technology has changed. How does your organization keep up with the constant change in how to reach consumers?

Instagram – tick – toc

Are there additional resources WiB can provide through webinars on marketing 101?

How to update website.

Other Notes:
Photo w/ younger people
Stock photos

older than seniors
younger than seniors
Table 6
Marketing 101 – Sharing Best Practices

What are some successful unique and interesting marketing tactics used by the group?
- Social media: Consistency, branding, hashtags, timing.
- Live streaming/sharing too much.

Marketing has changed drastically as technology has changed. How does your organization keep up with the constant change in how to reach consumers?
- Internet.
- Constant Contact.
- Asian Group: WeChat.

Are there additional resources WIB can provide through webinars on marketing 101?
- How do use hashtags, boosting would be great.
  (FYI: Shari Seng & MCI has a strong background in this.)

Other Notes:
- Sharing articles on their FB page to create more awareness. Also advertise upcoming events.
- Some print ads in newspapers.
- EDDM: $.20 targeted mailer: post-office approval.
- Printis.Election: $0.

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### Table 6

**Marketing 101 – Sharing Best Practices**

What are some successful unique and interesting marketing tactics used by the group?

- EEDM - USPS
- Zip + Zone
- Constant Contact/Mailchimp

Marketing has changed drastically as technology has changed. How does your organization keep up with the constant change in how to reach consumers?

Are there additional resources WiB can provide through webinars on marketing 101?

**Other Notes:**

- Marketing, Repetitive
- Websites
- Organizations
- WiB’s
- Speaking at Organizations

WiB/Facebook
Table 7

Effects and Challenges of Technology Implementation: What does it mean for motorcoaches and equipment?

What are some positive technology influences organizations have gained from changes/growth? Are there any negatives witnessed throughout the growth of technology?

1. Positives - monitoring/compliance electronically
2. Safety enforcement
3. Protects drivers in case of incident

Negative to transition overall positive

Share your ideas as operators on successful methods of education/training for drivers and operators regarding the variety of technology available in equipment from years/makes/models?

1. Good New Coach Orientation
   take the info learned from new coach manufacturer to older models with adaptation

Share your ideas on how to successfully implement new technology into operations.

1. Classroom
2. Get behind the wheel and drive
3. Involve the mechanics with the driver training

Are there any new technology concepts you wish to see added or eliminated from operations?

Prevention to keep drivers from disconnecting Equipment - Sensor that notifies owner.

Other Notes:

Need to embrace the technology and plan ahead to implement. Make sure drivers don't get overly dependent on the automatic sensors/tools.
Table 7

Effects and Challenges of Technology Implementation: What does it mean for motorcoaches and equipment?

What are some positive technology influences organizations have gained from changes/growth? Are there any negatives witnessed throughout the growth of technology?

When it works, no idling during pre-trip, messaging through systems such as Saarom is a plus.

Share your ideas as operators on successful methods of education/training for drivers and operators regarding the variety of technology available in equipment from years/makes/models?

- Some models in fleet aren't many issues.

Share your ideas on how to successfully implement new technology into operations.

- Training/struggles with all of the data from all different systems. Vendor selection very important.

Are there any new technology concepts you wish to see added or eliminated from operations?

- Consultant to data mine, KPI, metrics.

Other Notes:
Table 7

Effects and Challenges of Technology Implementation: What does it mean for motorcoaches and equipment?

What are some positive technology influences organizations have gained from changes/growth? Are there any negatives witness throughout the growth of technology?

360° Cameras assist safety
Can assist w/ becoming paperless

Share your ideas as operators on successful methods of education/training for drivers and operators regarding the variety of technology available in equipment from years/makes/models?

Share your ideas on how to successfully implement new technology into operations.
Power point w/ step by step processes

Are there any new technology concepts you wish to see added or eliminated from operations?

Other Notes:

New technology wogs - the technology exists, but the maintenance of it is not there. Can implement, but not fix.

Bad sensors tend to get ignored - boy calling wolf - what happens when it is a true issue?
Table 8 – Embracing Technology usage by clients/guests: How are you preparing?

Technology has integrated itself into much of the communication with clients prior to the travel experience. How have you used technology to keep in contact with guests and clients pre/post trip?

- Post - Client Survey
- Post - Client Survey
- Trying to increase google review
- Photo Card w/Group photo-mail
- Email blasts
- ...for review towards tours
- Post emails to group
- Technology on demand including cell phones and tablets can distract from guided tours and experiences, especially while traveling onboard transportation. Share ideas with how you have encouraged your clients to put down their devices and connect with fellow travelers.

Are there any applications currently used to support the itinerary and travel experience? Share how these are received.

- Tour software printing itineraries
- Client info
- Groups can access own info
- Share ideas of how you integrated other uses of technology devices into guests experience onboard the travel experience.

- WiFi
- Promos to write reviews

Other Notes:

Facebook Contest
Table 8 – Embracing Technology usage by clients/guests: How are you preparing?

Technology has integrated itself into much of the communication with clients prior to the travel experience. How have you used technology to keep in contact with guests and clients pre/post trip? Texting has grown a lot, it's the way to communicate now replacing emails. The way we communicate on email is causing misunderstanding.

Technology on demand including cell phones and tablets can distract from guided tours and experiences, especially while traveling onboard transportation. Share ideas with how you have encouraged your clients to put down their devices and connect with fellow travelers. Seems almost impossible to get people to put them down. Let the customers know there will be black out times.

Are there any applications currently used to support the itinerary and travel experience? Share how these are received.

Destination apps, not just tour apps - get a great step by guide to what they get it wrong ahead of time.

Share ideas of how you integrated other uses of technology devices into guests experience onboard the travel experience.

- Take a poll - have them use their phone
- Encourage them to post on tour operators social sites

Other Notes:
# Roundtable Topic:

**Security**

# Note Taker:

**Bobbi Fiorentino**

## Key Points of Discussion, Best Practices, Questions, Etc.

1. Recently created safety video on bus tracking app.
   - Website - Safer - Do your own fact finding

2. Empowerment -
   - Crisis De-Escalation Training
   - Knowledge is Power

3. Tips for Destination
   - Promotional videos played on bus
   - Step on guides - greet
   - Education, Maps for visitors & drivers

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Table 10

Security: How to provide a secure work, travel and motorcoach environment for employees and customers

During travel experiences, the drivers and guides take responsibility of sharing information on areas with clients and travelers. How do your teams encourage safe travel without compromising the guest experience or scaring individuals away from certain areas?

Safety video.
Safer

In a hyper sensitive environment, situational awareness helps keep employees safe. Share your ideas of how you encourage situation awareness with employees.


With the varying degree of safety regulations across states and countries, share ideas of communicating safety and security with customers and employees when different from home areas they are accustomed to.

Tips for destination maps.
Clean + Safe Initiative.
Other Notes:

Greeting on arrival

What do you do when on the road?
- ABA Security

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### Table 10

**Security: How to provide a secure work, travel and motorcoach environment for employees and customers**

During travel experiences, the drivers and guides take responsibility of sharing information on areas with clients and travelers. How do your teams encourage safe travel without compromising the guest experience or scaring individuals away from certain areas? Have a planned script, be realistic in setting guidelines, ensure compliance in using tools provided. Tour director needs to remind people, focus on safety.

In a hyper sensitive environment, situational awareness helps keep employees safe. Share your ideas of how you encourage situation awareness with employees.

- On line training
- Remind people to be aware/doreinforcement of programs. Not just one time

With the varying degree of safety regulations across states and countries, share ideas of communicating safety and security with customers and employees when different from home areas they are accustomed to.

- Awareness of regulations and make sure people are educated of rules and informed.

**Other Notes:**
### Key points of discussion, best practices, questions, etc.

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<td><strong>1.</strong> FMCSA - Website (outside links, keyword search)</td>
<td>Driver Safety Rating</td>
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<td><strong>2.</strong> Membership Assoc./Regional/State/National</td>
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<td><strong>3.</strong> NTSA - App/emails</td>
<td>Drivers or location (hotel)</td>
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<td><strong>4.</strong> Trainings, Memos, Driver's Board</td>
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<td><strong>5.</strong> Communication - Tech Savvy?</td>
<td>Barrier - How - Old/Young</td>
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<td><strong>6.</strong> Continuous Communication</td>
<td>Emails, Alerts, Postings</td>
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