

WOMEN IN BUSES COUNCIL

AMERICAN BUS ASSOCIATION

Women
IN *Buses*



AMERICAN BUS ASSOCIATION

PROCESS

January 2015	Meeting at Marketplace 2015
January-February 13	Request for Feedback on mission, structure, education, award criteria, and any additional information. Focus Group self-nomination request.
February 13	Feedback Summary Compiled/New Structure Proposed
February 17	Focus Group Met via Conference Call. Reviewed all feedback and proposed structure.
February 19	Revised structure and council information sent to Focus Group for approval.
February 26	Council call and presentation on new structure, leadership, membership, connections and next steps.

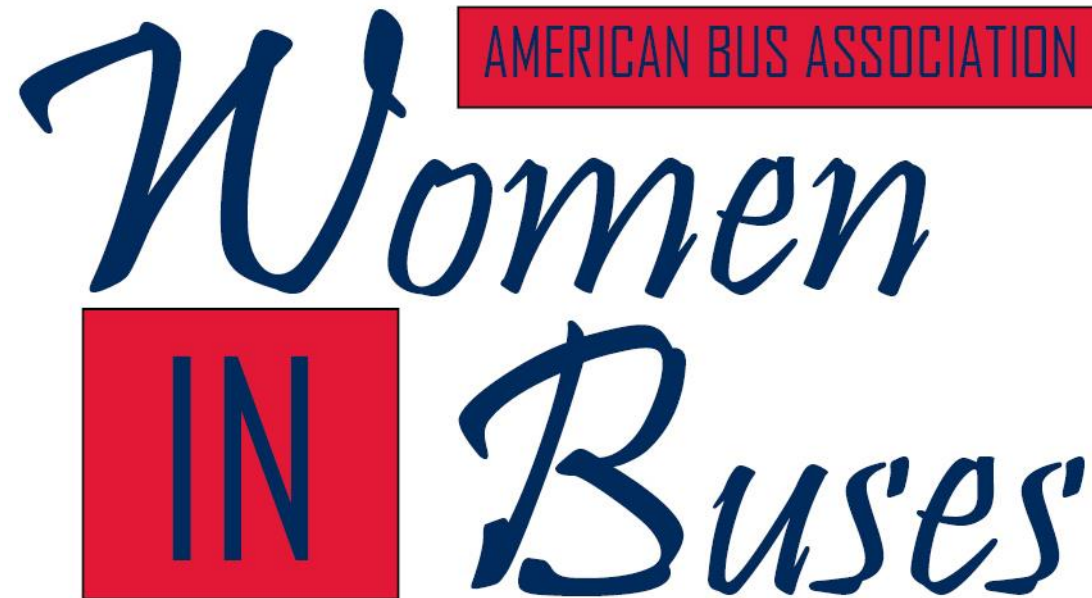
MISSION STATEMENT

Focus Group Recommendation:
Keep Mission Statement As Is

Women in Buses Council is to recognize and advance the role of women in the motorcoach industry through networking, education and mentoring programs.

COUNCIL LOGO

Focus Group Recommendation:
Keep Logo As Is



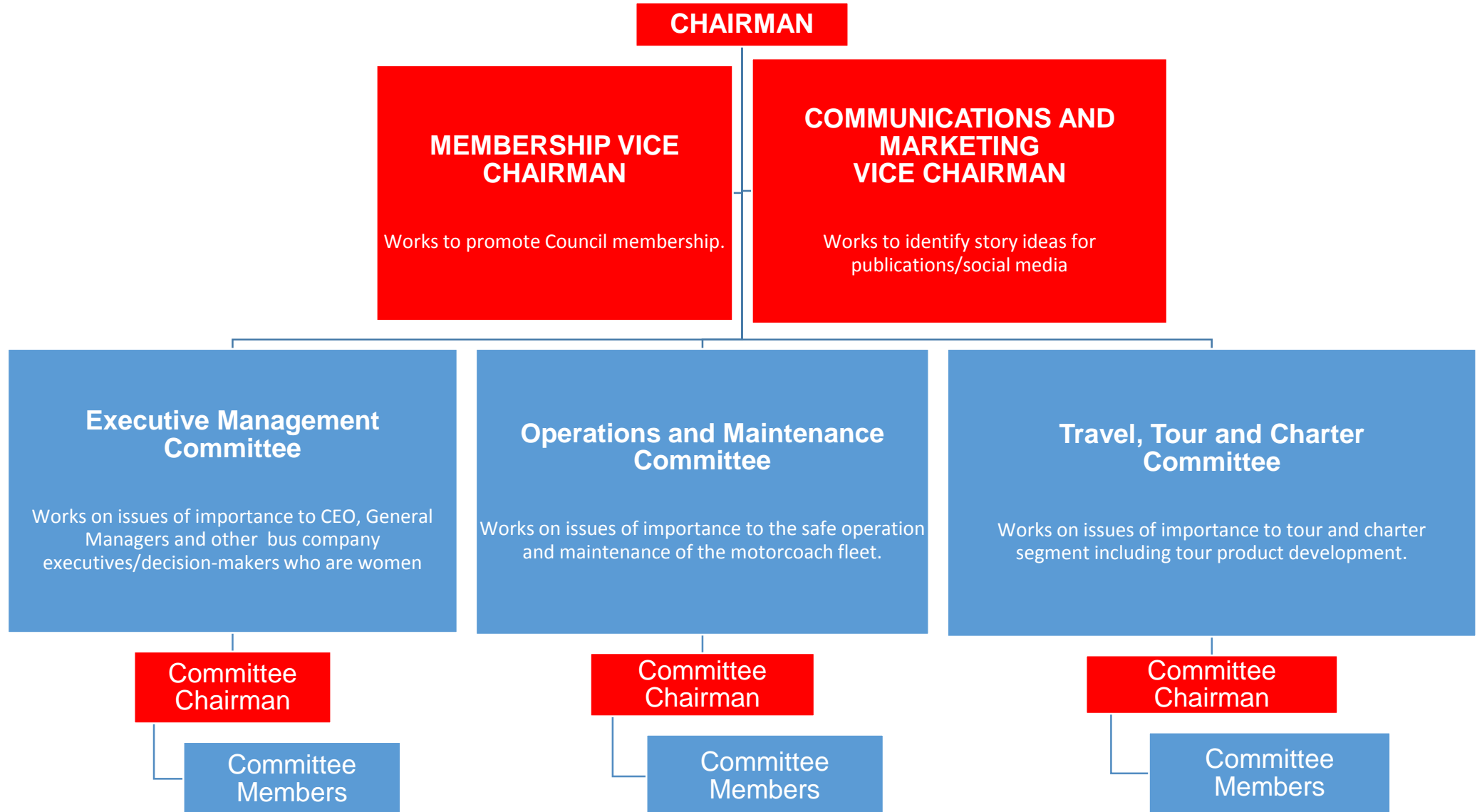
COUNCIL STRUCTURE

Focus Group Recommendation: Change Structure of Membership/Leadership

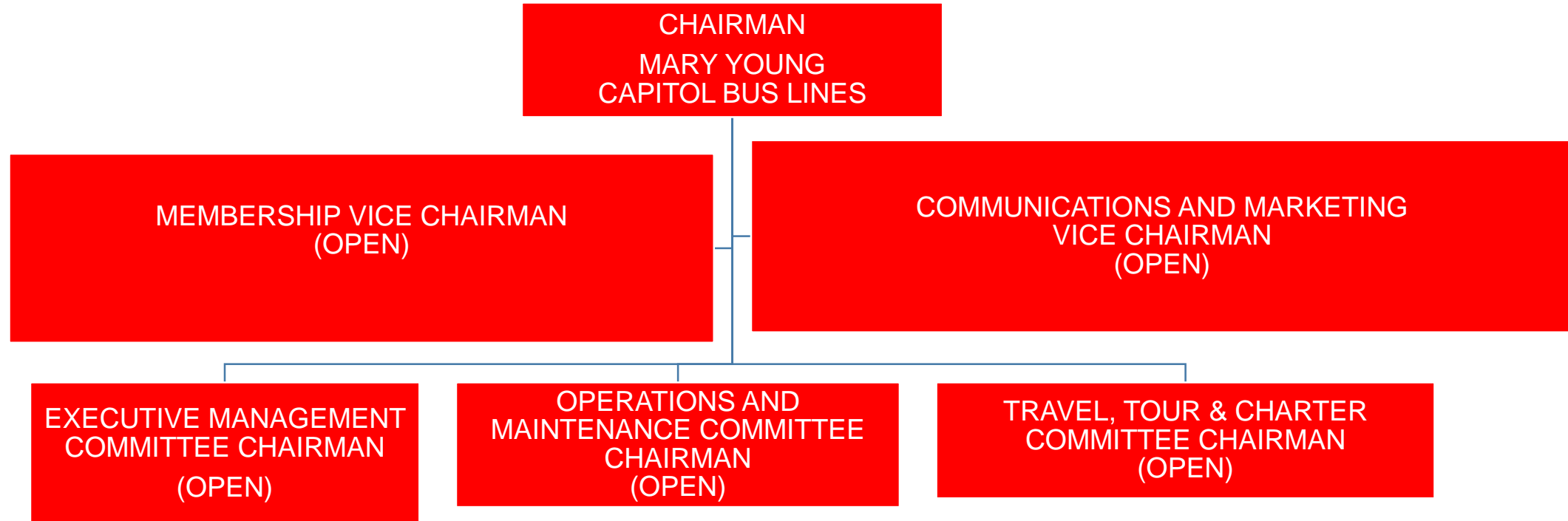
Discontinue Levels of Membership
Primary vs. Support

Create a Committee Structure to meet the various and sometimes opposing needs and expectations of members of the Council. Committees would decide on educational needs, programmatic needs and any product/resource development.

COUNCIL STRUCTURE



COUNCIL LEADERSHIP



SELF-NOMINATIONS FOR THE OPEN POSITIONS CAN BE MADE BY E-MAILING, WIB@BUSES.ORG, WITH YOUR INTEREST.

CHAIRMAN

RESPONSIBILITIES

- Set the agenda and chair all Women in Buses Council meetings;
- Define and communicate the goals, roles and expectations of ABA and the Women in Buses Council to the Council members;
- Monitor committee activity progress to ensure that the mission and responsibilities are fully achieved;
- Serve as spokesperson, supporting and promoting the Council program and features to the Board of Directors and any group identified by ABA;
- Maintain a proactive, visible and participatory role in the Council including public speaking and appearance obligations at Council events.

TERMS OF COMMITMENT

Two Years

MEMBERSHIP VICE CHAIRMAN

RESPONSIBILITIES

- Participate in the development of benefits and features of the Council to provide tangible value to the members;
- Develop member relations to identify potential new council members;
- Work with ABA to maintain records of membership of the Council;
- Create new member kits for welcoming members to the Council;
- Publish an online membership directory with ABA to build networks;
- Manage the leadership nomination process;
- Serve as spokesperson, supporting and promoting the Council program and features to any group identified by Chairman and ABA;
- Fulfill any additional requirements and appearances as deemed by ABA or the Chairman to ensure the success of this Council.

TERMS OF COMMITMENT

Two Years

COMMUNICATIONS & MARKETING

VICE CHAIRMAN

RESPONSIBILITIES

- Participate in the development of house ads for promotion of Council membership and activities;
- Work with ABA on Council story placement within ABA publications;
- Create copy for Council website;
- Publish an online membership directory with ABA to build networks;
- Manage Council social media communication timeline;
- Develop e-newsletter for Council members;
- Serve as spokesperson, supporting and promoting the Council program and features to any group identified by Chairman and ABA;
- Fulfill any additional requirements and appearances as deemed by ABA or the Chairman to ensure the success of this Council.

TERMS OF COMMITMENT

Two Years

COMMITTEE CHAIRMAN

RESPONSIBILITIES

- Set the agenda and chair all committee meetings;
- Lead committee activity progress to ensure that the mission and responsibilities are fully achieved;
- Identify educational needs of committee and work with ABA to schedule educational sessions;
- Develop any resources deemed useful by committee in achieving the goals;
- Provide updates for the e-newsletter for Council members;
- Serve as spokesperson, supporting and promoting the Council program and features to any group identified by Chairman and ABA;
- Fulfill any additional requirements and appearances as deemed by ABA or the Chairman to ensure the success of this Council.

TERMS OF COMMITMENT

Two Years

EXECUTIVE MANAGEMENT COMMITTEE

The focus of this committee would be to work on issues of importance to CEO, General Managers and other bus company executives/decision-makers who are women.

- Provide education on management topics.
- Participate in a active network of women bus executives.
- Identify opportunities for advocacy and/or speak to legislators on the national, regional, and state-wide level.
- Develop a mentoring program for future women bus executives.

This committee may interest the following members:

- Bus Company Owners
- Bus Company General Managers
- Bus Company Executives

TRAVEL, TOUR & CHARTER COMMITTEE

The focus of this committee would be to work on issues of importance to travel, tour and charter segment including tour product development.

- Create a network of tour and charter planners, DMO/CVB, and travel industry members for tour product development.
- Provide education of industry trends, itinerary development, contracting/negotiations, co-op opportunities and other important travel/tour topics.
- Develop resources to assist in the promotion of this segment in the industry.
- Build a mentoring program for new women in the travel, tour and charter segment.
- Participate in a active network of women tour professionals.

This committee may interest the following members:

- Tour Operators
- DMO/CVB Staff
- Travel Industry Members (Hoteliers, Attractions, Dining, etc.)
- Tour Coordinators
- Charter Coordinators

OPERATIONS & MAINTENANCE COMMITTEE

The focus of this committee would be to work on issues of importance to the safe operation and maintenance of the motorcoach fleet.

- Create a network of women bus operators and the vendors that supply equipment and services necessary to the operations of the fleet.
- Provide education/training on new motorcoach products and services.
- Identify best practices for the safety and security of the motorcoach fleet.
- Develop resources to assist in the maintenance and options of the motorcoach fleet.
- Build a network of resources for equipment breakdowns, driver needs, etc.

This committee may interest the following members:

- Bus Operator Operations & Maintenance Staff
- Bus Manufacturers
- Associate (Products & Services) Members
- Bus Operator Executives
- Bus Operator Safety Staff

COUNCIL MEMBERSHIP

Women in Buses Council membership is open to any ABA member who supports the mission of the Council.

There are no membership fees.

Members can join and participate in one or more of the active committees.

All Members will receive a Member Kit:

e-Version: Letter, List of Upcoming Activities, Directory

Mailed Version: Includes Letter, List of Upcoming Activities, Pin

CONNECT WITH WOMEN IN BUSES



Women In Buses

Template is currently in development.



e-Newsletter

Quarterly e-newsletter is in development



wib@buses.org

Email address has been set up.



Conference Calls & Meetings

Regular conference calls
In-person meeting at Marketplace



Online Membership Directory

Divided by Member Type
List Committee Assignment(s)



ABA Publications

Council House Ad
Council Spotlights
Council Updates

NEXT STEPS

Self-Nominations (due by March 13)

Council members will be asked to identify committee/committees of their interest.

Next conference call: March 24 at 2 p.m. ET

Webinar on Communication Skills including information on gender differences.

Tentative Date: April 21 at 2 p.m. ET