

wib

WOMEN IN BUSES COUNCIL

BROUGHT TO YOU BY MOTOR COACH INDUSTRIES
A PROGRAM OF THE AMERICAN BUS ASSOCIATION

MONTHLY

FEBRUARY 2021

WIB LEADERSHIP TEAM NOMINATIONS OPEN

The following positions are available for the upcoming term:

- *Chairman*
- *Membership Chairman*
- *Membership Vice Chairman*
- *Mktg & Comms Chairman*
- *Mktg & Comms Vice Chairman*
- *Executive Management Committee Chairman*
- *Executive Management Committee Vice Chairman*
- *Operations, Maintenance & Driver Committee Chairman*
- *Operations, Maintenance & Driver Committee Vice Chairman*
- *Travel, Tour & Charter Committee Chairman*
- *Travel, Tour & Charter Committee Vice Chairman*

Join other leaders by helping to navigate the future of WIB. Positions are self-nominated because you know your strengths and in what role you can best serve WIB. Nomination forms and details about each position can be found at:

www.surveymonkey.com/r/WIBSelfNominations.

DO YOU KNOW SOMEONE WHO WANTS TO JOIN WIB?

We are open to bus & travel industry members, drivers and affiliates who support the mission of Women in Buses.

Membership is free.

We encourage you to share this newsletter and invite other women to join by signing up at www.buses.org/wib.

LETTER FROM THE CHAIRMAN

Women in Buses was a primary reason for our business, John Hall's Alaska, to join ABA. After years of being away from the group travel market, our family dabbled back in with other associations. However, once we found ABA, along with Women in Buses, we knew we had surrounded ourselves with a group who understood our business, values and ventures. We had a new industry family. By joining Women in Buses, I have had the opportunity to meet so many incredible people, learn different sides of the travel and tourism business and find lifelong friends I would have never had before. More so, and most proudly, Women in Buses gave me the ability to share other industry women's stories and provide a platform or voice they may have never had before.

For the last 6 years, including the most recent two as Women in Buses chair, I have had the pleasure to work alongside some of the greatest industry representation, and now friends, I could have asked for, male and female alike. I am honored to serve as chair during a historical event marking the 10 year anniversary of such an incredible organization. Thank you to those who came before us and created a solid foundation, group and organization for women of our industry. Thank you to those currently serving and those yet to come. The dreams and goals for Women in Buses can be endless. With your help and participation, the Women in Buses Council will continue to create a voice and place amongst the industry.

While Women in Buses has made some monumental strides over two years, I know there is much more to come! A very special thank you to the following, who have been hugely impactful to the success of Women in Buses during my time as chair:

- ABA Staff – Without your blessing, we would not have taken the reigns of our fate, planning and path. Thank you to Peter and Vicki Osman especially for trusting our plan, which generated such positivity and hope for so many around the industry.
- WIB Leadership Committee and Marketing Committee volunteers – I came to you with ideas that pushed the boundaries and while they may have been crazy, you supported no matter what and implemented. Thank you for your dedication, time and resources to supporting the WIB council and allowing me to dream big.
- ABA Board of Directors – Through your approval at 2019 Marketplace, a spark was lit that set WIB on fire. Thank you for the support, engagement, feedback and continuing to share Women in Buses message.
- Motor Coach Industries – The pandemic was financially stressing on every single business in the motorcoach, travel and tourism industry. Yet, without hesitation, you saw the promise of WIB and positive support it had for our industry during the worst experience many had ever shared. Thank you for the continued belief and sponsorship allowing us to grow, engage and move forward.

I am proud to say that Women in Buses in 2020 will always be my "diamond" from the pandemic!



10TH ANNIVERSARY VIDEO

On our recent webinar, we reflected on how far our council has progressed in the last 10 years. Cam Morris founded WIB because she "felt that it was time for women to have a larger voice in this male-dominated industry. It was time to be heard, respected and valued in the industry while at the same time serving as a mentor for other women in the industry." Over the years, our mission has remained the same as WIB has expanded into new areas of our industry. We have worked as a council to build our presence, become a source of education and social engagement for our members.

We are proud to share a video highlighting the founding members of Women in Buses, supporters and the achievements the organization has achieved in the past decade. Ten years and we are just getting started!

The 10th Anniversary video can be viewed by going to www.buses.org/wib.

WOMEN IN BUSES AWARDS

The Women in Buses award was established in 2014 to recognize an individual or company who has directly impacted the advancement and promotion of women within and 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. "Women in Buses, now more than ever, is an important organization that gives women in the bus industry a platform on which to stand up and be heard. Evidenced by the increase in membership and outstanding work done by the entire group over the last 10 years, it is clear that WIB is a success" says Michelle Wiltgen, 2019 recipient of the WIB award.

For 2021, we are excited to launch a new award: the Women in Buses Operational Excellence award. This honor will acknowledge an individual who displays excellence in service to their organization. Recipients can include customer operations, drivers, mechanics, sales or any other impactful area in the travel and tourism industry

Nominations are now open. More information and forms are available at www.buses.org/wib.

UPCOMING EVENTS

Details & registration can be found at www.buses.org/wib.

**FEBRUARY 3
2 P.M. ET**

WIB WEDNESDAY
Staffing Solutions and
Recruitment in Rebuilding
Your Team

**FEBRUARY 17
2 P.M. ET**

WIB WEDNESDAY
US Law Involving Addressing
COVID Vaccinations, Protocols &
Legal Abilities of Organizations
with Passengers & Employees

**FEBRUARY 19
2 P.M. ET**

WIB MEET & EAT
Heat up your lunch, grab your
computer, and get tuned in to
some quality content with council
members.

COMING IN MARCH

Women in Buses
Celebrates International
Women's Day and
begins a Spring
Education Series

CONGRATS!

**Congratulations to
WIB Chairman,
Elizabeth Hall, COO
of John Hall's Alaska
for her election to the
ABA's Board of Directors.**

**We know you will represent
the entire bus industry very
well during your term!**

**"If your
actions create
a legacy that
inspires others
to dream more,
learn more,
do more and
become more,
then, you are
an excellent
leader."**

– Dolly Parton

 www.buses.org/wib

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