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 10 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 traveling and those yet to come. The dreams and goals for Women in Buses can be endless. With your help and continued support, 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 so much more to come. As we approach the 10th 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. Ten years and we are just getting started!

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

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.

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 representation of women within and among the motorcoach, travel and tourism 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 a resource for each other in the industry that gives us 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 Whitton, 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 open now. More information and forms are available at www.buses.org/wib.