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WOMEN IN BUSES COUNCIL

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

MONTHLY

JANUARY 2022



HAPPY NEW YEAR and

INAUGURAL WOMEN IN BUSES DAY

The New Year's ball has dropped, the calendar has turned to a new year and we are putting the final touches on our inaugural Women in Buses Day at Marketplace 2022.

Women in Buses Day will be a great opportunity for us to get together and share the successes and challenges of our industry during these unpredictable times.

We are all excited about Marketplace and want to be certain everyone remains healthy and safe while at the events. [Click here](#) for the latest information for COVID protocols: COVID Vaccines or a Negative COVID test within 72 hours are Required to Attend Marketplace.

Friday, January 7th – Gaylord Texan Resort, Grapevine, TX
01:00 PM – 06:00 PM

General Session

1:00 p.m. - 2:30 p.m. Fort Worth Meeting Room
An energy filled session with news from the WIB Leadership. Where we've been and where we are going.

Awards-The winners of the Women in Buses Award and the Women in Buses Operational Excellence Award will be announced. Be there to celebrate the phenomenal women who are honored with these awards!

Crisis Management Panel

Networking Break

2:30 p.m. - 3:15 p.m. – Fort Worth Foyer

Breakout Sessions

3:15 p.m. - 4:45 p.m.

WIB Day: Breakout Session #1

WIB Operations & Maintenance Committee
Location: Networking Floor, MCI Booth # 2
This session allows you to apply your knowledge and learn critical skills to the operation of a motorcoach with a hands on demonstration of a MCI coach.

WIB Day: Breakout Session #2

Executive Management Committee
Location: Austin 1-3
More than a Boss: Leadership is a critical part of managing a business. More than 50% of people have quit a job due to their manager. At Women in Buses Day, the Executive Management Committee will present three critical elements of being a great manager and leader. Learn the how-to's and how-not-to's of running a meeting, networking and employee feedback coaching. Get ready to stand up, move around and be engaged!

WIB Day: Breakout Session #3

Travel, and Charter Committee
Location: Fort Worth 5-7
Working with Tour Operators: More than ever, suppliers need to be in tune with working with tour operators and understanding how to meet their needs. Working with Tour Operators will give you the tools to navigate the ever changing tour planning highway that you can put into place during and after Marketplace.

Welcome Reception

5:00 p.m. - 6:00 p.m. Fort Worth Foyer
Kick back your heels (or boots) and spend time socialize with us as we sip our WIB Signature Cocktail and d'oeuvres and get to know your fellow members. *Sponsored by Motor Coach Industries.*

Mark your calendars
for the Driving Force session
on Saturday, January 8th
at 1pm at Marketplace!



REMEMBER TO ALSO STOP BY THE WOMEN IN BUSES BOOTH ON THE NETWORKING FLOOR FOR MORE INFORMATION AND NETWORKING OPPORTUNITIES.

SHARE THIS NEWSLETTER WITH ANOTHER WOMAN IN THE 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.

ARE YOU NEW TO OUR INDUSTRY OR TO YOUR ROLE?

If you answered yes, then the Women in Buses Network is for you!

Join today and network with industry experts who will answer your questions and help build your knowledge and confidence.

Sign up today!
<https://www.surveymonkey.com/r/WIB-Network>

ENGAGE WITH WOMEN IN BUSES!

DO YOU KNOW SOMEONE WHO WANTS TO JOIN WIB?

Join Women in Buses [here](#) then join us for a Women in Buses Day at the ABA Marketplace on Friday, January 7, 2022. This will be a great day of networking, education, and fun!

Registration is open through your Marketplace Passport or by emailing wib@buses.org. We look forward to seeing you soon!

Contact us at wib@buses.org to see how to get involved with our organization.

HIGHLIGHT YOUR MESSAGE WITH EXPERT VINYL WRAPS

Pierce determined that full vinyl wraps were the most efficient, impactful, and durable method to get these battery-powered buses noticed – and they chose Turbo Images as their fleet graphics provider.

Why Turbo Images?

[READ THE BLOG](#)



UPCOMING EVENTS

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

WIB Wednesday will begin again in February.

ABA Online Education

Hot Tips for MS Outlook Users

Speaker | Randall Dean
Thurs., Jan. 20

2:00 - 3:00 p.m. ET
You may have attended Randy Dean's ABA Taming E-mail or Optimizing Outlook sessions in the past. In this fast paced session, Randy is going to cut right to the tips, and try to give as many of his favorite tips as he can on e-mail, calendar, contact, task, and note usage in MS Outlook in a short one hour session. He'll also poll the audience at the start to see which tips would be most beneficial. And then he'll provide all attendees access to a number of post-program self-study resources so you can continue your skill development beyond the session!

Hot Tips for Gmail and Google Workspace Users

Speaker | Randall Dean
Mon., Jan. 24

2:00 - 3:00 p.m. ET
You may have attended Randy Dean's ABA Taming E-mail or Time Management w/ Google sessions in the past. In this fast paced session, Randy is going to cut right to the tips, and try to give as many of his favorite tips as he can on e-mail, calendar, contact, and task usage in Gmail/Google in a short one hour session. He'll also poll the audience at the start to see which tips would be most beneficial. And then he'll provide all attendees access to a number of post-program self-study resources so you can continue your skill development beyond the session!

Get Known Everywhere Using Publicity

Speaker | Jill Lublin
Tues., Feb. 8

2:00 - 3:00 p.m. ET
Discover how to be the #1 Influencer in the motorcoach industry by boosting your credibility and amplifying your media visibility. Based on her international bestseller, Guerrilla Publicity, Jill Lublin shares simple strategies and provides cost-effective short-term, doable tactics. Helping you understand what the media is looking for, so you and your brand can stand out, get noticed and go from unknown to newsworthy.

“Brightness is within all of us. Fulfilling with creativity and purpose”

–Dr. Claudia Beeny, Founder of House of Shine

www.buses.org/wib

wib@buses.org

800-283-2877

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