

# WOMEN IN BUSES COUNCIL AGENDA

11 a.m.

## Introductions and Topical Icebreaker

Topics:

Marketing & Sales/Difficult Customers  
Driver Recruitment/Retention including Outreach to Women Drivers  
Hours of Service/Electronic Logging Devices for the Bus Operator  
Hours of Service and the Impact on Tour Operators and Attractions  
Preventative Coach Maintenance  
Active Involvement/Leadership in Our Industry  
Work-Life Balance  
The Bridge to Sales

11:15 a.m.

## Education Session

Catapult Into Action: How to Become More Visible, Memorable and in Demand in 2018  
*Speaker: Sima Dahl*

In this energizing and engaging program, Sima will teach you how to increase your visibility, improve your memorability, and create more demand for your skills and expertise. Sima has coached hundreds of women business leaders in some of the world's largest organizations to overcome their fear of coming off too pushy, their hesitance to express their career goals, and their hard-wiring to downplay their success. Using her Sway Factor™ framework for personal branding, Sima will help you overcome your mental blocks and inspire you to action. This session is perfect for any woman looking for more respect inside her company, a new job or a promotion, or even someone striving to make a name for herself in the industry. Every participant will leave with an action plan, a timeline and an accountability partner so when the conference is over, you can hit the ground running and crush your 2018 career goals.

12: 30 p.m.

## PodPower: Small Group Networking and Refreshments

Participants will break into small groups to discuss the education session as well as network.

1 p.m.

**ABA Annual Mtg.**  
Room 203AB



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# WOMEN IN BUSES COUNCIL LEADERSHIP SELF-NOMINATION

*Advance your role in the industry.*

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

Council members are encouraged to self-nominate for the leadership positions currently open in the Council.

<b>NAME</b>	
<b>TITLE</b>	
<b>COMPANY</b>	
<b>EMAIL</b>	
<b>PHONE</b>	

**Select one or more of the leadership positions below for self-nomination. Detailed position descriptions are available at [www.buses.org/wib](http://www.buses.org/wib).**

- CHAIRMAN**
- MEMBERSHIP VICE CHAIRMAN**
- MARKETING AND COMMUNICATIONS VICE CHAIRMAN**
- EXECUTIVE MANAGEMENT COMMITTEE CHAIRMAN**
- OPERATIONS AND MAINTENANCE COMMITTEE CHAIRMAN**
- TOUR, TRAVEL AND CHARTER COMMITTEE CHAIRMAN**

## **SUBMISSION**

RETURN COMPLETED FORM BY FEBRUARY 28, 2018 TO:  
 AMERICAN BUS ASSOCIATION/WIB COUNCIL  
 111 K STREET NE  
 WASHINGTON, DC 20002  
 TEL: 800-283-2877  
 FAX: 202-898-1575  
 E-MAIL: [WIB@BUSES.ORG](mailto:WIB@BUSES.ORG)  
 WEB: [WWW.BUSES.ORG/WIB](http://WWW.BUSES.ORG/WIB)



**SUBMIT REGISTRATIONS TO: FAX: 202-898-1575 | EMAIL: [meetingsdept@buses.org](mailto:meetingsdept@buses.org) |  
 MAIL: 111 K Street NE, 9th Floor, Washington, DC 20002**