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WOMEN IN BUSES COUNCIL

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

MONTHLY

JULY 2023

FREEDOM OF BEING YOU

Welcome to the July edition of the Women in Buses newsletter. With the celebration of Independence Day this month, we're reminded of the power of freedom and the opportunity it brings to express ourselves authentically. We each bring a uniqueness to our businesses and personal lives and we encourage you to embrace and celebrate your freedom of being you!

WOMEN IN BUSES "ON THE ROAD"

Last month, Women in Buses had an exciting opportunity to connect and network during the Pennsylvania Bus Association's Annual Meeting. We hosted our inaugural "On the Road" Social Meet Up, where we brought together 23 incredible attendees. The Meet-Up consisted of both current WIB members as well as enthusiastic individuals eager to join us. The event was a remarkable success, brimming with captivating conversations and meaningful connections. It was an unforgettable gathering that left everyone inspired and excited for future meet-ups.

We are glad to announce that we have onboarded a group of new members during the PBA "On The Road" meet-up. Now, let's come together and extend a warm welcome to all those who have joined WIB!

- Jennifer Markle, from Heritage Hotel Lancaster
- Sherry Wertz, from Hershey Farm: Restaurant, Inn & Shoppes
- Emily Oppe, from Country Inn of Lancaster
- Kristy L. Fasano, from Bailey Coach
- Courtney Piccolo, from Bailey Coach
- Leah Mueller, from Visit Buffalo Niagara
- Melissa Rose, from Corning Museum of Glass
- Myra Gromen, from Dutch Apple Dinner Theater
- Becky Porzillo, from Watermark Journey
- Nora Campbell, from National Aquarium
- Melissa Walker, from Visit Frederick MD



WELCOME NEW LEADERSHIP TEAM

Women in Buses Council is excited to announce our Leadership Team for the 2023-2025 term. These new team members were carefully selected to represent almost every facet of our industry, a first for Women in Buses Council. We are excited to have such a well-rounded Team to lead our Council to the next level, as we further address the needs of our membership and Women in the industry.

The Leadership team has had the opportunity to meet, and many of us are full of ideas on how we can continue to connect with our members. Furthering our mission of providing quality programming, information and networking opportunities is the absolute goal, but we are coming up with some interesting new ways to reach each of you. With this being said, please realize that we really want to know what's important to our membership group and you'll be seeing many quick surveys and questions - either in this newsletter, email or even socials. Stay tuned!

We invite you to join us on our next WIB Wednesday Webinar where you can meet each of new Leadership Team members and learn about some of our upcoming initiatives! See You There!
Christa McCusker

The 2023-2025 Women in Buses Council Leadership Team

Christa McCusker, Chair
Erin Ducharme, Past-Chair
Holly Williamson, Membership & Marketing Chair
Hannah Oliver, Membership Vice Chair
Fernanda Garcia, Marketing Vice Chair
Amanda Koelker, Communications Vice Chair
Trisha Fridrich, Executive Management Chair
Leslie Hill- Stars, Executive Management Vice Chair
Tina Jurkowski, Operation, Maintenance & Driver Chair
Anna-Maria Williams, Operation, Maintenance & Driver Vice Chair
Jennifer Corman, Travel & Charter Committee Chair
Clare Marie Ritter, Travel & Charter Committee Vice Chair
Lynn Marzullo, Sponsor Liaison

Klein Transportation
Bloom Tour & Charter
Smithsonian's National Air and Space Museum
Visit Loudoun: DC's Wine Country
Betterez, Inc.
STM Driven
All Aboard America! Holdings, Inc.
Starks
Pacific Coachways Charter Services, Inc
Hemphill Brothers Coach
Fullington Trailways
Historic Penn Wells Hotel and Lodge
Motor Coach Industries

MEET & EAT SURVEY

On the second Friday of each month, we gather to have an informal and informational exchange of ideas via our Meet & Eat Series. We bring our lunch to our office desk and jump on a video call to have a virtual lunch with each other.

We realize that a day other than Friday may be a better time for many of you. Please take a moment to [complete our survey](#) to help us determine the future dates of the Meet & Eat lunches.

BALANCING CAREER & PERSONAL WELL-BEING

In this edition, we have curated a valuable collection of links to articles tailored to busy professionals like you, providing self-care tips, techniques, and resources. Take a moment to explore and enjoy these valuable resources!

- [Potent Self-Care Tips For Busy People](#)
- [5 Ways to Take Care of Yourself When You're Feeling Overwhelmed](#)
- [The 80/20 Rule for Work-Life Balance](#)

UPCOMING EVENTS

Can you believe we are almost halfway into the year? This year is flying. For a full listing of events and to register please visit: <https://www.buses.org/events/category/women-in-buses-events>.

Did you miss a webinar or want to revisit one of the events? You can find all the past webinars here: <https://www.buses.org/events/past/webinars>

WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, August 2 | 2:00 p.m. ET

What's new in Women in Buses? Meet the team, Save the Dates, New and exciting ventures and more!

MEET & EAT SERIES

Friday, August 18 | 1:00 p.m. ET

Grab your lunch and join in our informal group discussion about today's headlines in travel and tourism. This is a casual event where we meet and share ideas, topics and get to know each other better

WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, September 6 | 2:00 p.m. ET

Tourism Industry: Partnering with your Neighbors....and even your "Competitors"
by Nicole Boyer, The Ginger Ninja

ON THE ROAD SOCIAL MEET UPS

July 25-27 Bus Industry Safety Council (BISC) - Orlando, FL
August 18-22 Student Youth Travel Association (SYTA)
September 6 Joint Meeting - Norwich CT (NEBA, PBA, BANY, GNJMA)

Contact jennifer@fullingtontours.com for more information and if you would like to participate in an upcoming On the Road event.



ABA 2024 Nashville - do we need to say more?!
Don't miss Women in Buses Day on Friday, January 12, 2024. Register Today!



SPREAD THE WORD

Share this Newsletter with another woman in 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.



QUOTABLE

"Freedom is not the absence of commitments, but the ability to choose and commit to what is best for oneself."

— Paulo Coelho

www.buses.org/wib

wib@buses.org

800-283-2877

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