

»»»» Celebrating 30 Years of Trailblazing Leadership:



Honoring Marsha Anderson Bomar, Ph.D.,
AICP, ENG SP, H. ITE, F. ASCE



Written by Karla Diaz-Corro

In the world of transportation engineering, Marsha Anderson Bomar's name shines brightly. As we commemorate the 30th anniversary of her historic election as the first woman president of the Institute of Transportation Engineers (ITE), we celebrate not only her remarkable achievements but also the profound impact she has had on countless lives and the profession itself.

If you haven't met Marsha just yet: Meet Marsha, a true trailblazer and an incredible inspiration to all who know her. Marsha's impact on the world is nothing short of legendary. She's not just any leader—she's the first woman to serve as the International ITE President, a role she took on 30 years ago! Today, she continues to lead as the ASCE Vice President Elect and is a founding pioneer of the Women in ITE Committee.

Marsha's credentials are impressive: a Ph.D., a planner, an honorary member of ITE, a fellow of ASCE, and a devoted mother, wife, and mentor. But beyond the titles and accolades, Marsha is the kind of friend who makes you feel invincible. She's always there, whether you're celebrating a win or navigating life's missteps, offering support, strategy, and a comforting hug. Her ability to change lives is remarkable. Marsha sees herself as the lucky one, but truly, we are all blessed to have her energy, guidance, and empathy in our lives. We invite you to continue reading and discover the incredible impact Marsha has had in the transportation profession.

A Visionary Leader

Marsha's journey began with a bold vision for a more connected and inclusive transportation system. Her leadership at ITE was marked by an unwavering dedication to innovation and community-focused design. She wasn't just leading; she was redefining the future of transportation with every project she undertook. Her presidency was a beacon of progress, pushing the boundaries of what was possible and setting new standards for excellence.



Pioneering Accomplishments

Marsha's list of accomplishments is a testament to her extraordinary talent and vision. Under her stewardship, ITE saw transformative changes, including the integration of cutting-edge technologies and the establishment of comprehensive safety standards. Her pioneering work laid the groundwork for many of the industry's advancements and highlighted the importance of thoughtful, inclusive design. One of her most notable achievements is the founding of the Women in ITE committee, a milestone that created a vital platform for women in the field to connect, mentor, and lead. Her foresight in establishing this committee has empowered many women to break barriers and achieve their full potential.



A Storied Career

Marsha's career is a narrative of perseverance, excellence, and profound impact. From her early days as a groundbreaking engineer to her role in leading significant transportation projects, her career trajectory has been nothing short of inspiring. Marsha's ability to overcome challenges with resilience and grace has earned her respect and admiration from peers and colleagues alike. Her journey is a powerful reminder of the heights that can be reached through dedication and hard work.



Building Relationships and Mentoring



What truly sets Marsha apart is her ability to forge deep, meaningful connections. She is renowned not just for her professional achievements, but for her genuine warmth and dedication to mentoring others. Her role in creating the Women in ITE committee is a prime example of her commitment to nurturing talent and fostering a supportive community. Marsha's mentorship has been a guiding light for many, helping to shape the careers of countless individuals and creating a legacy of empowerment and support.

A Heartfelt Tribute

As we honor Marsha on this momentous 30th anniversary, we celebrate an extraordinary woman whose impact extends far beyond her titles and accolades. Marsha is a visionary leader, a dedicated mentor, and a cherished friend. Her founding of the Women in ITE committee is just one example of her remarkable ability to create opportunities and inspire others. Her legacy is one of compassion, innovation, and unwavering dedication to making a difference.



Marsha's journey is a testament to the power of leadership infused with heart and purpose. As we celebrate her achievements, we also acknowledge the profound ways in which she has touched the lives of those around her. Here's to Marsha—an *incredible woman whose influence will continue to resonate for years to come.*

Honoring an Extraordinary Journey

Marsha's career is a powerful story of leadership, resilience, and unwavering dedication. Her influence within the transportation engineering field and her ability to inspire and mentor others are truly commendable. We celebrate her 30 years of pioneering work and look forward to the continued impact of her legacy. Here's to many more years of excellence, innovation, and inspiration from Marsha.



Memories and Anecdotes

Jim Hanks shared this humorous and heartfelt memory: "*Marsha, Marsha, Marsha—the first line is not an homage to a last-century sitcom. It is a clue to the answers to the questions everyone who knows Marsha asks: How does she do everything she does? How does she have the time? I began solving the mystery 30 years ago. Through careful observation and a process of elimination that I learned in a logic class: 'Once you determine that you have exhausted all reasonable alternatives, the answer will turn out to be unreasonable. The logical and unreasonable answer is: Marsha Marsha Marsha has a superpower that gives her the ability to be in three places at the same time.'*

Back in our youth, she and I were nominated to run against each other for ITE International President, which gave us the opportunity to get to know each other better. Before the turn of the last century, ITE candidates traveled to as many District and Sections as possible. At first, Marsha and I would travel to the same location and make our campaign speeches one after the other. It didn't take long before we both knew each other's speech. There were times when two meetings across the country from each other were scheduled for the same time. When this happened, we agreed to split up the travel and, in addition to our own speech, would present the other candidate's speech. My memory is fuzzy, but I am pretty sure she once slipped up and told me she was going to Jackson Hole for a Section Meeting, Florida for a District Meeting, and vacationing in Europe on the same day.

By now, almost everyone who knows Marsha knows that she can do three things at once and that she was the first female elected as ITE President. I lost the election that year. I have three reasons that I was pleased with the outcome: 1) I got to know an extremely exceptional person, 2) I believe that my rendering of her campaign speech decided the election for her, and 3) I will always be the answer to the ITE trivia question: 'Who was the first man to break the glass barrier from the top and lose an ITE Presidential vote?'

Three cheers to Marsha, Marsha, and Marsha. And best wishes for the next 30 years—apiece."

Jim Hanks, ITE President (a few years after the Marsha triplets)



Marsha's Contributions and Involvements in ITE

- International President (1994)
- Burton W. Marsh Award (2003)
- Theodore M. Matson Memorial Award (2019)

- Goods Movement Council Executive Committee (2007-2018)
- LeadershipITE Committee (2014-2016)
- Policy and Legislative Committee (2002-2011)
- Advisory Committee (1995-2008)
- Consultants Council Representative (2002-2008)
- Past Presidents' Award Committee (2001-2003)
- Executive Committee of Transportation Consultants Council
- Transportation Systems Management & Operations Executive Committee
- Transportation Achievement Award Committee
- Transportation Education Council Executive Committee
- Goods Movement Advisory Committee
- Urban Goods Movement Standing Committee
- Transportation Planning Council Executive Committee
- Budget Committee
- Career Guidance Committee
- Technical Council
- Policy Committee
- Matson Associates
- Legislative Quick Response Team
- Transit Focus Group (1994)
- Nominating Committee

Overcoming Adversity with Poise and Grace

Marsha embodies strength and resilience. She faces life's toughest challenges with grace, never letting on how much she might be struggling. Her poise and gratitude are awe-inspiring, showing us all that even the most insuperable obstacles can be overcome. Her story reminds us that behind every great leader, there are untold struggles. Yet, she remains a beacon of strength, inspiring us to thrive through our own challenges.

Investing in Future Leaders



Marsha's commitment to nurturing the next generation is unparalleled. She has provided countless opportunities for young professionals, from scholarships to personal mentorship.

Her dedication doesn't stop at scholarships. Marsha has spent countless hours mentoring, sharing meals, and building relationships with aspiring leaders, ensuring they have the support they need to succeed.

Friendships Forever

Marsha's influence extends beyond professional mentorship. She forges lifelong friendships, built on a foundation of mutual respect and admiration. Her mentorship is not just about career guidance; it's about personal growth and enduring support.



Thank You, Marsha!

Marsha, you are an incredible inspiration to us all. Your leadership, resilience, and unwavering support have touched countless lives. We are profoundly grateful for your presence in our lives and the indelible mark you've left on our hearts.