



James River Carey-er

JULY 2009

EDITION 17

*As far as
customers are
concerned,
YOU are the
company.*

Ron Zemke

CAREY
VIP Chauffeured Services



“WOW” Factor Award Program

Congratulations to Michelle Banks and Eric Walker!

Michelle Banks was selected as the WOW Factor winner for May and Eric Walker is the winner for June.

Michelle received two commendations from customers. The first was from a client who complimented Michelle’s driving skills on a trip to Charlottesville. In addition, the client was impressed that she was such a “gracious person.” A second trip for University of Richmond students to Harrisonburg also brought commendations from a client. In this instance, Michelle was again complimented on her driving skills and also on her willingness to “address any needs the group had.” While driving skills can be taught, graciousness and attention to the needs of customers are the “art” of driving, and that comes from the heart. Congratulations, Michelle.

Eric received recognition for going “above and beyond” when his bus caught fire during a World Strides trip. Fortunately, no one was injured. This was due in large part to Mr. Walker’s excellent problem-solving skills in the midst of an unusual and dangerous situation. He was able to safely evacuate all of the students from the bus and “remained calm throughout the entire time.”

Once everyone had been evacuated, Mr. Walker then “went back with a fire extinguisher to put out the fire.” This effort resulted in minimum damage to the bus. This incident demonstrated Eric’s problem-solving skills, as well as his attention to the well-being and safety of his clients. Congratulations, Eric.

Charity Begins at Home

As employees of JRBL/Carey Transportation, you may be interested in knowing that your company participates in several charitable efforts for non-profit organizations. Some of the more recent recipients of the company’s generosity have included adoption of a family at Christmas, Children’s Hospital, the Virginia War Memorial, the Virginia Museum of Fine Arts, Special Olympics, and many schools and churches. This spirit of generosity highlights the company’s excellent standing as a good community neighbor.

Do you support a particular charity? If so, please contact Marsha or your manager with your suggestion. The leadership team will take all suggestions under consideration.

The President's Corner

Focus on Training



Many of you have already met Marsha Owens, our new corporate trainer. She comes highly recommended by Ann and is ready to continue our customer service program, strategic planning, and company values training. Please welcome Marsha as you are invited to participate in this year's training sessions.

Our leadership team recently completed an update of our Strategic Plan. Although the economy is still sluggish, the team has come up with a long list of improvements and changes to a wide variety of topics. Areas include Community Involvement, Operations and Safety, Sales and Marketing, Technology, Facilities and Equipment, HR and Finance. We will all be spending considerable time and resources implementing plans to keep our organization safe, innovative and exciting, both for our employee and our customers.

Other Employee News

Please welcome two other new employees, Lynn Brockwell and Liz Morales. Lynn will be working in the Richmond office as Operations Administrative Assistant. Liz will be working in the sales office in Williamsburg.

Farewell. . .

It is with regret that we also say goodbye to Ann Smoot and Dale Bowman. Ann has been with the company for three years as our corporate trainer. Dale will be retiring from JRBL as of June 24. We wish both Ann and Dale the very best!

From Ann: "As we discussed during customer service training, one of the best ways to show appreciation to our internal customers is to simply say "thank you!" After working for a little over three years with the company and visiting all its locations, I want to let everyone know how much I enjoyed having the opportunity to get to know you and be a part of a wonderful company. Each of you can make a tremendous difference to the company, and collectively that adds up to keeping the company the best it can be. So, as I try out retirement, I want to thank all of you for one of the best experiences in my long and varied career. Best wishes to you all. . . Ann"



Safety Slogan Contest

As an employee, you know that SAFETY is one of the organizational values of your company. "Being constantly aware of doing our work, whether driving or working in the shop or office, in the safest possible way is the responsibility of each employee." Can you think of a slogan that would capture the meaning of this organizational value? Be creative. Enter the Safety Slogan Contest, and if you write the winning slogan, you will receive a \$25 gift certificate to a restaurant, store, or movie theatre of your choice.

Remember: A slogan should be short and simple, but deliver a lot of punch! You can email your entry to Marsha Owens or give it to your manager. All entries will be coordinated and decided by the Leadership Team. Good luck to all!

SAFETY SLOGAN CONTEST

Your Name: _____

Here's My Idea! (write your slogan below)