



# James River Carey-er

OCTOBER 30, 2008

NUMBER 13

*True customer loyalty is based on the company's ability to continuously deliver superior value.*

*Commit to these principles in order to ensure professional behavior:*

1. Responsibility
2. Respect
3. Continuous improvement

## 80 Years of Excellence: Happy Anniversary!

James River Bus Lines was founded in 1928; so this year marks the 80th year of business for our company. Of course, the company has changed greatly through the years; but one thing remains constant, and that is our dedication to excellence and the delivery of high quality customer service. While the company has grown from a small bus service delivering local transportation to one diversified with all types of ground transportation services, we have maintained a strong reputation within our communities for excellent service.

On October 4, we held a celebration at the corporate headquarters in Richmond. Attending were employees and their families as well as customers from throughout the years. Food, music, entertainment, and tours of the facility and company vehicles were all part of the celebration. Attendees also had the opportunity to try out the company's new simulator, an especially big hit with the children. Enjoy some pictures of the festivities:



**Many Thanks** to Maintenance Director Alan Beard and his staff for working so hard to get the garage area prepared for the festivities!



**CAREY**  
Transportation



*Stephen Story,  
President*

## **Flu Shot Clinics Scheduled in November**

Richmond Office: Wednesday, November 5, 2008, 10:00 to noon

Williamsburg Office: Monday, November 10, 2008, 10:00 to noon; one shuttle will be provided for Norfolk employees to attend.

Free to employees; \$25 per each additional family member



The first winner of the company's "WOW" Factor Initiative is a team of bus drivers who took a local high school band on a trip. The leader of the trip commended James Bundy, Johnnie Dean, and Todd Walls for their INCREDIBLE service. He further stated it was the best service his group had ever received. The three were recognized for exhibiting all the company values: customer service, safety, integrity, reliability, and teaming.

## **Christmas is Just Around the Corner**

Each year the company "adopts" a deserving family during the holiday season. This year we will be adopting a widowed father with a ten year old daughter and a six year old son. The father and daughter have had multiple serious health issues, and the mother died in February 2008 after battling cancer. More information will be coming out with a future paycheck packet.

On Saturday, December 6, the company will again be carrying balloons in the Ukrop's Christmas Parade. Then on Sunday, December 14, the company will hold its annual holiday event. Be on the lookout for more information to come.

## **The President's Corner**

At this time of year, we do a lot of planning for the future. This planning is not just for next month, but for next year and beyond. Although we have a long term strategic plan, outside factors such as the economy always require us to update our plan. It may require a change in vehicle purchases, phone systems, and advertising.

A consultant once told me, "Do you think a baseball team would play differently if they never kept score?" This reinforces my belief that employees should know the performance of their company. We share our monthly score card, which shows how current sales compare with previous years, with most employees. Please ask your supervisor if you would like to see the score cards.

This winter I would like to hold a few sessions to explain where our money is spent and share our profit and loss statement. I have done this every few years, and it helps employees understand the basics of our operation. Please try to attend one of these sessions if you can.

For those who have not heard, Wachovia Bank is being purchased by Wells Fargo Bank. It will be a nice transition for us because we already have a long relationship with Wells Fargo; they finance all of our new vehicles (JRBL and Carey). We are fortunate to avoid some of the banking issues going on in the world today.

