

Driven For Excellence



A SEMI-MONTHLY NEWSLETTER FOR BARWOOD ASSOCIATES

Volume 2 , No. 1

August 2005

Barwood Mission Statement:

Vision:

Driven for Excellence

Mission:

To exceed our customer's needs by providing professional, courteous and on-time ground transportation solutions; To create superior business opportunities for our drivers; *and* To develop an ideal working environment for our employees.

Values:

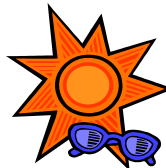
The values that we hold most important in all aspects of our organization are:

- Use Good Judgment
- Be Growth-Oriented
- Have a passion for excellence

Summertime Tips for Money-Making

The weather is hot, school is out, and area residents are going on vacation. It's not time to close up shop, though: plenty of summertime opportunities abound.

Traffic patterns do change during the summer, with children going to day camp and out-of-town guests touring the area.



Here are some ways you can increase your business during the summer months:

- ✓ **Work Weekends** — You'll find more trips due to increased tourism.
- ✓ **Expand Your Horizons** — Look for more customers Upcounty and in DC, especially in the afternoons.
- ✓ **Don't Forget Rush Hour** — Service will always be needed during AM and PM rush hours, especially on Monday mornings.

Keep these methods in mind and, as always, check your fare/zone screen for more information on where the customers are.



Driver of the Year: Abdul Bangura



Montgomery transportation officials named Barwood's Abdul Bangura as the top taxi driver for 2005 and honored Barwood with its first "Outside the Box" award for its creativity in promoting employee commuting.

Abdul Bangura, a driver for 20 years with Barwood, was named the 'Top of the Line' driver for his "20-year commitment to safety, service and courtesy." Lee Barnes, Barwood's president and CEO, rewarded Bangura with a \$100 day's free rent as congratulations.

Driver & CSSC Agent Focus Group

The next Driver & CSSC Agent focus group meeting will be held Thursday, August 11, at 7pm in the IES room.

The purpose of this meeting is to provide a forum for constructive feedback.

See your DSM if you would like to attend.



Redesigned Proof of Transportation Form

You talked and we listened. We have re-designed the Proof of Transportation forms based on YOUR feedback!

The new forms are smaller, require less information and are printed on card stock paper. This new Proof of Transportation form will replace the multipart forms you are currently using.

For more information refer to the July 15th Proof of Transportation Memo or see your Driver Services Manager.

Save the Date! Driver BBQ in August



The Annual Driver BBQ has been scheduled for **August 10, 2005**, Noon—4pm. It will be held on the Barwood Parking Lot, section A.

Stop by and enjoy food, music and fun, on us!

Customer Service

1. Hold the door for your customer.
2. Ask customers if they need to stop along the way.
3. Say "Good morning" and "Good afternoon."
4. Bring groceries to the door.
5. Politeness will earn you good will.



Safe Driving a Must for Taxi Drivers

You've been there before: you're on your way to your customer's destination and someone cuts you off in traffic. You step on the brakes and screech to a halt. Did you stop fast enough?



Be careful out there!

Some drivers forget the importance of safety until it literally crashes in on them. Maintaining stopping distance and other defensive driving techniques are integral to driving safely. Anyone who drives for a living must be especially cautious due to the amount of time spent on the road.

Safety — it's your most important call.

HOT ZONES

All the calls in the world will not help if we don't have drivers accepting work. We need your help. It is common for us to have 40 or 50 jobs in the system but only 10 or 20 cabs zoned in! We are very disappointed at the frequency that we must tell our customers we have no cabs available.

We need you to zone in so we can send you work!! It is especially important that we have drivers out and zoned in during the early morning hours and through both rush hours. Listed below are some of the 'Hot Zones' where we need drivers the most:
1820, 1900, 1641, 1700, 1740, 1554, 1561, 1571.

Metro Access Quality

Soon you may see more Metro Access representatives on the road. Effective August 1, 2005, Metro Access' Quality Assurance Department initiated a random monitoring selection process.

Please note, Logisticare may assign a Quality Assurance representative to any route to make first hand observations and quality assessments.

Use the Customer Service Tips in this newsletter to help you provide the passenger with the highest quality service.

Address questions about this newsletter to: Kristina Bigby, Editor, at 4900 Nicholson Court, Kensington, MD 20895, or email: kbigby@bsg1.net.

Many thanks to the advisory committee and executive management for all their help in contributing to this newsletter.

THANKS!!! To all our drivers who are out working hard and picking up customers on time. We hardly ever see you, we never hear about you, but you are the ones who are driving the clean cabs, opening doors for customers, being friendly, and being on time. Thanks for *everything* that you do.

Lee Barnes, Barwood CEO