

Driven For Excellence



A SEMI-MONTHLY NEWSLETTER FOR BARWOOD ASSOCIATES

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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

Barwood Goes Hollywood

Ready for your close up...Barwood is! We had some special VIP visitors on Wednesday, October 5, 2005.

A television crew from Montgomery County Community TV came to Barwood to shoot a promotional video.

Barwood is a sponsor of '21 This Week', a television show on MCTV. As a sponsor we will air a 20 second promotional announcement during the program each week, starting October 21, 2005.

Barwood's promotional announcement will focus on our over 40 years of service to the Montgomery County community.

The video will feature our taxi and sedan services and even take a peek into our Customer Service and Sales Call Center.

To see this program tune in to Montgomery County channel 21 Saturdays at 7:30 pm, Sundays at 9:30am & 8:00pm and Mondays at 7:00pm.

And... cut.



Driver of the Year: Gale May

In honor of her extraordinary dedication to customer service and safety, and for her compassion for persons with disabilities, the Taxicab, Limousine & Paratransit Association is honoring Gale May as the TLPA 2005 Taxicab Driver of the Year.

May drives a Barwood wheelchair accessible vehicle.

Lee Barnes, Barwood's president and CEO, said "Ms. May continually demonstrates her ability and willingness to go above and beyond the call of duty for each and every passenger. I've receive numerous compliments on the polite, helpful service she provides."

Barnes is not the only one with praise for this driver. Her regular passengers also weighed in on May's stellar service. Juliette Rizzo, Ms. Wheelchair America 2005, was a regular customer and she said "Gale May is more than a taxi driver she is my greatest fan and the fan of so many people with disabilities in this statewide community and across the national disability community."

May will receive an award from TLPA and be recognized at TLPA's annual convention held this year in Boston and in their quarterly newsletter.

May has driven for Bawood for fifteen years and never lost her positive demeanor and enterprising spirit. Please join us in congratulating Ms. Gale May as TLPA's 2005 Taxicab Driver of the Year!

Fare Increase Proposal

Did you know Montgomery County is considering a fare increase?



No decision has been made yet but a public hearing was held on Thursday, September 16th to discuss a regulation to increase fares.

Companies, drivers and individuals were all invited to attend and publicly weigh in on the subject of a proposed fare increase.

THANK YOU

We want to thank every driver who works hard to help customers—you are what makes Barwood great! A special thanks goes out to the drivers listed below. Each driver recently received a customer compliment. Keep up the good work!

Philip Wing, Christian Wesner, Andre Teague, Michael Hillard, Paul Yavari, Dennis Bain, Hakeem Saliu, Sunday Ijeh, Katungu Ngeleza, Patrice Coulibaly

Customer Service Tips

1. Slow down and watch for pedestrians.
2. Keep your cab clean and clutter free.
3. Speak politely to the customer.
4. Give the kind of service you would want.
5. Start each job fresh — like it's the first job of the day.



Winterize Your Taxicab for Safety

In just two months, winter will be here, bringing colder weather, snow and ice.

During winter months, inclement weather — snow, sleet, freezing rain — is a regular concern and can make driving conditions very dangerous. All drivers need to **be prepared for inclement weather** so they will be able to provide service to customers.



Be careful out there!

Bring your taxicab into the Fleet Tech oil line to have the vehicle's fluids changed. Remember to dress warmly, drive safely, and make sure the heat works in your vehicle. During inclement weather, you may need to help customers into your vehicle.

Halloween is Coming!

On Monday, 10/31 don't be afraid, be careful.

It's Halloween and there will be increased pedestrian traffic. Watch for children—most travel in groups or with parents, but there may be some stragglers, so proceed cautiously, especially when driving through neighborhoods.

SoberRide will be active between 8pm and 4 am on October 29th, 30th & 31st for "adult" Halloween participants.

This is a chance to increase your revenue, if you stay out late you might get more jobs.



Happy Birthday!



October Birthdays
Happy Birthday
to you all!

BRIAN LATHOM, JOSEPH YAMSON, SHWANGA BURRELL, PETER IBIK, PAULIN NLEND, EDWARD STEPHEN, SETH ANTWI, JAMES OSIOYBO, LUIS VERDUGUEZ, KIDANE TEFAZION, PIERRE, PIERRE-CANEL, MACEO HUTCHERSON, FIFI HANSON, JEAN CIVIL, TALAT SAFARALIYEV, ROBERT SAGOLIA, ABU YANSANEH, KIZITO, KIKAWA, SAMEUL ROGOVSKY, SAIPUNT SHAVORRAJ, WIRAT RUENAROM, JULIUS, MUTISYA, KHALIFANDIAYE, MITIKU, SHEMBU, JOHNSON ADEDEJI, GARY GERASIMON, CHAO CHEN, TONY ASAMOAH, ROBERT WILSON

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Many thanks to ... for all their help in designing and 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