

# 100 Testimonials

## From customers who are using our Training Courses

### Safety Leadership



#### Safety Leadership Course



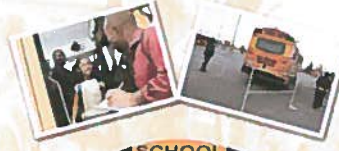
**SCHOOL BUS SAFETY COMPANY**  
Making Kids Safer

Leaders Set The NORMS - WYTL

### Trainer The Trainer



#### Trainer Certification Program



**SCHOOL BUS SAFETY COMPANY**  
Making Kids Safer

Training That Changes Drivers' Behaviors

### Driver Training Course



#### School Bus Driver Training Course



**SCHOOL BUS SAFETY COMPANY**  
Making Kids Safer

Training That Changes Drivers' Behaviors

### Special Needs



#### Transporting Students with Special Needs



**SCHOOL BUS SAFETY COMPANY**  
Making Kids Safer

### Bullying Prevention



#### Bullying Prevention on the School Bus



**SCHOOL BUS SAFETY COMPANY**  
Making Kids Safer

### Kids Courses



More than 3,000 school districts and almost every major contractor are now using these Training Courses. Enclosed are independent testimonials from many of these customers. These include names and phone numbers – feel free to call any of them, or call them all. You will hear for yourself what they think about the quality of these courses.



# School Bus Safety Company Customer Testimonial

100

Full Name Diane Showers  
Title Training and Development Manager  
District/Company Valley View School District 365-U  
E-mail [showersdg@vvsd.org](mailto:showersdg@vvsd.org)  
Phone Number (815) 886-6686  
Address Street Address: 39 E. Forestwood Drive  
City: Romeoville  
State / Province: IL  
Postal / Zip Code: 60446  
Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

My trainers and I are very excited about the new Driver Training Course. It covers a lot of topics that are current issues with the industry.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

These training materials put everything you need in one place. The course is easy to follow and loaded with great information for new and even current drivers. **This material is head and shoulders above what was used before.**

3. What feedback have you had from your new drivers regarding these training materials?

Our new drivers feel that this course gives them a lot of information needed to do their job right. Student management is always a difficult subject to teach and this system gives you excellent ways to handle many situations that a driver may encounter.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Some of our veteran drivers have been exposed to the program and feel it is a great source for refreshing ideas and philosophies to the industry. We plan on using more of the materials as we go through our new behind the wheel refresher classes for our drivers.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

By introducing and reintroducing the LLLC method of defensive driving, it has helped our drivers remain focused on what they need to be doing behind the wheel, making them safer drivers.

6. Would you recommend the SBSC training materials to other school districts?

**I would absolutely recommend this course** to anyone who is looking for a training program that is will help improve their training program.

**"This material is head and shoulders above what was used before"**  
**"I would absolutely recommend this course"**



**DAIRYLAND**  
BUSES INC.

99

Jeff Cassell  
School Bus Safety Company  
5601 Hudson Drive  
Hudson, Ohio 44236

Dear Mr. Cassell

You asked us to comment on the new Driver Training Course created by The School Bus Safety Company. It is outstanding. The depth and quality of these materials far exceed anything else available to train school bus drivers.

The trainers welcome using such high quality training videos, guides and posters. With the many questions and discussion points throughout the videos, we engage the drivers in discussion to greatly enhance the learning.

Yes, we would recommend this new Driver Training Course to all school bus operations.

Sincerely,

Mark N. Jordan

President

**"It is outstanding. The depth and quality of these materials far exceed anything else available to train school bus drivers"**

1701 Pearl Street, Suite, Waukesha, WI 53187-0178  
Phone Number (262)544-8181  
Fax Number (262) 542-2036





Jeff Cassell  
School Bus Safety Company  
5601 Hudson Drive  
Hudson, Ohio 44236

Dear Jeff

We have now been using the new Driver Training Course for the past twenty months and we are very pleased with the quality of these training materials. These training materials far exceed any other materials available. They are up-to-date and of very high quality. The drivers appreciate the professionalism of this training and we have no doubt this depth of training helps make them better professionals.

We have no hesitation in recommending it to all school districts.

Rowdy Bates  
Cascade Student Transportation  
50 N Ward Ave, Meridian, ID 83642  
(208) 855-4440

"we are very pleased with the quality of  
these training materials"  
"We have no hesitation in  
recommending it to all school districts"



97

## **SANTA BARBARA TRANSPORTATION**

Jeff Cassell  
School Bus Safety Company  
5601 Hudson Drive  
Hudson, Ohio 44236

Dear Jeff,

The new Driver Training Course we received last November is by far the best training course we have ever used. It is considerably improved over the original course created by The School Bus Safety Company which we have been using for the last five years.

The quality of video, actors and content has greatly impressed our training staff and the trainees.

The vision, mission and values created for the drivers really makes it easy for them to understand the behaviors we desire and the behaviors to avoid.

Yes, to make the students safer, we recommend using this training course.

Don Kissell  
Santa Barbara Transportation

**"The new Driver Training Course we received last November is by far the best training course we have ever used."**

# School Bus Safety Company Customer Testimonial

96

## Question

## Answer

Full Name

Jeff Dawson

Title

Driver Trainer

District/Company

U.S.D. 457

E-mail

[jdawson2@gckschools.com](mailto:jdawson2@gckschools.com)

Phone Number

(620) 8058750

Address

Street Address: 139 Cloverleaf  
City: Garden City  
State / Province: KS  
Postal / Zip Code: 67846  
Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

Love it more detailed and in depth than the old stuff we have had

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

No comparison

3. What feedback have you had from your new drivers regarding these training materials?

None yet

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

no they haven't but will be

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

n/a at this time

6. Would you recommend the SBSC training materials to other school districts?

Yes I would

"Love it, more detailed and in depth than the old stuff we had"

"No comparison"

Would you recommend – Yes I Would"

# School Bus Safety Company Customer Testimonial

95

## Question

## Answer

Full Name

Gary Giles

Title

Divisional Manager

District/Company

Perry Rand Transportation Group Ltd.

E-mail

[garygiles@thebusboys.com](mailto:garygiles@thebusboys.com)

Phone Number

(902) 220-6954

Address

Street Address: 12 Nova Terrace

City: Dartmouth

State / Province: N.S.

Postal / Zip Code: B2V 1A9

Country: Canada

1. What is your overall opinion of the SBSC new Driver Training Course?

This training program is up to date, and something that all drivers can relate to.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

I do find that the video quality is not as good as the last edition. The content is top quality, and we do train on the Vision, Mission and Values recommended.

3. What feedback have you had from your new drivers regarding these training materials?

All drivers say that the material is fresh and up to date.  
A program with Canadian content would be very well received.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

All drives are exposed to this program and the feedback is always the same.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

I do not have access to this information

6. Would you recommend the SBSC training materials to other school districts?

I do recommend that all districts in my area be open to experiencing this program for all drivers

"The training program is up-to-date, and something that all drivers can relate to"

"The content is top quality"

"I do recommend that all districts use this program"

# School Bus Safety Company Customer Testimonial

94

## Question

## Answer

Full Name

Chad Brown

Title

Vice President of Sales & Marketing

District/Company

METS - Michigan Educational Transportation Services

E-mail

[chadbrown@contractbusdrivers.com](mailto:chadbrown@contractbusdrivers.com)

Phone Number

(517) 6477765

Address

Street Address: 140 Kent Stret  
Street Address Line 2: P.O. Box 516  
City: Portland  
State / Province: Michigan  
Postal / Zip Code: 48875  
Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

The new Driver Training Course is detailed information presented in an easy to understand format with great visual examples.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

These materials provide proven information in a modern format that comes across to both the new driver and seasoned veteran with a high level of credibility that just isn't felt from outdated training tools. The Vision, Mission and Values makes so much logical sense, it provides a basic foundation that can't be argued against, by any reasonable person.

3. What feedback have you had from your new drivers regarding these training materials?

We are still using the previous course with new drivers at this time, as we prepare to begin introducing the new program in our locations.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

After using the new Driver Training Course with a group of current drivers, many of whom have been driving school bus professionally for numerous years to over a decade, an overwhelming majority indicated in a post training survey that the information in this training could be applied immediately to the performance of their job duties. A similar number of respondents indicated that they were more likely to enjoy their job because of the training they received.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Too soon to quantify.

6. Would you recommend the SBSC training materials to other school districts?

As a contractor speaking to hundreds of school districts per year, SBSC training materials are a regular topic of conversation and our use of these materials is included in every proposal that we submit to prospective client school districts. The lack of consistent training methods and the amount of outdated tools we encounter with prospective clients is alarming. The use of SBSC materials provides peace of mind for our customers and has improved driver satisfaction creating a more productive and consistent work force.

**"The new Driver Training Course is detailed information in an easy to understand format with great visual examples"**





93

Jeff Cassell  
School Bus Safety Company  
5601 Hudson Drive  
Hudson, Ohio 44236

Dear Jeff

You asked us to put in writing our thoughts on the new Driver Training Course we purchased from you. This new set is MUCH better than the prior. The content is more relevant and detailed and the drivers are responding positively.

We love the new series of videos and the direction you have gone with them.

In my experience, this course contains by far the best training materials available to improve the behavior of school bus drivers and I would have no hesitation in recommending it to every school bus operation.

GoldStar operates approximately 500 school buses in Texas.

A handwritten signature in black ink, appearing to read "C. DeGray".

Catherine DeGray  
Regional Director of Safety  
GoldStar Transit Texas  
315 South Ridge Circle  
Georgetown, TX 78628  
512-639-2276

"In my experience, this course contains by far the best training materials available to improve the behavior of school bus drivers and I would have no hesitation in recommending it to every school bus operation"

# School Bus Safety Company Customer Testimonial

92

## Question

## Answer

Full Name

Judy Otto

Title

Area Coordinator

District/Company

New Caney ISD

E-mail

[jotto@newcaneyisd.org](mailto:jotto@newcaneyisd.org)

Phone Number

(281) 577-8680

Address

Street Address: 21026 Loop 494

City: New Caney

State / Province: Texas

Postal / Zip Code: 77357

Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

Good classroom training.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

We had the older set of of DVD's, we have upgraded the one with 26 DVD's. Much better

3. What feedback have you had from your new drivers regarding these training materials?

We do classroom training once a month with new driver, and they like the class.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Yes, there are times our veteran drivers are in class.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

6. Would you recommend the SBSC training materials to other school districts?

Yes

"Good classroom training"

"Much better"

"Would you recommend – Yes"

# MUSIC Customer DTC Testimonial

91

<u>Question</u>	<u>Answer</u>
Full Name	Jeff Schwepker
Title	Director of Transportation
District/Company	Fort Zumwalt
E-mail	<a href="mailto:jschwepker@fz.k12.mo.us">jschwepker@fz.k12.mo.us</a>
Phone Number	(636) 474-8559
Address	Street Address: 1300 Tom Ginnever City: Ofallon State / Province: MO Postal / Zip Code: 63366 Country: United States

First, have you received your copy and have you had a chance to use it yet?

yes

If yes, what do you think of these training materials?

great

If not yet used, why and do you plan on using them?

How do these training materials compare to the materials you were using before?

they are more contemporary

Do you plan on instigating with the drivers the Vision, Mission and Values as recommended in the course?

yes

Have you had any feedback from your drivers regarding these training materials?

yes

"Great"

"Would you recommend – Yes"



90

Operate over  
14,000  
School Buses

Jeff Cassell  
School Bus Safety Company  
5601 Hudson Drive,  
Hudson, Ohio 44236

Dear Jeff

I am pleased to provide a testimonial in respect of your Driver Training Course.

STA started using your Driver Training Course back in February 2010. We have seen a 36% reduction in preventable accidents. We are very pleased with your training course and our drivers regularly compliment the quality of the training.

Safety is at the core of everything we do. Implementing this safety values means doing all we can to help the drivers act correctly and avoid unsafe behaviors each and every day. There is no doubt your training course has helped us do this.

I strongly recommend that all school bus operations use your training course to improve the level of safe, quality service they provide. This is what we do at STA, at every location.

Patrick Vaughan  
Chief Operating Officer  
Student Transportation of America  
88 Front Street, Suite 20B  
Scituate, MA 02066

**"We have seen a 36% reduction in preventable accidents"**





89

Mr. Jeff Cassell  
President  
The School Bus Safety Company  
8157 Bavaria Drive E  
Macedonia, Ohio, 44056

Dear Jeff

We have just completed our detailed review of the Driver Training Course. We are very impressed with both the quality of these training materials and the up-to-date relevant content of the programs. This program has truly been created for school bus people by school bus people!

There is nothing even comparable to this quality being used in school bus training anywhere in the industry. Indeed, we are so impressed; we quickly decided to use this course at every one of our locations. Our trainers have reviewed the course and they can't wait to use these materials.

It is our intention to make Illinois Central School Bus Company the safest and most professional provider of school bus transportation. This course will be the foundation upon which we build our System Safety and Security Program. Our service is provided by our drivers and we will help them become the best that they can be.

Thank you for creating such a great course. I have no hesitation in recommending its use to every school bus operation.

**"There is nothing even comparable to this  
quality being used in school bus training"**

Sincerely,

Frank J. Ciccarella  
Director of Safety & Training  
Illinois Central School Bus Company  
314-762-9198, x2019

# Read this letter from one of the largest and leading contractors.



Jeff Cassell, President  
School Bus Safety Company  
5601 Hudson Drive  
Hudson, Ohio 44236

Dear Jeff:

At Student Transportation Inc (STI), the safety of the students is our number one priority. We are responsible for safely transporting approximately than 1,000,000 students to and from school every day. Our ability to provide safe and efficient transportation all comes down to the quality of the school bus driver we employ and we know that this begins with effective driver training and a ensuring there is a safety culture throughout all of our operations.

Nothing like this has ever been available before and we have no doubt that this course will continue to help us train our drivers to be even safer.

The course focuses on identifying unsafe driving behaviors and changing these behaviors. We are pleased to report that this has led to a substantial reduction in our accident frequency and has led to safer, more professional drivers, raising our standards even higher.

STI will continue using your course at every location as we grow to keep the safety of our employees and our passengers our number one priority.

My Best Regards,  
Denis J Gallagher, Chairman & CEO  
Student Transportation Inc.

**"this has led to a substantial reduction in our accident frequency"**

***We have many raving fans. More than 2,700 school districts and 32 of the 50 largest contractors use the SBSC courses.***

## **Why don't you?**

***STI know that Safety & Service is dependent upon the quality of driver training. They use the best available.***

**► STI OPERATE OVER 10,000 SCHOOL BUSES. THEY USE THE TRAINING COURSES FROM SBSC TO KEEP THE KIDS SAFE.**

**Obtain refreshingly new & effective training programs. Contact us!**

5601 Hudson Drive, Hudson, Ohio 44236  
Toll Free: 866-275-7272 • [www.schoolbussafetyco.com](http://www.schoolbussafetyco.com)



**Making Kids Safer™**

# School Bus Safety Company Customer Testimonial

87

## Question

## Answer

Full Name

kim wieken

Title

trainer/saftey

District/Company

isd 622

E-mail

[kwieken1@isd622.org](mailto:kwieken1@isd622.org)

Phone Number

(651) 748-7623

Address

Street Address: 2225 McKnight rd n  
City: North St. Paul  
State / Province: mn  
Postal / Zip Code: 55109  
Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

Very up to date, professional and, complete.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

Light years ahead of the outdated assortment of vhs tapes and pamphlets we had been using.

yes

3. What feedback have you had from your new drivers regarding these training materials?

I have been told they were very helpful.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

A few have commented that they thought the videos were very well done. I have never seen them so quiet and attentive during a safety meeting.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

I have noticed drivers doing more complete pre-trips, and using more caution. Too early to tell on accident reduction but, I am expecting positive results.

6. Would you recommend the SBSC training materials to other school districts?

Absolutely

"Light years ahead"  
"Would you recommend - Absolutely"

# School Bus Safety Company Customer Testimonial

86

## Question

## Answer

Full Name

Tonya Hollaman

Title

Director of Transportation

District/Company

Grandview C4 School District

E-mail

[tonya.hollaman@grandviewc4.net](mailto:tonya.hollaman@grandviewc4.net)

Phone Number

(816) 3165175

Address

Street Address: 13208 Park Hills Dr

City: Grandview

State / Province: MO

Postal / Zip Code: 64030

Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

Absolutely love the new videos!

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

I had no materials before as there was no training department. I had previously used SBSC materials and loved them. Vision, Mission and Values!

3. What feedback have you had from your new drivers regarding these training materials?

Just starting with new drivers.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

They love that they have new material and fresh ideas

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Too early to tell but I can definately hear the wheels turning and the conversation after safety meetings

6. Would you recommend the SBSC training materials to other school districts?

100% recommend these materials! Fresh, new and informative!

**"Absolutely love the new videos"**

**"100% recommend these materials!"**



# School Bus Safety Company Customer Testimonial

85

## Question

## Answer

Full Name

NANCY BRUCE

Title

TRANSP. DIRECTOR

District/Company

NORTH PALOS 117

E-mail

[NBRUCE@NPD117.NET](mailto:NBRUCE@NPD117.NET)

Phone Number

(708) 233-4562

Address

Street Address: 7825 W 103RD STREET

City: PALOS HILLS

State / Province: IL

Postal / Zip Code: 60465

Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

I am finding them to be very well put together, informative and refreshing.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

These videos are much better quality and more informative than the previous ones we have had. Yes, we will certainly be implementing Vision, Mission and Values as recommended.

3. What feedback have you had from your new drivers regarding these training materials?

New drivers seem to be impressed by these videos. They have found the information to be clearly discussed.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

The drivers are enjoying seeing something new! The clarity of the videos and the ease of explanation are going a long way with drivers.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

We have just started using these videos this past month. However, I do feel confident that these videos will be a perfect aide in training, retraining and hence reduction in accidents.

6. Would you recommend the SBSC training materials to other school districts?

Absolutely!:-

"Very well put together, informative and refreshing"  
"Would you recommend - Absolutely"

# School Bus Safety Company Customer Testimonial

84

## Question

## Answer

Full Name

Thomas Strup

Title

Executive Director

District/Company

SORSA

E-mail

[tom@sorsaschools.org](mailto:tom@sorsaschools.org)

Phone Number

(866) 767-7299

Address

Street Address: 8050 North High Street

Street Address Line 2: Suite 160

City: Columbus

State / Province: OH

Postal / Zip Code: 43235

Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

We are thrilled with the materials and are excited to have them in our loss control program

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

The updated materials are better and we believe will be better received by our members.

3. What feedback have you had from your new drivers regarding these training materials?

We have not had any training as of yet. The trainings will be conducted later this spring and during the summer months as well as early fall.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

We have not had any trainings with the new materials yet.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

We will keep you posted on this, as we have not conducted any trainings yet.

6. Would you recommend the SBSC training materials to other school districts?

Yes, we would recommend the SBSC training materials.

"We are thrilled with the materials"  
"Yes, we would recommend the SBSC training materials"

# School Bus Safety Company Customer Testimonial

83

## Question

## Answer

Full Name

Wilhemina Smith

Title

Driver Instructor

District/Company

Prince George's County Public Schools

E-mail

[wilhemina.smith@pgcps.org](mailto:wilhemina.smith@pgcps.org)

Phone Number

(301) 952-6594

Address

Street Address: 13300 Old Marlboro Pike  
City: Upper Marlboro  
State / Province: Maryland  
Postal / Zip Code: 20772  
Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

The courses are very impressive. I know these things do not happen without a great deal of effort on the part of everyone, and I want you to know how much we appreciate your hard work.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

They exceed the previous training materials. I used the program for the first time this month and it really kept the trainees engaged and also integrated with BTW training, so the trainees are using the tools they learn from the course right away. Definitely will follow the Vision, Mission and Values.

3. What feedback have you had from your new drivers regarding these training materials?

The trainees have had a positive reaction from the program and really respond to the scenarios with the other drivers speaking about their experience.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Yes, and they were impressed. Have not exposed to all drivers, but will be soon.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

N/A just began using program

6. Would you recommend the SBSC training materials to other school districts?

Definitely will recommend the course to other districts.

"The courses are very impressive"

"really kept trainees engaged"

Definitely will recommend the course to other districts"

**Jeff Cassell**

**From:** Catherine DeGray <cdegray@ridesta.com>  
**Sent:** Monday, February 08, 2016 12:11 PM  
**To:** Jeff Cassell  
**Subject:** FW: DVD Critiques

Jeff, as promised I have surveyed the field regarding the new DTC program and allowed them to provide some feedback, detailed below. I can tell you that from my experience, this new set is MUCH better than the prior. The content is more relevant and detailed, and the drivers are responding positively. As for the "content issues" mentioned below I am still trying to pinpoint exactly what Burleson is referring to, but I will let you know when I get the details.

Thanks,

Dennis

Cat

Dennis Trottier  
Area Safety Manager  
GoldStar Transit Texas  
315 South Ridge Circle  
Georgetown, TX 78628  
469-474-8308  
[dtrottier@ridesta.com](mailto:dtrottier@ridesta.com)

*Catherine DeGray*  
Regional Director of Safety- South Central  
Student Transportation of America  
[CDeGray@ridesta.com](mailto:CDeGray@ridesta.com)  
512-639-2276

Dennis Trottier  
February 05, 2016 7:57 AM  
DeGray  
Critiques



Received the Safety Best CD and some of the employees comment that it was a more detail and better cd than the cone before.

Now that I love the new series of videos for training. I haven't found any technical issues so far. There are some content issues, but they are at only trainers would probably pick up on and that's only because we're watching it constantly. All in all, love the new DVD's and the content with them.

By the way, these two were the only ones that added to the list.

"I love the new series of videos for training"  
"new set is MUCH better"

82



# School Bus Safety Company Customer Testimonial

81

## Question

## Answer

Full Name

D Spielman

Title

Driver Instructor

District/Company

WCPS

E-mail

[spieldeb@wcps.k12.md.us](mailto:spieldeb@wcps.k12.md.us)

Phone Number

(301) 766-2913

Address

Street Address: 820 Commonwealth Ave  
City: Hagerstown  
State / Province: MD  
Postal / Zip Code: 21740  
Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

very informative-

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

They are about the same as before

3. What feedback have you had from your new drivers regarding these training materials?

none

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

NONO

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

NO

6. Would you recommend the SBSC training materials to other school districts?

yes

"Very informative"

"Would you recommend - Yes"

7<sup>th</sup> October 2015

To whom it may concern,

**School Bus Safety Company New Driver Training Course**

I have recently had the opportunity to go through four of the programs from the ***New Driver Training Course*** just created by The School Bus Safety Company. These four programs are:

1. ***Safety Best Practices***
2. ***LLLC Defensive Driving***
3. ***Intersections***
4. ***Danger Zones***

After being a trainer for 10 years, I absolutely love them. We have purchased these and are using them as a foundation to build our training program around. These are far ahead of any training program we have ever used before. The knowledge acquired from these videos give my staff the tools they need to be successful each and every day. We are looking forward to going through the remaining 21 programs and have no hesitation in recommending this course to every school district.



Erick Osborn  
Assistant Director of Transportation  
Franklin Township Community Schools, Indianapolis  
[erick.osborn@ftcsc.k12.in.us](mailto:erick.osborn@ftcsc.k12.in.us)  
317-862-2314

"I absolutely love them"

"These are far ahead of any training program we have ever used before"

# School Bus Safety Company Customer Testimonial

79

## Question

## Answer

Full Name

Regina Kaeser

Title

Transportation Dispatcher

District/Company

Matawan Aberdeen RSD

E-mail

[rkaeser@marsd.k12.nj.us](mailto:rkaeser@marsd.k12.nj.us)

Phone Number

(732) 705-4018

Address

Street Address: 1 Crest Way

City: Aberdeen

State / Province: NJ

Postal / Zip Code: 07747

Country: United States

Which of our training courses are you using?

Driver Training Course

What is your overall opinion of the SBSC driver training materials?

Comprehensive, user-friendly material.

How do these training materials compare to the materials you were using before?

Out performs all previous material.

What feedback have you had from your new drivers regarding these training materials?

Materials made the new drivers contemplate their practices and if they are performing their duties to the utmost.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Yes, they found the information informative.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

We just began using the materials last week, too early to tell.

Would you recommend the SBSC training materials to other districts?

Yes, absolutely.

"Out performs all previous material"  
"Would you recommend – Yes, absolutely"

# School Bus Safety Company Customer Testimonial

78

## Question

## Answer

Full Name

Matt Netzley

Title

General Manager

District/Company

Reliant/MV Transportation / Anchorage School District

E-mail

[matthew.netzley@mvtransit.com](mailto:matthew.netzley@mvtransit.com)

Phone Number

(907) 3369-3554

Address

Street Address: 10560 Old Seward Hwy  
City: Anchorage  
State / Province: AK  
Postal / Zip Code: 99515  
Country: United States

Which of our training courses are you using?

Driver Training Course; Special Needs; Bullying Prevention

What is your overall opinion of the SBSC driver training materials?

They are excellent! I've used them now for 1.5 years and we love them.

How do these training materials compare to the materials you were using before?

They are more up to date and have some great videos that go along with them!

What feedback have you had from your new drivers regarding these training materials?

There needs to be more student management material in the special needs training segment. That is what we use for our bus attendant training.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

They love it. They wish that they had something like this when they went through training.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Yes we have. Last year we went down in our overall incidents by 74%. We had the largest reduction of incidents company wide.

Would you recommend the SBSC training materials to other districts?

Absolutely!

**"They are excellent"**

**"Last year we down in our overall incidents by 74%. We had the largest reduction in accidents companywide"**

**"Would you recommend – Absolutely"**



# School Bus Safety Company Customer Testimonial

77

## Question

## Answer

Full Name

Karen Wall

Title

Executive Administrative Assistant

District/Company

VML Insurance Programs

E-mail

[kwall@vmlins.org](mailto:kwall@vmlins.org)

Phone Number

(804) 237-7329

Address

Street Address: PO Box 3239

City: Glen Allen

State / Province: VA

Postal / Zip Code: 23058

Country: United States

Which of our training courses are you using?

Driver Training Course; Special Needs; Bullying Prevention

What is your overall opinion of the SBSC driver training materials?

Very well presented and organized. Flows nicely

How do these training materials compare to the materials you were using before?

More comprehensive

What feedback have you had from your new drivers regarding these training materials?

Accepting. Positive. More participation in classes.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

I don't have access to this information.

Would you recommend the SBSC training materials to other districts?

Yes.

**"Very well presented and organized.  
Flows nicely."**

# School Bus Safety Company Customer Testimonial

76

## Question

## Answer

Full Name

Gary Giles

Title

Trainer

District/Company

Compliance Safety Institute

E-mail

[garygiles@thebusboys.com](mailto:garygiles@thebusboys.com)

Phone Number

(902) 220-6954

Address

Street Address: 12 Nova Terrace  
City: Dartmouth  
State / Province: NS  
Postal / Zip Code: B2V1A9  
Country: Canada

Which of our training courses are you using?

Driver Training Course; Bullying Prevention

What is your overall opinion of the SBSC driver training materials?

The programs that we are using are all top shelf.

How do these training materials compare to the materials you were using before?

These materials are up to date and relevant to the operators on the road today and help to deal with today's issues.

What feedback have you had from your new drivers regarding these training materials?

Feed back is always positive.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

All drivers all been exposed to these materials.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

I have seen a difference in attitude and performance.

Would you recommend the SBSC training materials to other districts?

Absolutely!

**"These materials are up to date and relevant to the operators on the road today and help to deal with today's issues"**

**"Would you recommend - Absolutely"**

# School Bus Safety Company Customer Testimonial

75

## Question

## Answer

Full Name

Kevin Langs

Title

Vice-President

District/Company

Langs Bus Lines Limited

E-mail

[kevin@langsbus.com](mailto:kevin@langsbus.com)

Phone Number

(519) 245-2350

Address

Street Address: 66 Zimmerman Ave.

City: Strathroy

State / Province: ON

Postal / Zip Code: N7G 2G7

Country: Canada

1. What is your overall opinion of the SBSC new Driver Training Course?

We are impressed with the new material, the high production quality and the interesting and engaging way the training is delivered.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

We were using the older SBSC Driver Training course, we are impressed with the upgraded version. We use the Vision, Mission and Values as a clear, concise way to communicate the important message to everyone in the organization.

3. What feedback have you had from your new drivers regarding these training materials?

Drivers have reported that they find it very organized and thorough. They report that they feel confident they have the training to deal with situations they'll encounter on the job.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

to a limited degree, they are exposed to selected modules during refresher training. They report that the material is professional and engaging, well organized. They like that it is specifically designed for school bus instead of other types of commercial vehicle driving.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

We have experienced an improvement in performance since implementing the original version of the Driver Training Course. We expect to see improvement in performance with the switch to the upgraded version as well, especially with the expanded number of training topics covered. The Driver Training course has motivated our drivers to be safety-conscious at all times, prepared them to make better decisions when issues arise, given them greater confidence to handle challenging situations and we find better consistency in the training among drivers across our organization.

6. Would you recommend the SBSC training materials to other school districts?

I would recommend it to any school district and school bus company.

**"We are impressed with the new material"**

**"I would recommend it to any school district and school bus company"**

# School Bus Safety Company Customer Testimonial

74

## Question

## Answer

Full Name

Arlene Young

Title

Director of Safety, Training and Compliance

District/Company

Attridge Transportation Inc.

E-mail

[ayoung@attridge.com](mailto:ayoung@attridge.com)

Phone Number

(905) 333-4047

Address

Street Address: 4150 Harvester Road

City: Burlington

State / Province: Ontario

Postal / Zip Code: L7L 0C1

Country: Canada

1. What is your overall opinion of the SBSC new Driver Training Course?

Very good program.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

Equal in content with better supporting materials; dvds, diagrams and instructor support.

3. What feedback have you had from your new drivers regarding these training materials?

Positive.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

In a limited way, just beginning to introduce individual topics at safety meetings. Further exposure is required to determine feedback.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Not yet.

6. Would you recommend the SBSC training materials to other school districts?

Further evaluation is required.

**"Very good program"**



# School Bus Safety Company Customer Testimonial

73

## Question

## Answer

Full Name

Lorri Smith

Title

Transportation Director

District/Company

East Valley School District

E-mail

[smithlo@evsd.org](mailto:smithlo@evsd.org)

Phone Number

(509) 2415902

Address

Street Address: 22300 E Wellesley Ave

City: Otis Orchards

State / Province: WA

Postal / Zip Code: 99027

Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

Great training tool. It is great to have these tools to use along with the state required training.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

This has been a huge improvement. When I arrived at this District, they had very few, very outdated mis-mash of videos.

3. What feedback have you had from your new drivers regarding these training materials?

They feel the training program is great and very easy to follow.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Yes. I also use the videos during safety meetings to discuss certain topics and it compliments and sparks conversation with the team.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Yes. For some drivers, it is new as they were trained in a different manner years ago and others it is a great refresher.

6. Would you recommend the SBSC training materials to other school districts?

Absolutely

**"Great Training Tool"**

**"This has been a huge improvement"**

**"Would you recommend - Absolutely"**

# Music Customer DTC Testimonial

72

## Question

## Answer

Full Name

Mariann Landes

Title

Music Teacher/Para/Bus Driver

District/Company

Ridgeway R-V School

E-mail

[mlandes@rhsk12.org](mailto:mlandes@rhsk12.org)

Phone Number

(660) 3739088

Address

Street Address: 2006 Central Street

City: Bethany

State / Province: Missouri

Postal / Zip Code: 64424

Country: United States

First, have you received your copy and have you had a chance to use it yet?

Yes and yes

If yes, what do you think of these training materials?

I think they are concise and informative but maybe a little on the slow side.

If not yet used, why and do you plan on using them?

How do these training materials compare to the materials you were using before?

I think that these materials brought home with a little more impact, the necessity for safety and proper technique.

Do you plan on instigating with the drivers the Vision, Mission and Values as recommended in the course?

I recommended to my superintendent that the suggestions, in my opinion, were important.

Have you had any feedback from your drivers regarding these training materials?

I am a driver and this is my feedback survey. I did encourage administration to please have classroom training every year about bus rider protocol. Not all kids ride the bus to school, but at some point in time, there will be a field trip involving a bus. Coming from the driver at the time of the field trip is not when they should first hear about safety. I believe that if it is done as a "training" class for kids, drivers would have more support from teachers and other adults in the school.

**"I think they are concise and informative"**

# School Bus Safety Company Customer Testimonial

71

## Question

## Answer

Full Name

William Ricketson

Title

Safety Director

District/Company

Waters Transportation Services

E-mail

[wricketson@waterstransportationservices.com](mailto:wricketson@waterstransportationservices.com)

Phone Number

(662) 251-4565

Address

Street Address: 96 East Plymouth Rd 39701.  
Street Address Line 2: PO Box 831  
City: Columbus  
State / Province: MS  
Postal / Zip Code: 39703  
Country: United States

Which of our training courses are you using?

Driver Training Course; Special Needs; Bullying Prevention

What is your overall opinion of the SBSC driver training materials?

Excellent training materials.

How do these training materials compare to the materials you were using before?

Always used your materials

What feedback have you had from your new drivers regarding these training materials?

They are appreciate of the resources and education materials provided to them.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Not to our knowledge.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

The training materials have been instrumental in reducing accidents by increasing the drivers awareness and knowledge. We went from having accidents and incidents on our buses during the first year of operations to reducing them to zero for the 3rd year of our contract (2012-2013 school year).

Would you recommend the SBSC training materials to other districts?

Differently so.

**"Excellent training materials"**

**"We went from having accidents and incidents on our buses during the first year of operations to reducing them to zero for the 3<sup>rd</sup> year of our contract."**

**Question****Answer**

Full Name

Amber Davis

Title

Safety and Training Coordinator

District/Company

Arlington Public Schools

E-mail

[amber.davis@apsva.us](mailto:amber.davis@apsva.us)

Phone Number

(703) 228.6642

Address

Street Address: 2770 S. Taylor St  
 City: Arlington  
 State / Province: VA  
 Postal / Zip Code: 22206  
 Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

The new material is a lot more informative, with the new subjects that have been added to the program.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

Some of it is the same, and other parts of the new material touch on subjects that we only verbally spoke about. I do plan on incorporating the vision, mission, and values with some variations.

3. What feedback have you had from your new drivers regarding these training materials?

Mainly that they are very informative.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Yes they have. I received positive feedback, as well as them wanting more information on the subject that they saw, because they found it to be very useful.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Actually, both yes and no. Yes for my new folks coming in, but no for my seasoned drivers that have not been exposed to all of the material.

6. Would you recommend the SBSC training materials to other school districts?

Yes I would.

**"They are very informative"**

**"Positive Feedback"**

**"Yes I would recommend the course"**



# School Bus Safety Company Customer Testimonial

69

## Question

## Answer

Full Name

Sherry Thompson

Title

Transportation Supervisor

District/Company

Phoenix Elem. Sch. Dist. # 1

E-mail

[sherry.thompson@phxschools.org](mailto:sherry.thompson@phxschools.org)

Phone Number

(602) 257-3800

Address

Street Address: 1817 N. 7th street  
City: Phoenix  
State / Province: AZ  
Postal / Zip Code: 85006-2133  
Country: United States

Which of our training courses are you using?

Driver Training Course

What is your overall opinion of the SBSC driver training materials?

I loved the driver training course and think the material is really good.

How do these training materials compare to the materials you were using before?

They are much more up to date and more realistic.

What feedback have you had from your new drivers regarding these training materials?

They like the newer materials.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

same as above.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Yes, we have seen an improvement. Not as many accidents.

Would you recommend the SBSC training materials to other districts?

Yes

"I love the driver training course and think the materials are really good"

# School Bus Safety Company Customer Testimonial

68

## Question

## Answer

Full Name

Lubke Story

Title

Corporate Services

District/Company

Landmark Student Transportation Ltd.

E-mail

[lubke.storry@landmarkbus.com](mailto:lubke.storry@landmarkbus.com)

Phone Number

(905) 717-1601

Address

Street Address: 16 Industrial Parkway South  
City: Aurora  
State / Province: ON  
Postal / Zip Code: L4G0R4  
Country: Canada

Which of our training courses are you using?

Driver Training Course; Special Needs; Bullying Prevention; Student Safety Programs

What is your overall opinion of the SBSC driver training materials?

All of the material is excellent. It is very well laid out and user friendly. Very self explanatory and easy to explain and implement.

How do these training materials compare to the materials you were using before?

I have nothing to compare it to.

What feedback have you had from your new drivers regarding these training materials?

Our new trainee surveys come back with very positive comments regarding the Driver Training program. We are just starting to use the Special Needs, Bullying and Student Safety programs so at this time I don't have any feedback.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

As far as I know right now, they have not yet been exposed to it.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

N/A

Would you recommend the SBSC training materials to other districts?

I definitely would!!!

"All of the material is excellent. It is very well laid out and user friendly. Very self-explanatory and easy to explain and implement."

# School Bus Safety Company Customer Testimonial

67

## Question

## Answer

Full Name

Hazel Magner

Title

Clerical/Trainer/Examiner

District/Company

Oconee County BOE, Transportation Dept

E-mail

[hmagner@oconeeshools.org](mailto:hmagner@oconeeshools.org)

Phone Number

(706) 769-5130 x1504

Address

Street Address: 1421 Rays Church Rd  
City: Bishop  
State / Province: GA  
Postal / Zip Code: 30621  
Country: United States

Which of our training courses are you using?

Driver Training Course

What is your overall opinion of the SBSC driver training materials?

We are very pleased with the material.

How do these training materials compare to the materials you were using before?

Your material is much better. Our old material was very outdated and yours is up to date.

What feedback have you had from your new drivers regarding these training materials?

I haven't heard any negative feedback, but have not really asked for input. I oversee training.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Not at this time

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

We only began using these material a few months ago. We do anticipate an improvement in performance.

Would you recommend the SBSC training materials to other districts?

Yes

**"We are pleased with the materials."**  
**"Your materials are much better. Our old materials was very outdated and yours is up to date."**

# School Bus Safety Company Customer Testimonial

66

## Question

## Answer

Full Name

Cathy Franco

Title

Office Manager

District/Company

Brenmar Transit Inc.

E-mail

[cathy@brenmartransit.com](mailto:cathy@brenmartransit.com)

Phone Number

(519) 338-3336

Address

Street Address: 96 Webb St.  
Street Address Line 2:  
City: Harriston  
State / Province: ON  
Postal / Zip Code: N0G1Z0  
Country: Canada

Which of our training courses are you using?

Driver Training Course; Special Needs; Bullying Prevention; OSHA

What is your overall opinion of the SBSC driver training materials?

**Materials are great!** We find that because this is based on American legislation and Highway traffic laws we must stop and state our own during the video. The difference between Imperial and Metric and legislation laws also confuses our trainees. FYI: In a couple of the videos we have found that there are some safety concerns eg. Reversing - lights out on the bus Railway crossing - door open (unless this is US requirement) We will forward other details as we go through program again.

How do these training materials compare to the materials you were using before?

We did not have any formal training program prior to this purchase. **This program is extensive compared to our hodge podge of videos we had previously.**

What feedback have you had from your new drivers regarding these training materials?

Our trainees find that some of the information is repetitive from classroom to on road training.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Not as of yet. We plan to integrate into our annual workshop training this year.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Compared to our previous training method we have found that the information presented prior to on/off road training helps the trainee to be better prepared to start their on/off road training. We also have found that upon completion of their training they are better equipped drivers with all of the information required to perform their job as a professional driver much better.

Would you recommend the SBSC training materials to other districts?

**Yes most definitely.**

**"Materials are great!"**  
**"This program is extensive compared to our hodge podge of videos we had previously"**



Following testimonial is from Stock Transportation. Stock Transportation operate 3,500 school buses in Ontario and Alberta. They purchased 40 copies of the children's safety courses.

"At Stock Transportation the safety and well-being of our students is our top concern. The courses you have developed teaching students the safe practices in and around school buses enable us to raise the standards of student safety. We are committed to getting students to school safely. These courses help us achieve that goal."

**Glenn Sawyer, CSD CSHM**

Area Director, Safety Education and Development (Canada)

National Express Corporation

Cell: 905-960-1995

Fax: 877-685-3302



STOCK TRANSPORTATION LTD

**National Express Corporation**

Supporting Stock Transportation, Petermann Bus & Durham School Services

"enable us to raise the standards of student safety"

**Question****Answer**

Full Name

Peter Denomme

Title

Director of Transportation

District/Company

Westerly Public Schools

E-mail

[pdenomme@westerly.k12.ri.us](mailto:pdenomme@westerly.k12.ri.us)

Phone Number

(401) 315-1511

Address

Street Address: 8 Springbrook Rd

City: Westerly

State / Province: RI

Postal / Zip Code: 02813

Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

I feel the course is an accurate depiction to what is needed to train safe drivers in the School Bus.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

I used the last program that was offered. The new program is more in depth on what to expect while driving a school bus.

3. What feedback have you had from your new drivers regarding these training materials?

They enjoy having the knowledge of the program before they are assigned to the state bus safety course. They feel they are way ahead of the rest of the class.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

I have only showed a couple of DVD's on extreme Winter Driving. This month I will be showing Student Management DVD's.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Too soon to evaluate this.

6. Would you recommend the SBSC training materials to other school districts?

I highly recommend this program to any school district that is training their own School Bus Drivers who wants a program that promotes safe and proper etiquette driving.

**I highly recommend this program to any school district"**

**Question****Answer**

Full Name

Francis Bagarella

Title

Transportation Director

District/Company

Oak Harbor Public Schools

E-mail

[fbagarella@ohsd.net](mailto:fbagarella@ohsd.net)

Phone Number

(360) 9699462

Address

Street Address: 857 SW 13th Ave

City: Oak Harbor

State / Province: WA

Postal / Zip Code: 98277

Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

An outstanding course that complements our driver training course. Brings home the big picture.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

This is a total upgrade from what was being used in the past. Our material was outdated and lots of handouts that didn't apply to current operations.

3. What feedback have you had from your new drivers regarding these training materials?

Many of my veteran drivers stated they learned a lot of the training material and now can understand the new driver's procedures. Many of the veteran driver never received formal training and many simply were grandfathered into the CDL program.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Same as above. They learned about and were very open minded about the training.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

We have seen a 50% reduction in minor accidents and eliminated on the road accidents all together. Our minor accidents are mostly driver errors! Not looking in mirror while backing or misjudgment with the extended mirrors.

6. Would you recommend the SBSC training materials to other school districts?

Highly recommend using SBSC as a foundation for your driver training program.

**"An outstanding course"**

**"We have seen a 50% reduction in accidents and eliminated the road accidents altogether"**

# School Bus Safety Company Customer Testimonial

62

## Question

## Answer

Full Name

LeAnn Livingston

Title

Safety Coordinator

District/Company

Forest Lake Area Schools

E-mail

[llivingston@flaschools.org](mailto:llivingston@flaschools.org)

Phone Number

(651) 982-8193

Address

Street Address: 6100 N 210th St

City: Forest Lake

State / Province: MN

Postal / Zip Code: 55025

Country: United States

Which of our training courses are you using?

Driver Training Course; Special Needs

What is your overall opinion of the SBSC driver training materials?

It is current training info and easy for trainees to comprehend.

How do these training materials compare to the materials you were using before?

I was using old VHS tapes that took a long time to rewind and I had to take a lot of time explaining how things have changed in the past years.

What feedback have you had from your new drivers regarding these training materials?

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Yes, and the posters tie in well as a reminder of the training they just reviewed.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Would you recommend the SBSC training materials to other districts?

yes

"It is current training info and easy for trainees to comprehend"

# School Bus Safety Company Customer Testimonial

61

## Question

## Answer

Full Name

Dan Littlejohn

Title

Contract Manager

District/Company

Taylor Motors Inc.

E-mail

[danlittlejohn@wedeliverbest.com](mailto:danlittlejohn@wedeliverbest.com)

Phone Number

(843) 252-4741

Address

Street Address: 4026 Shell Point Rd  
City: Beaufort  
State / Province: SC  
Postal / Zip Code: 29906  
Country: United States

Which of our training courses are you using?

Driver Training Course

What is your overall opinion of the SBSC driver training materials?

I think that the Driver Training Course provides a fantastic structure from which we can tailor training efforts to meet all requirements in our area. We use this material not only for new driver training, but also for monthly in-service training.

How do these training materials compare to the materials you were using before?

The materials that we used before were very out-dated - so these materials are a breath of fresh air so to speak.

What feedback have you had from your new drivers regarding these training materials?

I've had zero negative feedback. While we do get a lot of positive feedback on our training program as a whole, none of it specifically cites these training materials.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Yes - we use these materials from time-to-time to present in-service training. The feedback is generally positive. The fact that they have not been bombarded with this training year after year avoids the "ho-hum here we go again" syndrome. Your materials are much more up-to-date and they don't yet have the lines memorized.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Our safety record was, and is, impeccable.

Would you recommend the SBSC training materials to other districts?

Yes, and I have.

**"I think that the driver training course provides a fantastic structure from which we can tailor training efforts to meet all requirements in our area."**



# School Bus Safety Company Customer Testimonial

60

## Question

## Answer

Full Name

Kevin Knuckles

Title

Drive Trainer / Road Supervisor

District/Company

Special School District of St. Louis County

E-mail

[KLKNuckles@ssdmo.org](mailto:KLKNuckles@ssdmo.org)

Phone Number

(314) 989-7129

Address

Street Address: 10022 Meeks Blvd.

City: Olivette

State / Province: MO

Postal / Zip Code: 63132

Country: United States

Which of our training courses are you using?

Driver Training Course; Special Needs; Bullying Prevention

What is your overall opinion of the SBSC driver training materials?

Overall I think the course is very good. I was surprised though that there is no module on loading/unloading of students on a gen. ed. bus and on a special needs bus. This is probably the most important element in terms of student safety and should be trained repetitively to ensure it is engraved in our drivers' minds.

How do these training materials compare to the materials you were using before?

They are a vast improvement over the curriculum I have used in the past.

What feedback have you had from your new drivers regarding these training materials?

A lot of information to grasp in the time spent on training. They do agree that the information is both important and well presented.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Somewhat, we need to incorporate more of the SBSC's course into our continuous improvement / safety meetings.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Would you recommend the SBSC training materials to other districts?

I would recommend the program.

**"They are a vast improvement over the curriculum I have used in the past"**  
**I would recommend the program."**

# School Bus Safety Company Customer Testimonial

59

## Question

## Answer

Full Name

Paul Dees

Title

Transportation Director

District/Company

Bushland ISD

E-mail

[paul.dees@bushlandisd.org](mailto:paul.dees@bushlandisd.org)

Phone Number

(806) 322-1173

Address

Street Address: PO Box 60

City: Bushland

State / Province: TX

Postal / Zip Code: 79012

Country: United States

Which of our training courses are you using?

Student Safety Programs

What is your overall opinion of the SBSC driver training materials?

How do these training materials compare to the materials you were using before?

What feedback have you had from your new drivers regarding these training materials?

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Would you recommend the SBSC training materials to other districts?

I would recommend the student safety videos to other districts. With cooperation from the principles it has raised our students awareness of the danger of being distracted around, or causing disturbances on the buses.

"I would recommend the student safety videos to other districts."

# School Bus Safety Company Customer Testimonial

58

## Question

## Answer

Full Name

Bonnie Pool

Title

Safety Road Supervisor/ Trainer

District/Company

Special School District Transportation

E-mail

[bpool@ssdmo.org](mailto:bpool@ssdmo.org)

Phone Number

(314) 989-7562

Address

Street Address: 12721 West Watson

City: Sunset Hills

State / Province: MO

Postal / Zip Code: 63127

Country: United States

Which of our training courses are you using?

Driver Training Course; Special Needs; Bullying Prevention

What is your overall opinion of the SBSC driver training materials?

The SBSC courses that we use for training are detail oriented. When you work with brand new employees just entering into the school bus industry, the materials help to establish and maintain good employees.

How do these training materials compare to the materials you were using before?

The course is structured to fulfill the needs for our training classes.

What feedback have you had from your new drivers regarding these training materials?

We use the course and we also add our own experiences when we train. Using the courses, instructional books, packets we make for them and going over the quiz helps them to remember most everything so they can apply it.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

We have used a couple of video's for Safety meetings. Over half of our veteran drivers and aides appreciate the refresher because they become complacent with their everyday functions. When they have watched the videos and then we went over the new training, they have said they found out new information or they may have forgotten the proper functions for their job. We have heard, "I didn't know that." That is always a plus to me. Even if there is only a couple of people that learned something new.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

I know that the SBSC's training materials can be valuable to all of our employees. We just need to have all of our employees to view and apply the lessons.

Would you recommend the SBSC training materials to other districts?

Yes. The courses will encourage employees to be observant by using the best safety practices they learn in training.

**"The materials help to establish and maintain good employees."**

**"Would you recommend – Yes"**

# School Bus Safety Company Customer Testimonial

57

## Question

## Answer

Full Name

Dwayne Thomas

Title

Transportation Supervisor

District/Company

Ahkwesahsne Mohawk Board of Education

E-mail

[dwayne.thomas@ambe.ca](mailto:dwayne.thomas@ambe.ca)

Phone Number

(613) 933-0409

Address

Street Address: 169 International Road  
City: Akwesasne  
State / Province: ON  
Postal / Zip Code: K6H5R7  
Country: Canada

Which of our training courses are you using?

Driver Training Course; Special Needs; Bullying Prevention

What is your overall opinion of the SBSC driver training materials?

I think the programs are awesome. They help with new drivers as well as refreshing my veteran drivers.

How do these training materials compare to the materials you were using before?

Much more detailed and advanced than what I was using before.

What feedback have you had from your new drivers regarding these training materials?

They love them! Informative and cool is what they say the most.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Great refreshers, they say all the time I forgot about that.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

About the same, but always good to be proactive.

Would you recommend the SBSC training materials to other districts?

I would certainly recommend them.

"I think the programs are awesome. They help with new drivers as well as refreshing my veteran drivers."

# School Bus Safety Company Customer Testimonial

56

## Question

## Answer

Full Name

Debbie Carter

Title

Certified Driver Trainer

District/Company

Lebanon R-3 Schools

E-mail

[dcarter@lebanon.k12.mo.us](mailto:dcarter@lebanon.k12.mo.us)

Phone Number

(417) 532-9371

Address

Street Address: 1020 Clark Ave  
City: Lebanon  
State / Province: MO  
Postal / Zip Code: 65536  
Country: United States

Which of our training courses are you using?

Driver Training Course; Special Needs; Bullying Prevention

What is your overall opinion of the SBSC driver training materials?

Loved the Bullying Prevention series, have not used the Special Needs the way it should be or the Driver Trainer Course. Have used about 1/2 of the series for training, but not all of it. I have liked what I have used of it.

How do these training materials compare to the materials you were using before?

I like the driver interaction, the quizzes that are offered with the disk, makes them pay attention.

What feedback have you had from your new drivers regarding these training materials?

They like it, really wouldn't know any different, just think that it is part of it.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Yes, most have liked it, some thought that some of the training was cheesy.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

I have had alot of positive feedback on the Bullying Prevention series. It really made them aware of the bullying issue. We have started using the Bullying Forms that came with the program.

Would you recommend the SBSC training materials to other districts?

Yes, Highly

"I have had a lot of positive feedback on the bullying prevention series .It really made them aware of the bullying issue."  
"Would you recommend – Yes, highly"



# School Bus Safety Company Customer Testimonial

55

## Question

## Answer

Full Name

Rodney Jorge

Title

Transportation Coordinator

District/Company

Tuscaloosa City Schools

E-mail

[rjorges@tusc.k12.al.us](mailto:rjorges@tusc.k12.al.us)

Phone Number

(205) 247-2400

Address

Street Address: 1302 James I. Harrison Parkway East

City: Tuscaloosa

State / Province: AL

Postal / Zip Code: 35405

Country: United States

Which of our training courses are you using?

Driver Training Course

What is your overall opinion of the SBSC driver training materials?

I think the course is excellent!

How do these training materials compare to the materials you were using before?

Before I got to this system they really did not use anything. They had some very old tapes and were not in use. I don't think the trainers liked to use them.

What feedback have you had from your new drivers regarding these training materials?

The new drivers really like them. I have trained and hired drivers from other systems that have come to Tuscaloosa City and they said the training program here (SBSC) is very good and they wished they would have had the training in their other system.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

I have shown Danger Zones to all drivers; most of the older drivers liked the training materials. some have expressed that we should show more of the training material at professional development classes and we will.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Actually I have. We have had only 2 collisions, as of 9/9/13 that I am aware of so far this year. Last year we had at least 5. But remember our school started on August 19th this year and last.

Would you recommend the SBSC training materials to other districts?

Yes without a doubt!

"I think the course is excellent."

"We have had only 2 collisions. Last year we had at least 5."

# School Bus Safety Company Customer Testimonial

54

## Question

## Answer

Full Name

UJ Fulton

Title

Safety /Training Coordinator

District/Company

Jefferson Parish Public School System

E-mail

[UJ.Fulton@jppss.k12.la.us](mailto:UJ.Fulton@jppss.k12.la.us)

Phone Number

(504) 349-7985

Address

Street Address: 4600 River Road

City: Marrero

State / Province: LA

Postal / Zip Code: 70072

Country: United States

Which of our training courses are you using?

Special Needs; Bullying Prevention

What is your overall opinion of the SBSC driver training materials?

I really enjoy teaching the Special Needs and Bullying courses. They did show a lot of information that is really good for the driver and the attendants to know.

How do these training materials compare to the materials you were using before?

It is much more information, that is up to date and very knowledgeable for the training classes.

What feedback have you had from your new drivers regarding these training materials?

They were very impressed with the Bully information, and the special Needs information really impressive. It made them aware of the laws that they have to comply to, that will make their job easier.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Most of the Veterans drivers, are not exposed to the new materials unless they are involved in and bus accident, then they have to be retrained. Are when they are involved in refresher courses.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Most of the Veterans drivers, are not exposed to the new materials unless they are involved in and bus accident, then they have to be retrained. Are when they are involved in refresher courses.

Would you recommend the SBSC training materials to other districts?

Oh yes I would I have recommended, your SBSC material to privately owned companies.

**"It is much more information that is up to date and very knowledgeable for the training classes."**

**"Drivers were very impressed."**

# School Bus Safety Company Customer Testimonial

53

## Question

## Answer

Full Name

Jeff Carr

Title

Transportation Director

District/Company

Sturgeon R-5 School District

E-mail

[jcarr@sturgeon.k12.mo.us](mailto:jcarr@sturgeon.k12.mo.us)

Phone Number

(573) 687-3519

Address

Street Address: 210 W Patton Street  
City: Sturgeon  
State / Province: MO  
Postal / Zip Code: 65284  
Country: United States

Which of our training courses are you using?

Driver Training Course

What is your overall opinion of the SBSC driver training materials?

A thorough program that is well laid out and easy to implement.

How do these training materials compare to the materials you were using before?

More organized and systematic.

What feedback have you had from your new drivers regarding these training materials?

Very in depth.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Very eye opening. Great reminder of how to be a safe driver.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

Drivers are more aware of unsafe behaviors and are changing their habits.

Would you recommend the SBSC training materials to other districts?

Yes

**"A thorough program that is well laid out and easy to implement."**

# School Bus Safety Company Customer Testimonial

52

## Question

## Answer

Full Name

Linda Ivko

Title

School Bus Driver Instructor

District/Company

Charles County Public Schools

E-mail

[livko@ccboe.com](mailto:livko@ccboe.com)

Phone Number

(301) 934-7262

Address

Street Address: 5980 Radio Station Rd, PO Box 2770

City: LaPlata

State / Province: MD

Postal / Zip Code: 20603

Country: United States

Which of our training courses are you using?

Driver Training Course; Special Needs; Bullying Prevention

What is your overall opinion of the SBSC driver training materials?

Comprehensive, easy to use, promotes good interaction with students, format is easy to follow for students, a good overview of all aspects of school bus driving that is easy to build upon with information and policies specific to our county and state.

How do these training materials compare to the materials you were using before?

More organized and concise. Provides good review material.

What feedback have you had from your new drivers regarding these training materials?

Most trainees enjoy the class. It is hard to compare with past trainees as they have not had the opportunity to sit through this program.

Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

A few of the sections have been incorporated into retraining or in service programs. Few have made comments that the information is well presented and clarified some of their misunderstandings.

Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

The first year, we did see a marked reduction in accidents. This year, accidents actually increased, but I do not believe it is has a direct correlation to the program, Driver carelessness in the school parking lot is a large contributing factor to the increase.

Would you recommend the SBSC training materials to other districts?

I have. Charles County was interviewed by United Educators to promote the program within its membership.

**"Comprehensive, easy to use, promotes good interaction with students"**



**Derrick J. Homesley**  
Acting, Director of Transportation

**Prince George's County Public Schools**  
**Department of Transportation**  
**Facilities Administration Building**

13300 Old Marlboro Pike • Upper Marlboro, Maryland 20772 • www.pgcps.org  
Telephone: 301-952-6570 • Fax: 301-952-6929

Ms. Janet Greer  
School Bus Safety Company, Inc.  
8157 Bavaria Drive, E  
Macedonia, OH 44056

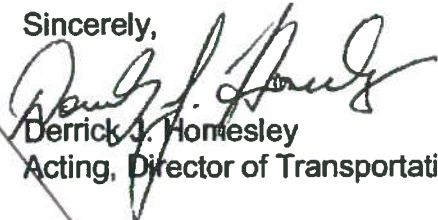
Dear Mr. Greer,

It has been sometime since I have contacted you. Hope all is well. I have been using the driver instructor course in the classroom since November 2010. I am very pleased with the program, and it has been very informative. New drivers, as well as, current drivers are very impressed with the program. This program has made them conscious of their inadequate habits and improved their abilities of performing the daily duties of being a bus driver to transport safely.

The 300:29:1 ratio and the Freedom from Risk, was such a great addition to our classroom training; this really makes them aware of their bad behaviors. I am now reviewing the Special Needs Course, and also, quite impressed. Through good and positive instructions and the Driver Instructor Course, when can make safer and professional drivers who transport our students daily.

Thank you for inventing such a great program.

Sincerely,

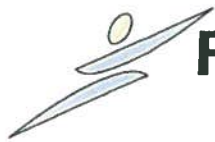


Derrick J. Homesley  
Acting, Director of Transportation

cc: Ms. Wilhemina Smith

"Thank you for inventing such a great program"





# Frederick County Public Schools

... to ensure all students an excellent education

## TRANSPORTATION DEPARTMENT

50

Kelly Turner  
The School Bus Safety Co.  
8157 Bavaria Pkwy.  
Macedonia, OH 44056

Dear Ms. Turner:

On behalf of Frederick County Public Schools, I wish to thank you for your valuable DVD collections. We have utilized your programs for a few years now.

The Driver Training Course is designed in an easy to follow format. There is time for group discussions as well as thought provoking questions throughout each DVD. This particular program is one of the most viewed programs in our Driver Training Department.

FCPS also purchased Transporting Students with Special Needs. This collection of DVDs is also very informative. Like the other DVDs, the format is easy to follow and there are opportunities to pick and choose various sections as needed. The workbooks also compliment the program well.

Most recently, FCPS purchased Bullying Prevention on the School Bus. This collection of DVDs has helped us tremendously in our efforts to restructure our Bullying Training Program. Again, thank you for a job well done!

I highly recommend your programs to any school transportation division. Thank you for the valuable learning tools you have provided.

Sincerely yours,

Linda Jenkins

Driver Trainer  
Frederick County Public Schools

"I highly recommend your programs to any school transportation division"

## School Bus Safety Company, NAPT Past-President Bluth Announce Partnership

WRITTEN BY RYAN GRAY

TUESDAY, 08 NOVEMBER 2011 08:41

[ShareThis](#)

[Bookmark this page](#)

[0 Comments and 0 Reactions](#)

Dr. Linda F. Bluth, the immediate past-president of the National Association for Pupil Transportation, is endorsing the suite of training modules created by the School Bus Safety Company (SBSC).



A company representative confirmed that Bluth, who is also a monitoring and quality assurance specialist with the Maryland State Department of Education (MSDE), will assist in marketing the four products. School Bus Safety Company provides interactive DVD and workbook courses on driver training, transporting students with disabilities, bullying prevention and, most recently, OSHA compliance. Bluth also will assist in on-site training as she is available.

Bluth said she is endorsing SBSC's training products because the best way to improve the quality and safety of student transportation is by providing better training for drivers and attendants via modern learning techniques.

"Having finished my term as president of NAPT, I plan to stay at the forefront of the school bus industry, where I can add the most value. I am excited by the quality and content of the programs created by SBSC," said Bluth in

a statement. "I want to make a difference in the appropriate and safe transportation of students, and partnering with SBSC is an excellent opportunity for me to do this."

Jeff Cassell, president of SBSC, said the training modules are now being used by six of the eight largest school bus contractors and by more than 690 school districts nationwide.

"Dr. Bluth is now available to train-the-trainers on how best to deliver these courses, or to train the drivers directly. The goal is outcome oriented. We need to improve the safe behaviors of the drivers and no one is better than Dr. Bluth to ensure this is achieved," he added.

Bluth has 47 years of experience as a special educator, including 32 years in special needs transportation. In addition to her work at MSDE, She interned at the U.S. Department of Education and has been a university professor, school system administrator and a policy specialist in the Maryland Governor's Office for Children Youth and Families.

School Bus Safety Company is one of six **NAPT Recommended Products**, which are approved by the association's board.

**"I am excited by the quality and content of the programs created by SBSC"**

[Like this? Tweet it to your followers!](#)

0  
tweets

[tweet](#)

49



FIND





## Superintendents, Business Officers and Risk Managers

### School Bus Driver Training and Accident Reduction

School Bus transportation involves high levels of risk. On average, each year, there are 16,000 school bus accidents resulting in 12,000 injuries to students. 400 students are seriously injured and there are 20 student fatalities on average, annually. These accidents almost always involve an unsafe driver behavior. Patterns of unsafe behavior and ignorance of the risks continue to occur despite good intentions.

School Bus transportation is clearly by far the safest means to transport students to and from school, but is it safe enough – what is an acceptable level of safety?

The School Bus Safety Company (SBSC) has created a new course of training that focuses on educating and training drivers in identifying and changing all unsafe behaviors. ***We support the efforts of the School Bus Safety Company and believe every school transportation operation can improve by using the Bus Driver Safety Course, the first recommended product of the National Association for Pupil Transportation.***<sup>1</sup> You can buy this course at a discount as a member of NAPT or the Public School Risk Institute.

Full compliance with your state recommended practices is the minimum standard. The Driver Safety Course takes accident prevention to a whole new level. The course focuses on identifying and changing driver's behaviors. We encourage you use this training to minimize driver error in your transportation operation. **If your district acts the same tomorrow as it does today, the results will be the same. Only by doing something different, better, will kids be safer.**

Please go to [www.schoolbussafetyco.com](http://www.schoolbussafetyco.com) for full details.

Thank you.

Lee Gaby, Executive Director

cc: Mr. Mike Martin, NAPT  
Mr. Jeff Cassell, School Bus Safety Company

**"We encourage you to use this training to minimize driver error in your transportation operation"**

---

<sup>1</sup> See [www.napt.org](http://www.napt.org)



47

OREGON DEPARTMENT OF EDUCATION  
Public Service Building, 255 Capitol Street NE, Salem, Oregon 97310  
Phone (503) 947-5600 • Fax (503) 378-5156 • www.ode.state.or.us

Mark Worley  
2412 Bunker Hill Rd S  
Salem, OR 97306

Dear Mark:

We have reviewed your request for classroom credit for the submitted training course and outline entitled "Driver Training Course" developed by School Bus Safety Company. We feel that this material would be beneficial for school bus drivers. An Oregon Department of Education Certified Core Instructor must be present during its presentation to address Oregon requirements and certify that ODE requirements have been met. For programs that require in the vehicle skills practice, a certified Oregon Department of Education Behind-the Wheel instructor must be present to address Oregon requirements.

We will allow 10 hours for this in-service. Training may be submitted in two hour blocks. Please post the class to their training records as follows:

Hours of Credit	Class	Type	Course Material
2.0	DDCV	DDC-4	Safety Basics LLC DDC Intersections
2.0	Misc III	Advanced Special Driving Conditions	ODE Requirements Check Your Brakes Pre & Post Trip (Practice Skills) Brakes
2.0	Misc VI	Advanced Reference Point Driving	ODE Requirements Mirror Adjustment & Reference Point Driving Safe Backing Backing
2.0	Misc VI	Advanced Reference Point Driving	ODE Requirements ODE BTW Instructor required Maneuvering and Reference Points (Practice Skills)
2.0	Misc II	Advanced Pupil Management	ODE Requirements Meet the Bus Safe Bus Stops Preparing Students to Learn

Thank you for your continued effort to enhance school bus driver education in Oregon. Please return a copy of this letter with a class roster, should you provide this class in the future. Feel free to call, if you have any questions.

Sincerely,

Craig Pruitt, Program Analyst  
Pupil Transportation & Fingerprinting  
Office of Finance & Administration  
(503) 947-5600

**"this material would be beneficial for school bus drivers"**





46

## OREGON DEPARTMENT OF EDUCATION

Public Service Building, 255 Capitol Street NE, Salem, Oregon 97310  
Phone (503) 947-5600 • Fax (503) 378-5156 • [www.ode.state.or.us](http://www.ode.state.or.us)

Mark Worley  
2412 Bunker Hill Rd S  
Salem, OR 97306

Dear Mark:

We have reviewed your request for classroom credit for the submitted training course and outline entitled "Driver Training Course" developed by School Bus Safety Company. The following sections of this material may be used to supplement the ODE Core material, but may not to be used to replace the Core Program. An Oregon Department of Education Certified Core Instructor must be present during its presentation to address Oregon requirements and certify the Core program content has been met.

We will allow approved classroom training credit as identified below. Please post the class to their training records as follows:

Hours of Credit	Class	Type	Course Material
1.0	Core I	Qualifications, Bus Construction Standards	ODE Requirements No supplemental material
2.0	Core II	Responsibilities and Regulations	ODE Requirements Pre-trip & Post Trip Inspections Safe Backing Railroad Crossings
2.5	Core III	Pupil Management	ODE Requirements Danger Zones Student Management
2.0	Core IV	Emergency and Accident Procedures	ODE Requirements Emergency Evacuations Post Accident Procedures

Thank you for your continued effort to enhance school bus driver education in Oregon. Please return a copy of this letter with a class roster, should you provide this class in the future. Feel free to call, if you have any questions.

Sincerely,

Craig Pruitt, Program Analyst  
Pupil Transportation & Fingerprinting  
Office of Finance & Administration  
(503) 947-5819  
[craig.pruitt@state.or.us](mailto:craig.pruitt@state.or.us)



September 2009

Jeff Cassell  
School Bus Safety Company  
8157 Bavaria Dr E.  
Macedonia, Ohio 44056

"This is an outstanding course"

Dear Jeff

**Driver Training Course**

I have had the opportunity to review the Driver Training Course in detail. This is an outstanding course that can be used to help every operation raise their safety practices and reduce their risk of incidents and liability. I have written numerous traditional driver training programs for school bus drivers and attendants, used in New York State and across the country, but never had the resources to create educational media of this caliber.

In fact, I have never seen school bus driver training materials of this quality and detail and I recommend their use to all districts, Head Starts and contractors. Whether they are looking for a comprehensive new driver training program, targeted retraining for drivers after accidents or formal or informal in-service training sessions, all the pieces are here, from understanding student behavior, to risk avoidance to proper use of reference points.

I agree that almost all accidents and incidents are the result of unsafe driving practices and poor understanding of student behavior. This course identifies and changes these unsafe behaviors and decisions. Course #5 Safety Basics and #6 LLLC Defensive driving are outstanding in themselves and these will help establish a safety culture wherever they are used.

For training to be successful, the trainees first need to absorb and understand the content. The drivers then need to continually practice the safe way to drive under every scenario every day. In this course, the DVD's supported by the written materials, posters and practice will provide the highest level of learning and will change behaviors. The driver's involvement with thought provoking questions, quizzes and discussions is very well presented throughout the course.

Multiple professional actors, animation examples and real life situations dedicated to school bussing make this an outstanding Driver Training Course. Drivers in Minnesota who have become jaded by 20-year old videos showing kids in bell-bottoms, ancient buses and palm trees in the background accompanied by relentless talking heads will be pleasantly surprised by the focused material, well-presented with graphics and action that directly support the topic.

The classroom portion of the program first grabs your attention because of its unparalleled use of educational media, but the step-by-step behind the wheel training that is a part of this program is just as valuable. The 30-hour schedule of classroom and behind-the-wheel training creates an integrated training experience for new drivers. I believe that this fills an important

gap in our industry where behind-the-wheel training often stops after a driver receives their CDL, a very low standard indeed.

I have been “doing safety” since 1985 when I developed a Regional Safety Program for our New York State Education Department. I have also founded two non-profit organizations dedicated to safe student travel. I founded the Pupil Transportation Safety Institute (PTSI) in Syracuse, New York in 1990 and served as its Executive Director through 2004. During those years, I grew PTSI into a national organization serving the pupil transportation community. While *Safety Rules!* does not aspire to be an organization with a large staff, it does aspire to have a significant impact on the safety of school travel. I believe your course is a vital tool for school districts, Head Starts and school bus contractors to meet this goal.

While this is a tough financial time for everyone, the cost of the program can be offset by a single accident avoided.



Ted Finlayson-Schueler, President

Safety Rules  
118 Shirley Road  
Syracuse, NY 13224  
315 446 6333



Dr. John D. Barge, State School Superintendent

Dear Transportation Director:

During the 2010 Georgia Association For Pupil Transportation Conference, the Risk Management Division of the Georgia School Boards Association provided their members a Driver Training Course consisting of fifteen DVDs from the School Bus Safety Company. Due to the accidents we have experienced within our state during the loading and unloading process, the School Bus Safety Company has agreed to provide a copy of the "Danger Zones" DVD for the Georgia School Boards Association to provide for your local school system. We appreciate this partnership and know that it can enhance your training program.

This DVD can supplement your Model Training Unit 6, which is our Loading and Unloading Unit. With the assistance of the Georgia Schools Boards Association, the School Bus Safety Company, the Georgia Association For Pupil Transportation and the Georgia Department of Education we can all work together to "Save the Life of a Child" within our state. Please take the time to review this DVD with your Certified Instructor Trainer(s) and decide how it can supplement your current training program.

Sincerely,

A handwritten signature in black ink, reading "T. Carlton Allen".

T. Carlton Allen  
Director  
Office of Pupil Transportation

**"Know that it can enhance your training program"**

*"Making Education Work for All Georgians"*

**PETERMANN**  
Safety One Person at a Time  
8041 Hosbrook Road  
Cincinnati, Ohio 45236  
513-322-8705

**Keith W. Harms**  
Safety Director

Jeffrey Cassell  
School Bus Safety Company  
8157 Bavaria Dr E  
Macedonia, Ohio 44056

Dear Jeff,

As you know, we provided your Driver Training Course to all the Petermann locations back in early 2009. Our operations love this course. It is of the highest quality and certainly maintains the interest of our drivers.

It is easy to say that our new and veteran drivers are impressed by this detailed and professional training. But more importantly, it is our trainers who are impressed and have come to rely on it as an indispensable tool. The messages are current, well delivered and are "on point" for everything they do, every day in safely transporting the students to and from school.

With this economy, we have less need to train new drivers. We have been using the programs for on-going driver development (in-service training) and post accident retraining. You have literally, many years worth of safety meeting topics without repeating content!

The results have been excellent, our accident rate has significantly been reduced for the second year in a row and we know the use of this course has played a big role in achieving this. And of course we feel our driver and trainer skills are second to none.

The course has been helpful in winning new contracts as we can show the districts how committed we are to safety by showing them the quality of the training we use for our drivers. Petermann is safety focused. This is the best training available for our drivers. We all know that the driver holds the key to the safety of the kids and only by providing the best training can you meet the goal of keeping the kids safe.

I have no hesitation in recommending this course to everyone involved in transporting students.

Sincerely,



Keith W. Harms  
Safety Director  
Petermann Ltd  
513-322-8705

"Our accident rate has significantly been reduced for the second year in a row"



## Student Transportation of Canada

41

Kelly Turner  
School Bus Safety Company  
8157 Bavaria Dr E  
Macedonia, OH 44056

Dear Sirs

### Driver Training Course

We have been using the Driver Training Course and found it very useful in the training of new bus drivers at Student Transportation of Canada Inc. The course is very detailed and will aid us in establishing safe driver behavior. The course is engaging, informative and very professional done.

We have also introduced the program to our existing drivers to help them in the recertification process and we were very pleased at their response, they found the videos and worksheets very beneficial and mentioned that it was nice to see up to date information.

We would be willing to give you feed back from some of our drivers if you would like.

The Driver Training Course has been a positive addition to Student Transportation of Canada Inc and has helped us update an again training tape library. It allows us to use current materials that focus on the issues that are important today.

We commend you on your efforts to make the Driver Training Course available to all school boards.

We also agree with your motto, "Making Kids Safer." This is something that we all should want to achieve.

Sincerely,

**"The course is engaging, informative and very professional done."**

Cyndy Wardrope  
Regional Director of Safety & Training  
Student Transportation of Canada Inc.  
Tel 705 721 2627



Hi Kelly,

You know we are a fan of the SBSC training products. We have integrated both the driver training program and the special needs training program into our company program. The videos are current and relevant and I think more than anything, relevancy goes a long way in training. If a trainee cannot see the objective or purpose, chances are they will forget and ultimately not produce, what you would expect in a driver. However, the up-to-date content that comes with the SBSC products ensures that we receive well-trained drivers, committed to delivering excellence and safety in all aspects of their jobs.

Furthermore, we have also become a signing authority which enables us to administer driving examinations on site and issue bus licenses upon successful completion of our training program and the final written and road tests. I have no doubt that the SBSC products assisted us in achieving this certification.

Regards,

**"We are a fan of the SBSC training products"**

Mark

Mark Begg, Manager

Delaney Bus Lines Limited



196 Scotland Road ■ Newbury, MA 01951

T 978.462.6433 F 978.462.4198

E [Salters@saltertrans.com](mailto:Salters@saltertrans.com)

Mr. Jeff Cassell

The School Bus Safety Company

8157 Bavaria Dr E  
Macedonia, Ohio 44056

**RE: Driver Training Course**

Dear Jeff,

We have been using the Driver Training Course for some months now and we all agree here at Salter Transportation that this is truly an outstanding course. The course focuses on changing driver behaviors. We have no doubt that this course will produce a safer school bus driver.

Further, the new driver trainees loved the training and all agreed that this is the best they have ever received. The course provoked engaging classroom discussion, provided the all necessary information to develop a first class school bus driver and is a very professional developed course. We will be also be utilizing this course to enhance are ongoing training efforts for our existing "experienced" drivers.

I have no reservation at all, in recommending this course to anyone who operates school buses. I have been in the school bus business for over 30 years and this is the best training course I have ever come across. Without any question, there is nothing else available on the market that is even close to this!

Your motto is "Making Kids Safer." For any professional transportation provider who cares "America's Future" using this course will help them achieve this.

Sincerely,

A handwritten signature in black ink that reads "Steve".

Stephen O. Gadd  
President

**"This is truly an outstanding course"**

## **Fleet Ops Consulting, LLC**

7200 Serpentine Drive  
Orchard Park, N.Y. 14127-3832  
Robert T. Pudlewski, Sole Member

### **To; The School Bus Safety Company**

Over the years I have enjoyed a most satisfactory relationship with your Company to our mutual professional benefit.

Every once in a while, however, your ingenious and inventive staff does something outstanding that is above customer expectations. Such was the case recently when your organization produced and presented me for review, the finished version of "School Bus Driver Training Course".

I have just recently finished reviewing in detail the new SBD training course, this cost effective professional training program offers its trainer measurable performance standards and provides the trainee with ease of learning thru its use of DVD's and clever animation. I have no doubt that anyone using this 15 step program will have a well trained professional school bus driver providing a safer environment on, and around the school bus.

Please accept my congratulations and my sincere appreciation for the development of a high quality and low cost driver training program, definitely anticipating the needs of our industry.

Sincerely Yours,



**"outstanding that is above customer expectations"**

NORTHWEST LOCAL SCHOOL DISTRICT  
TRANSPORTATION DEPARTMENT

Raymond Gesaman, Transportation Coordinator  
2309 Locust St, SE Canal Fulton, Ohio 44614 Phone: 330-854-3301 Fax: 330-854-6758

Dear School Bus Safety Company:

I am very pleased to have received the *Driver Training Course*. The Trainer's Guide and DVD set are exceptional for training competent and qualified staff. The course follows a logical sequence of events and while not State specific, it allows the trainer a reference point to facilitate training and discussions applicable State Laws and local policies and procedures. The Behind-The-Wheel guide will insure district On-Board Instructors are meeting the needs of their trainees. The performance standards serve as a self-evaluation for both trainer and trainee while easy to understand illustrations for maneuverability provide an added visual for the adult learner.

The curriculum will also provide our district with materials to be used for on-going training of our veteran staff with a focus of maintaining safety for our children. The posters are an excellent resource that can be used in the garage to remind drivers of key safety issues.

Sincerely,

Raymond W. Gesaman  
NW Local Schools

"exceptional"



36

## PARK CITY

SCHOOL DISTRICT

## EDUCATIONAL EXCELLENCE

2700 KEARNS BOULEVARD  
PARK CITY, UTAH 84060

435/645-5600  
435/645-5609 FAX

Jeffrey Cassell  
President  
School Bus Safety Company  
8157 Bavaria Dr E  
Macedonia, OH 44056

Dear Mr. Cassell,

### Transporting Students with Special Needs

We have had the pleasure of reviewing the new driver training course and confirm this is a high quality product that will greatly improve the professional service provided by our drivers.

The course has been well thought out and put together and is a great improvement over previous materials and will be a great tool for every school district that works with special needs students.

I think it is important that ALL bus drivers and aids that transport students with special needs get this valuable information.

We will be using the course with all our special needs drivers and I have no hesitation in recommending its use to all other school districts.

Sincerely,

*Richard Eddington*

Richard Eddington  
Driver Instructor  
Park City School District  
435 645 5660

"no hesitation in recommending its use to all other school districts"



Jeff Cassell  
School Bus Safety Company  
8157 Bavaria Dr E.  
Macedonia, Ohio 44056

Dear Jeff

**Driver Training Course**

Thank you for allowing me to review the Driver Training Course. As a former Director of Transportation with over 40 years of experience in the industry; I can state that this is an outstanding course that will benefit every school district using this course to train their drivers.

The quality and content will maintain the driver's interest and they will now understand which behaviors lead to accidents and how to avoid them. We all know that almost all accidents are the result of unsafe driving practices and the course identifies and helps change these unsafe behaviors. The techniques taught in Course #5 Safety Basics and #6 LLLC Defensive driving can be used in all driving practices to operate the bus safer.

The best part is that the course is a complete package of materials; they are new, up to date and apply directly to the operation of a school bus. As I watched the 15 DVD's and followed through with the trainers guide and the study guide, I find it is excellent how well all these relate together to continually deliver the required message of how to safely operate a school bus. I do not know of any current school bus driver training programs that are as up to date as this program and also possessing these high quality instructional materials.

The school bus driver is by far the most important factor in safely operating a school bus. We owe it to them to provide the best possible training and your course definitely does this. By using a number of professional actors, using animation examples and real life situations dedicated to school bussing, the whole course is directly on point to our industry.

Congratulations, I hope to see this as the industry standard as more and more school districts experience success from using the course. I am pleased to recommend this school bus driver program because I feel it is the best and the most comprehensive that I have seen. Feel free to use me as a reference.

Ed Donn  
Industry Consultant to:  
247Security Inc.  
(404-606-2970)  
[edd@247securityinc.com]

**"this is an outstanding course"**

Jeff Cassell  
School Bus Safety Company  
8157 Bavaria parkway  
Macedonia Ohio 44057

Dear Jeff

We purchased the Driver Training Course and are very pleased with both the quality and content of the course. It has been an excellent addition to our training program.

We have looked for such a course for some time. This is the only comprehensive course that we have been able to find that focuses on changing driver behaviors to avoid unsafe acts.

Our drivers welcome these new programs and agree that they have learned new techniques to reduce unsafe behaviors and transport students in a safer manner.

We highly recommend using this course to all school districts.

*Jim Taylor*

Jim Taylor  
Tulsa Public schools  
1815 N. 77<sup>th</sup> East A  
Tulsa, Oklahoma 74115  
918 833 8100

"We highly recommend using this course to all other school districts"

Driver Training Course  
Lake Schools, Florida

I am the Driver Trainer for Lake County School District. We use your training videos in all of our classes with new operators and we use them during our In-service classes with our veteran operators. I have heard nothing but good talk about these videos. I really enjoy them you learn a lot of things from them. Thanks

DEBBIE MCCALL  
DRIVER TRAINER  
352-728-2561

[MCCALLD@LAKE.K12.FL.US](mailto:MCCALLD@LAKE.K12.FL.US)

"I have heard nothing but good talk about these videos"



Under Florida's "Public Records" law, absent a specific exclusion, written communications to or from Lake School District employees are considered public records. E-mail communication with this correspondent may be subject to public and media disclosure upon request.

**From:** Deborah Ryan [mailto:dryan@krapfbus.com]  
**Sent:** Thursday, March 04, 2010 9:15 AM  
**To:** Jeff Cassell  
**Cc:** Patrick Runyen  
**Subject:** RE: Driver Training Course

*Good Morning Jeff,*

*I'm sorry I haven't gotten back to you sooner. I have no problem answering your questions. We at Krapfs' are very happy with the course , not only have we incorporated it into our training program, but we have used parts of the program for Safety Meetings. The driving work force both new and old are impressed with the material, the graphics and actors holds their interest. I do believe it is still to soon to actually see a reduction of the accident rate, but I'm confident that within the next year there will be a noticeable change as long as the drivers implement the material that was taught to them. I would not have any difficulty recommending this course to other bus contractors or districts, it is probably the best I've see to date. That all being said, I guess that you can gather that Krapfs' is very satisfied with the material and your company.*

*Please keep me informed with any new material that you produce.*

*Thank you,*

*Deborah L. Ryan  
Krapf School Bus  
Safety Officer  
Phone 610-942-2924 Ext. 111  
Fax 610-942-2545  
Cell 484-459-6871*

**"Krapfs is very satisfied with the materials and your company"**

## Testimonial from Escambia County Schools – Pensacola, Florida



Dear Mr Cassell,

We have been using the Driver Training Course DVD's since the first of June '09. We have found them to be very user friendly and very informative to the new and experienced bus operators. Enough information is given to open concerns and questions and to stimulate wanting to know more regarding operating a school bus.

We are very pleased with the Course and recommend it highly.

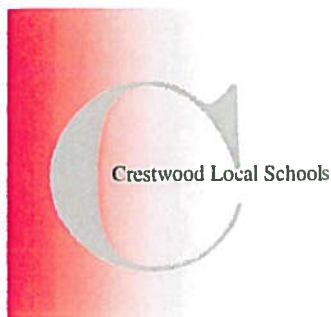
Sincerely,

**Joyce Furber**

Training and Safety Manager  
Ride Safely, Ride Smartly, Ride Yellow: Escambia Yellow  
Office (850) 469-5328  
Fax (850) 469-5661  
[jfurber@escambia.k12.fl.us](mailto:jfurber@escambia.k12.fl.us)

**"We are very pleased with the course and recommend it highly"**





Crestwood Local Schools

Joseph J. Iacano,  
Superintendent  
(330)274-8511

Tara L. Reid,  
Executive Secretary  
(330)274-8511

Carol F. Corbett,  
Treasurer  
(330)274-8311

Gregg Reink,  
Director of Business Services  
(330)274-8511

William B. Andexler,  
Transportation Manager  
(330)274-2776

**Board of Education**

Martha A. Phillips  
President

David V. Cline  
Vice President

David A. Becker

Norman E. Erickson

Kenneth W. Justus

4565 West Prospect Street  
Mantua, Ohio 44255

Facsimile: 330. 274. 3710

[www.crestwood.sparcc.org](http://www.crestwood.sparcc.org)

To Jeff Cassel  
VP, School District Operations  
School Bus Safety Company

I have just purchased a copy of the newly available Driver Training Course, having first reviewed it in detail. The course is professionally created, very thorough and of excellent quality. We have needed a course such as this for many years and have no doubt it will be a great benefit in our district. I highly recommend the course to other districts.

**"I highly recommend the course to other districts"**

Sincerely,

William B. Andexler  
Transportation Manager  
Crestwood Local Schools  
330.274.2776 office  
330.274.3706 fax

cc: Gregg Reink, Director of Business Services  
Crestwood Local Schools

The School Bus Safety Company  
8157 Bavaria Dr E  
Macedonia  
Ohio 44056

Dear Sirs

Driver Training Course

We have been using the Driver Training Course and found it very useful in the training of new bus drivers coming into our school system. The course is very detailed and will aid us in establishing safe driver behavior. The course is engaging, informative and very professional done.

We shortly will be presenting the course to our existing drivers to help them in the recertification process. We hope to be able to provide you with their feedback once received.

The Driver Training Course has been a positive addition and has helped us update an again training tape library. It allows us to use current materials that focus on the issues that are important today.

We commend you on your efforts to make the Driver Training Course available to all school districts.

We also agree with your motto, "Making Kids Safer." This is something that we all should want to achieve.

Sincerely,

**"The course is engaging, informative and very professional done"**

Roger D. Dempsey  
Transportation Training Coordinator  
Columbus City schools  
630 Cleveland Avenue  
Columbus, OH 43215  
(614) 365-6609

Hi Kelly

Our district owns all three of the driver training series and I love them. We just purchased the bullying program and I am so excited to use it this next year. I have been so happy with the knowledge that my drivers have obtained from the first two series. I know that my drivers will be learning great information with the bullying set. Our insurance carrier just made 4 of the segments of the original series available to the districts in our area. When I went to look at them to see if I could use them, I realized that I already have the 15 disc set and use them with all of my drivers.

All of the drivers are learning new things, those that have been here 1 year and those that have been here more than 20 years.

Thanks for putting all the information in one place for us to use.

Virginia Preston  
Supervisor of Safety and Training  
Transportation  
Clover Park School District  
(253) 583-5495

**"Our district owns all three of the driver training series and I love them"**

**From:** Cassie Akina [<mailto:Cakina@akinatours.com>]  
**Sent:** Tuesday, August 02, 2011 9:26 PM  
**To:** Jeff Cassell  
**Cc:** Cassie Akina  
**Subject:** RE: Attn: Jeff Cassell

Aloha Jeff,

Thank you for your email. It was a hectic week last week.

As I mentioned in our phone conversation, we were all very pleased with the promptness of your service and the quality of the Driver Training Course. The videos were very informative and entertaining. The videos were not boring and kept everyone's attention. The trainer manual that you provided along with the videos were easy to follow and very informative. Our drivers mentioned, they especially enjoyed the practice skills in conjunction with the videos. It allowed them to get out of their seats and practice what they just learned. Some of our drivers that have been driving for many years here and in other locations across the United States mentioned they never knew some of the things that were taught in the videos and they plan to use the new techniques.

Thank you for your commitment to safety and for providing such a wonderful training tool. As operators it's important for us to have the necessary tools to train our driver so they can be the best that they can be. We believe in Safety and would recommend your training course to anyone.

I will forward you the comments from our drivers soon.

Mahalo nui loa,

"would recommend your training course to anyone"

Cassie Akina-Ancog  
General Manager  
Akina Aloha Tours  
P: 808 879-2828  
F: 808 879-0524  
Email: [cakina@akinatours.com](mailto:cakina@akinatours.com)  
Website: [www.akinatours.com](http://www.akinatours.com)  
PUC No.: AAT: 4562-C & ABS: 4064-C

Kelly,

We had an in-house program before we became your client. When we received the DVD's and the booklets, we realized that the information to be shared was much more consistent with the expectations of our audience, so graphic, audio and visuals were professional and they said so much more than our in-house training and we're good! We married the concepts and use the School Safety program as the centerpiece-we go on the road from here. So often you hear something but it's value increases greatly when its married to watching someone else perform and then applying yourself. The handbook provides the employee/trainee with a record of progress and it sure helps us to define what we said and when we said it especially in terms of what we covered in the training. In this world of ours, we often have to go back to "when was that covered"? With the lesson plan and action steps we feel that we have offered our people a step into professional attitude, disposition and action.

Hope this helps, Jack

*John (Jack) T. Coxen*  
Supervisor of Transportation  
Brewster Central School District  
40 Farm to Market Road  
Brewster, NY 10509  
845 279-4700 (ext 5013) - new!  
845 849-5257 (C)  
845 279-3458 (Fx)  
[jcoxen@brewsterschools.org](mailto:jcoxen@brewsterschools.org)

"so much more than our in-house training"



Hi Kelly,

I am happy to share with you the impact the Driver Training Course has had on the drivers in our District. We are small, and yet dedicated to safety as surely your group must be to design such professional and strong materials to teach about driver training, special needs, and bullying.

Many times when I would design a lecture or even an activity to get results, the session would digress into everyone telling stories or just a gripe session. These meetings often would get loud as drivers attempted to get in what they wanted to say. I even used a talking school bus so that only the person holding the bus could talk. This was helpful, but nothing compared to the effect of the Driver Training Course.

My group of 18 to 20 people sit quietly and listen intently to the productions in the Driver Training Course. They pay attention and volunteer to answer questions, offer insight, and experience. I compare the effect to the use of Buster with the children. They hear what the Driver Training Course is teaching when they only tune me out. Your work is astounding and impactful.

In training a new driver using the Driver Training Course, I found him in my office uninvited asking for the next module. He was intent on learning and was greatly inspired by the Driver Training Course.

I hope you continue to develop new and wonderful products to keep us on the cutting edge of the industry.

If we don't do it safely, we shouldn't do it at all.

Dawn Coffin

--

***Dawn Coffin***

*Director of Transportation*

*RSU #37/MSAD #37*

*1020 Sacarap Road*

*Harrington, Maine 04643*

*207 483-2734 office*

*207 483-6051 fax*

**"Your work is outstanding and impactful"**



24

**PARK CITY**

E D U C A T I O N A L   E X C E L L E N C E

SCHOOL DISTRICT

2700 KEARNS BOULEVARD  
PARK CITY, UTAH 84060

435/645-5600  
435/645-5609 FAX

Jeffrey Cassell  
President  
School Bus Safety Company  
8157 Bavaria Dr E  
Macedonia, OH 44056

Dear Mr. Cassell,

### Transporting Students with Special Needs

We have had the pleasure of reviewing the new driver training course and confirm this is a high quality product that will greatly improve the professional service provided by our drivers.

The course has been well thought out and put together and is a great improvement over previous materials and will be a great tool for every school district that works with special needs students.

I think it is important that ALL bus drivers and aids that transport students with special needs get this valuable information.

We will be using the course with all our special needs drivers and I have no hesitation in recommending its use to all other school districts.

Sincerely,

Richard Eddington  
Driver Instructor  
Park City School District  
435 645 5660

"I have no hesitation in recommending its use to all other school districts"

E Mail to Jeff Cassell

Aloha Jeff,

I just wanted to say "Mahalo" for sending the disc #5. I received yesterday and I appreciate you sending it to us as no additional cost.

The following comments were given to us by our drivers when we asked them to comment on our Annual School Bus Driver Class that was held on July 11 and July 13, 2011. We had approximately 28 driver attend our course about half of the drivers wrote comments.

1. DVD's were excellent!
2. The info presented this year was more thorough than it was in the past. I think that it was a good idea to do a full EVACUATION DRILL on the bus so that we are aware of all the possibilities to safely evacuate the school bus.
3. The class was informative and fun!
4. Everything was good.
5. The program was very informative. The DVD's and practical skills touched on every condition there is. The staff did a great job.
6. The videos were informative and not overly boring. The information was accurate while not being overwhelming. I also enjoyed the activities.
7. Thank you Akina's for this great experience. The class for two days was very knowledge. I loved the hands on, the teamwork.
8. I needed the class to improve my driving this next year. I enjoyed the class very much. Very informative. The meals and snacks were AWESOME!
9. I learned a lot of new ideas on how to approach students. Looking forward to a productive year.
10. The classes were very good, information on the videos were better.
11. I really think that the class has been very informative and well throughout. It was extremely marvelous. Mahalo to everyone for sharing your mana'o (means knowledge in Hawaiian).
12. My evaluation on a 1-10 scale is a 10. It was good learning skills and it refreshed out minds.

Please feel free to call upon me should you ever need a recommendation. If you have updated information and/or DVD's pls. keep us in mind.

Mahalo,

Cassie Akina-Ancog  
General Manager  
Akina Aloha Tours  
P: 808 879-2828  
F: 808 879-0524  
Email: [cakina@akinatours.com](mailto:cakina@akinatours.com)  
Website: [www.akinatours.com](http://www.akinatours.com)  
PUC No.: AAT: 4562-C & ABS: 4064-C

**" My evaluation on a 1-10 scale is a 10"**

## *Safety Consulting Group*

Office: 207-326-4871  
Cell: 207-266-0737

209 Perkins Street  
P.O. Box 874  
Castine, ME 04421

I have had the privilege of reviewing in detail the new School Bus Driver training course created by The School Bus Safety Company.

This is a great program delivered in the most professional and integrated manner possible. The programs all tie together and the animation examples included in the DVDs enormously add to the learning process. The course includes performance standards to assist the trainer and trainee in knowing exactly when the required standards have been achieved.

There is no doubt the use of this program will provide a safer, more professional driver.

**"This is a great program"**

Bette Norris, Consultant

Bette Norris has been involved in School Busing 38 years, forming her own consulting company several years ago. She has held a school bus license since 1971, and became a state certified driver trainer in Massachusetts. Her experience in school busing has included director of a school district, assistant manager for 600 buses, and Safety Director for 2,000 buses. Over the years she has made safety presentations to all levels of secondary education, from day care centers and PTAs, as well as NSTA conventions. She became a certified trainer in several human resource motivational and leadership programs, as well as a certified instructor in the Smith System Defensive Driving course.

Bette served in safety positions in several states for Laidlaw Education Services, prior to becoming their Vice President of Safety. In this latter position she was responsible for safety practices in 35 states and 5 Canadian provinces. Bette received a Golden Merit Award from the National School Transportation Association, and has been a member of the National Safety Council.

## Comments from Dr. Linda F. Bluth

The School Bus Safety Company (SBSC) announced that they have just entered into a partnership with Dr. Linda F. Bluth. Dr. Bluth is the past-president, National Association for Pupil Transportation (NAPT), as well as the recipient of the NAPT Distinguished Service Award (2000).

Dr. Bluth has 47 years of experience as a special educator including 32 years in special needs transportation. Her experience includes an internship at the United States Department of Education (USDE) and as a university professor, school system administrator, and policy specialist in the Maryland Governor's Office for Children Youth and Families.

"Having finished my term as president of NAPT, I plan to stay at the forefront of the school bus industry, where I can add the most value. I am excited by the quality and content of the programs created by SBSC," said Dr. Bluth. "I want to make a difference in the appropriate and safe transportation of students and partnering with SBSC is an excellent opportunity for me to do this."

"The best way to improve the quality and safety of student transportation is to provide better training to the drivers and attendants. This is the key to progress and this is where I want to focus."

"The training courses created by SBSC are exemplary and highly recognized for enhancing safety in the student transportation business. These modern programs are refreshingly new, engaging, custom designed to school buses and, most importantly, effective," said Dr. Bluth. "This is why I am endorsing these programs and will be working with SBSC to *Make The Kids Safer*."

SBSC has four training courses:

- |   |  |
|---|--|
| 1. <i>The Driver Training Course</i>            | 2. <i>Transporting Students with Special Needs</i> |
| 3. <i>Bullying Prevention on the School Bus</i> | 4. <i>The OSHA Compliance Toolkit</i>              |

The courses ensure that drivers are prepared to provide the safest, most efficient service possible. They focus on the drivers and make a real difference in their daily performance decision-making.

"Six of the eight largest contractors and more than 690 school districts now use our training programs," said Jeff Cassell, president of SBSC. "Dr. Bluth is now available to train-the-trainers on how best to deliver these courses, or to train the drivers directly. The goal is outcome oriented. We need to improve the safe behaviors of the drivers and no one is better than Dr. Bluth to ensure this is achieved," said Cassell.

**"The training courses created by SBSC are exemplary"**



September 2009

The School Bus Safety Company  
8157 Bavaria Dr E  
Macedonia  
Ohio 44056

Dear Sirs

Driver Training Course

We have been using the Driver Training Course and we agree this is an outstanding Course, we love it. The course goes into great detail and focuses on changing driver behaviors and we have no doubt this will produce a safer driver.

Further, the drivers love the training and agree that this is the best they have ever received. The course is engaging, informative and very professional.

There are a couple of little things that we do different in our state such as closing the door while crossing the railroad tracks but I just let the drivers know after watching the video

I have no hesitation in recommending this course to all school bus operators – there is nothing else available even close to this.

Your motto is "Making Kids safer" Using this course will certainly achieve this.

Virginia Preston  
Supervisor of Training and Safety  
Transportation  
Clover Park School District  
10903 Gravelly Lake Drive W  
Lakewood WA 98499  
(253) 583-5494

**"I have no hesitation in recommending this course to all school bus operators-there is nothing else available even close to this"**

This Course has been a great help to us in getting all our bus paras and drivers on the same page. It is a great training course.

Thank you,

Jerry Bowman  
Laramie County School District #2  
Transportation Coordinator  
Phone (307)245-4170  
Cell (307)631-8659  
Fax(307)547-3429

**"it is a great training course"**



Twitter LinkedIn Facebook RSS YouTube Digital Magazine Advertise

Home Videos School Bus Safety Bus Maintenance Green School Bus Special Needs Management/Training Regulations Products Contractors  
News Forums Photo Gallery Research White Papers Web Seminars Web Folls Blogs Article Archives Calendar Associations

Classifieds November 2011 | Comments (0) | Post a comment

## Linda Bluth partners with School Bus Safety Co.

SHARING TOOLS | Email Print RSS

SHARE



Linda Bluth, who just finished her term as president of the National Association for Pupil Transportation, is now available to train drivers and trainers on School Bus Safety Co.'s courses.

with SBSC is an excellent opportunity for me to do this."

Bluth said that she is endorsing SBSC's training programs, which include the Driver Training Course, Transporting Students with Special Needs, Bullying Prevention on the School Bus and the OSHA Compliance Toolkit.

"The best way to improve the quality and safety of student transportation is to provide better training to the drivers and attendants," she said. "The training courses created by SBSC are exemplary and highly recognized for enhancing safety in the student transportation business. These modern programs are refreshingly new, engaging, custom designed to school buses and, most importantly, effective."

SBSC President Jeff Cassell said that Bluth is now available to train trainers on how best to deliver the courses — or to train drivers directly.

"The goal is outcome oriented," Cassell said. "We need to improve the safe behaviors of the drivers, and no one is better than Dr. Bluth to ensure this is achieved."

For more information, go to [www.schoolbussafetyco.com](http://www.schoolbussafetyco.com)

The School Bus Safety Co. (SBSC) has entered into a partnership with Dr. Linda Bluth, who just concluded her term as president of the National Association for Pupil Transportation (NAPT).

Bluth has 47 years of experience as a special educator, including 32 years in special-needs transportation. Her experience includes serving as a university professor, a school system administrator and a policy specialist in the Maryland Governor's Office for Children, Youth and Families.

"Having finished my term as president of NAPT, I plan to stay at the forefront of the school bus industry, where I can add the most value," Bluth said. "I am excited by the quality and content of the programs created by SBSC. I want to make a difference in the appropriate and safe transportation of students, and partnering

### Premium Member

Get bus sales numbers, transportation statistics, industry survey results and more. Become a Premium Member Today!

LOG IN

REGISTER NOW



### Newsletter

Get breaking news, industry updates, product announcements and more.

Enter e-mail address here

SIGN UP

Get the wireless lifting power you need without getting tied down.

CLICK HERE... No strings attached

[www.rotarylif.com](http://www.rotarylif.com)

### Most Popular

Viewed Commented Emailed

- 4 tips for defusing difficult people
- 9-year-old throws asphalt at bus, chair at deputy
- Bus security DVD sent to nation's school districts
- Deer crashes into school bus windshield
- REMINDER: SBF to spotlight school bus heroes

POST A COMMENT

Read more about:

**"The training courses created by SBSC are exemplary"**

[Request More Info about this product/service/company](#)

### Related Stories



Camera system captures illegal bus passing incidents



REMINDER: SBF to spotlight school bus heroes

Atlantic Express expands use of GreenRoad technology

NSTA, Zonar sponsor \$50K fleet equipment grant

SEFAC appoints regional sales manager

Texas district combats bullying

Calif. agency adds \$10K to vouchers for hybrid buses

OUR SOLUTION:  
NEW SILVERADO HD AND  
SIERRA HD

Capability Control

Fleet and Commercial  
SALES, SERVICE, PARTS

> SILVERADO HD  
> SIERRA HD

### Essential Reading

Subjecting School Bus Cost-Cutting Strategies to a Second Look

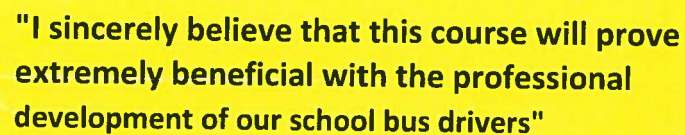
Strategies for Discipline Problems on the School Bus

## Customer Testimonial

To:- Jeff Cassell  
The School Bus Safety Company

From:- Richard Torres, Transportation director, Fort Bend Public Schools, Missouri City, Texas  
281 634 1946

"Please be informed that I have reviewed your Driver Trainer Course and found your materials to be very informative. The training module addresses many key areas vital to the successful operation of a school bus. I sincerely believe that this course will prove extremely beneficial with the professional development of our school bus drivers and the Department."



"I sincerely believe that this course will prove extremely beneficial with the professional development of our school bus drivers"

Everything is great. Very user friendly. Thanks for a great product.

*Kelly McCray*

Transportation Manager

St. Charles Parish Public Schools

13855 River Road, Luling, LA 70070

985-785-7208 Fax 985-785-6835

"Everything is great"

"Thanks for a great product"



## Customer Testimonial – School Bus Driver Training Course

Hi Kelly, (School Bus Safety Company)

Sorry this has taken me so long to get back to you. I have had evaluation deadlines to get done before the end of the school year and they take up all my time. I had been using the Laidlaw training program for the last 3 years to train all of our new drivers.

When Petermann Bus Company took over I was dreading going back to teaching without videos. Not sure of the training program Petermann had currently in place I was looking for anything out there in the market to be able to suggest to our Safety Director. I saw your ad on the school bus news web site (I think that was the place) for a sample DVD program for training. I went ahead and ordered the sample and waited just a couple of days for the material. When I watched it I got so excited, it was so close to what Laidlaw had for training but looked new and improved.

Our Safety Director Keith Harms from Cincinnati was here that week and I couldn't wait to show him the material, I was even prepared to buy the set of training materials myself if need be. When I took the sample to him he took one look at it and asked where I had gotten it.

He said this was unbelievable; it was the same training material they were going to use for our Petermann Training.

I now have the full set and I have to say after reviewing multiple training videos, these are the best. The video is so well produced, (even better than the Laidlaw videos) and the training message is very clear, I'm really excited to jump into the material and train another class. I am very impressed.

Again, thank you for putting such a wonderful training program together, it really does help the trainer get the message across to new drivers what is expected of them for this job.

Hopefully soon I can get together the names and e-mail addresses of the trainers in this area for you.

Regards,  
Karen Bisson Training Director – Petermann School Bus - State of Washington  
360 666 3489  
March 24<sup>th</sup> 2009

"thank you for putting such a wonderful training program together"

# Testimonial from Shelby County Schools

## One of many districts using the Driver Training Course

Jeff,

January 2009

Listed below are comments regarding the Driver Training Course.

1. My overall opinion of the course is that it is very good. The course covers all facets of school bus driving and school bus safety. I have not found another course that is more complete than this course.
2. The quality of the DVD is excellent. The presenters do a fine job of covering the material. However, I would prefer less stops in some of the DVD's.
3. I think this course can change the driving behaviors of school bus drivers once they have been exposed to it. Safety is broken down in it's simplest form and solutions are given to help avoid accidents.
4. My drivers have responded very positive to the material. This material is excellent for driver re-training after an accident. I can use a section that covers the exact topic that relates to the accident.
5. **I would recommend this course to any school district.** This course is a great course because it deals strictly with school bus training and safety.
6. The leader guide and the driver study guide are excellent. They give comprehensive instruction in each area. However, I do feel the cost of 10.00 per booklet is high.

Willie Barnes  
CDL /Safety Specialist  
Shelby County Schools  
2800 Gray's Creek Drive  
Arlington, TN 38002  
901-321-2280

**"I would recommend this course to any school district"**

We implemented the DVDs in our training program and they have been a very useful tool. The driver feedback has been positive.

**"Delivering Excellence"**

Becky L Nelson  
Transportation Manager  
Barbers Hill ISD  
Office 281-576-2221 x1279  
Metro 281-385-6038 x1279  
Cell 281-734-0559  
Fax 281-576-3355



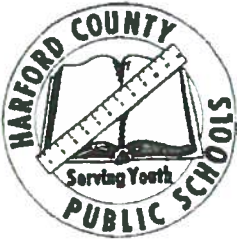
**"very useful tool"**

We have the driver training course; Special needs course and the Bullying Prevention course. I do training once a month with my drivers and they seem to enjoy the classes. I use your DVD's and add to the training from my years of experience as a fire fighter working with the crash truck. We have just started with the Bullying DVD's and will work through the summer on this training. So far I am pleased with what I have seen. Thanks for your help with training.

Willis Peek  
Safety Officer  
Waters Transportation  
Missouri



""Thanks for your help with training"



# Harford County Public Schools

102 S. Hickory Avenue • Bel Air, MD 21014 • 410-838-7300 • Fax 410-893-2478

Robert M. Tomback, Ph.D., Superintendent of Schools

Jeffrey Cassell  
President  
School Bus Safety Company  
8157 Bavaria Dr E  
Hudson, Oh 44056

Dear Mr. Cassell

## Transporting Students with Special Needs

We have had the pleasure of reviewing the new driver/attendant training course. The course is well done, I love the way the questions allow time for discussion. It is very easy to work with and has appropriate discussion for new and veteran drivers.

This is a wonderful course that covers every issue in transporting students with special needs – well done. This course is up-to-date and a new way to introduce the many areas of transporting our special students.

We love the course and think it is important that ALL bus drivers and attendants that transport students with special needs get to go through the course.

We would highly recommend the full course to all our fellow instructors in our state. The course is wonderful because the instructor can use certain sections to fit in their already established curriculum. When teaching veteran drivers and attendants each section could be used as an entire meeting with immediate feedback from you class.

Finding new material for special needs that fits our curriculum has always been a challenge. We have found TRANSPORTING STUDENTS WITH SPECIAL NEEDS an excellent fit.

Thank you for allowing us to view the entire course with the helpful work books and handout.

Diana Ormrod  
Hartford County Public Schools  
Maryland

"This is a wonderful course"



Transporting Students With Special Needs  
School Bus Safety Company

Students with disabilities are an ever growing population that is being transported on school buses. The vast range of disabilities and the severity dictates that the school bus drivers that transport them daily must have proper training.

The School Bus Safety Company has created a driver training course designed specifically for those that transport our most vulnerable students. There are seven courses in the program that cover Legislation Overview, Transportation Challenges, Types of Special Needs, Lifts and Mobility Devices, Securement, Emergency Evacuation and Balancing Needs. The program can be used as designed or integrated into existing training programs. Also included in the program is a "Trainer's Guide", "Driver/Aide Study Guide", a "Driver's Job Aid" and a final exam to be given at the end.

This program is a great resource for training school bus drivers that will transport students with disabilities. It is designed to be taught over the course of a few days. To do it in one setting would be overwhelming to the trainees due to the large amount of information that is provided. Throughout the presentation there are breaks for drivers to ask questions and also cover the discussion questions provided in the Trainers Guide. After the course is finished the "Driver's Job Aid" can be put on the bus as an easy reference guide and step-by-step reminder of the best practices learned when transporting students with disabilities.

This is an excellent training course and every school district would benefit using this to train their bus drivers to be professional, responsible and safe transporters of our Students With Disabilities.

Cheryl Wolf  
Special Needs Transportation Specialist  
[cwolf22@comcast.net](mailto:cwolf22@comcast.net)  
765-426-9747



**"This is an excellent training course"**

Kelly:

About 6 months ago, the CLIU #21 purchased both the Driver Training Course and the Transporting Students with Special Needs. As a school bus transporter of students with special needs, these two training programs were very appropriate and an excellent source of training materials and documentation. This course has allowed us to expand upon our already extensive driver training with some good hands on video's of the different tasks being shown not only spoken.

The quality of the course is superb and it is formatted in a very easy to follow course outline.

I appreciate the work that SBSF has done and look forward to other training series becoming available.

**Randy S. Williams, Sr.**  
**Director of Transportation Services**  
**Carbon Lehigh Intermediate Unit #21**  
**4850 W. Mountain View Dr.**  
**Walnutport, PA 18088**  
**610-769-4111 ext 1227 (V)**  
**610-769-1156 (F)**  
**610-844-7663 (C)**

"The quality of the course is superb"

Hi Kelly,

I used the Bullying Prevention on the School Bus program for training this past month. Even though it took about 2.5 hours to get through the entire program, the drivers were very impressed and it kept their attention. It made many of them realize that while they may not think that they have bullying issues on the bus, after seeing the program, they saw how different circumstances were related to bullying. I also added in for the 4th video, Glass, by Closer Look Films, about a young man struggling with bullying at school and on the bus, and how he contemplates suicide. I did that because of the increase in incidents that we see on the internet all the time. I also recommended to them to check out the new movie that is being released this month, Bully.

I had many positive comments about this training, and many expressed their wishes that we would have done it sooner. I am planning on using this training again at the beginning of our next school year so that they will have a jump start on the issues. We are also going to put into place an anti-bullying contract for the riders to sign at the beginning of the year.

Thanks for such a thorough and informative program.

Debbie Carter  
Driver Trainer Instructor/ Safety Director Lebanon R-3 Schools

I would very much be interested in having a copy of the I Am Only 17 dvd. If you have some still available, I am at...

Debbie Carter  
1020 Clark St.  
Lebanon Schools Transportation Dept.  
Lebanon, MO 65536

**Thanks for such a thorough and informative program"**

## Bullying Prevention on the School Bus School Bus Safety Company

There is a movement across our nation to eradicate bullying!

School Bus Safety Company has taken the very complex issue of bullying on the school bus and created a comprehensive training program for school bus drivers. The program goals are to help drivers recognize the signs of bullying and what to do about it and how to prevent it in the first place.

The program includes three instructional DVDs that help train drivers to 1) recognize bullying, 2) stop bullying on the school bus and 3) identify effective ways to deal with bullying situations. The suggested discussion questions provide the catalyst for in depth conversations about the drivers own experience with bullying on their school bus. The "Driver's Job Aid – An Easy Step-by-Step Reminder" is a quick reference guide that drivers can keep on their bus along with the "Written Notification of Bullying Issues" form. In this material is a written script that drivers can use when talking to their students about having a bullying free environment on the school bus.

The trainer's guide is user friendly and gives clear and concise ways to teach this program. It can be taught in a total of two hours or broken down into segments. This training should be mandatory for all new drivers and should be used as a refresher course for all drivers at the beginning of the school year.

"Bullying Prevention on the School Bus" is a training resource that would complement school districts training programs across the nation. It is a great resource to help drivers prevent bullying and teasing on the school bus and make a difference in the lives of the children that ride the school bus every day.

This is a high quality training course that conveys in detail what school bus drivers can do to prevent bullying and they would benefit greatly from this course.

Cheryl Wolf  
Special Needs Transportation Specialist  
765-426-9747  
[cwolf22@comcast.net](mailto:cwolf22@comcast.net)



**"This is a high quality training course"**

**From:** Bennett Buzzelli, Merle [<mailto:mirvin@akron.k12.oh.us>]

**Sent:** Monday, April 11, 2011 11:00 AM

**To:** Tara Weber

**Subject:** RE: Bullying Prevention

Hi Tara,

My meeting this morning cancelled so I had the extra time to review the program! WOW! I am really impressed.

I made a checklist to make sure the key components would be addressed and they were. You hit the definition well..the direct and indirect forms of bullying, the difference between conflict and bullying, the power imbalance issue, the issue of dealing with consequences consistently all while remaining safe!

The most important part of the video, and you really never talked about it overtly, but dealt with it beautifully was the "building relationships" piece. The best way to have a warm and safe environment on their bus is to build relationships with their students...and you showed that in your examples...the drivers had relationships with their students!! That is a key component to having students trust them and in turn, having them come to them and report bullying incidents. When your narrator talked about how much it bothered her about "Maggie"..that spoke volumes about relationships.

I liked the way it was broken into 3 DVD's...recognition...what do I do and then how do I handle it?. It is a great way for diverse learners. Also with the breaks for discussion and questions.

Well done! I am proud to be a part of this venture and will be proud to use it with our drivers in APS.

Let me know if there is anything else you need from me.  
Merle

How can I get this back to you?

Merle Bennett Buzzelli  
Program Manager  
Office of Drug/Violence Prevention  
70 N. Broadway  
Akron, Ohio 44308  
330 761-2913

"WOW, I am really impressed"