

## Here are more comments made by other customers:

57	<b><i>I loved the driver training course and think the material is really good.</i></b>				
	Sherry Thompson	Trans. Supervisor	Phoenix Elem. Sch. Dist. # 1	Phoenix	Arizona
58	<b><i>Last year we went down in our overall incidents by 74%. We had the largest reduction of incidents company wide.</i></b>				
	Matt Netzley	Assistant General Manager	Anchorage School District	Anchorage	Alaska
59	<b><i>More organized and concise. Provides good reivew matrial.</i></b>				
	Linda Ivko	School Bus Driver Instructor	Charles County Public Schools	LaPlata,	Maryland
60	<b><i>Materials are great. Would you recommend the course - Yes, Most Definitely"</i></b>				
	Cathy Franco	Office Manager	Brenmar Transit Inc.	Harriston	Ontario
61	<b><i>"Out perform all previous material." Would you recommend the course - "yes absolutly"</i></b>				
	Regina Kaeser	Transportation Dispatcher	Matawan Aberdeen RSD	Aberdeen	New Jersey
62	<b><i>All of the material is excellent. It is very well laid out and user friendly. Very self explanatory and easy to explain and implemet.</i></b>				
	Lubke Storry	Corporate Services	Landmark Student Transp Ltd.	Aurora	Ontario
63	<b><i>These materials are up to date and relevent to the operators on the road today and help to deal with todays issues. I have seen a difference in attitude and performance.</i></b>				
	Gary Giles	trainer	Compliance Safety Institute	Dartmouth	Nova Scotia
64	<b><i>Your material is much better. Our old material was very outdated and yours is up to date.</i></b>				
	Hazel Magner	Clerical/Trainer/Examiner	Oconee Cty BOE, Transp Dept	Bishop	Georgia
65	<b><i>They are a vast improvement over the curriculum I have used in the past. Would you recommend it? I would recommend the program.</i></b>				
	Kevin Knuckles	Drive Trainer / Road Supervisor	Spec School Dist of St. Louis Cty	Olivette	Missouri
66	<b><i>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.</i></b>				
	Bonnie Pool	Safety Road Supervisor/ Trainer	Special School District Transp	Sunset Hills	Missouri
67	<b><i>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></b>				
	Paul Dees	Transportation Director	Bushland ISD	Bushland	Texas
68	<b><i>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</i></b>				
	William	Ricketson	Waters Transportation Services	Columbus	Mississippi
69	<b><i>Drivers are more aware of unsafe behaviors and are changing their habits.</i></b>				
	Jeff Carr	Transportation Director	Sturgeon R-5 School District	Sturgeon	Missouri
70	<b><i>They were very impressed with the Bullying information and the Special Needs information is really impressive. It made them aware of the laws that they have to comply with that will make their jobs easier.</i></b>				

74% reduction  
in accidents

Reduced to  
Zero accidents

	UJ Fulton	Safety /Training Coordinator	Jefferson Par Pub School Syst	Marrero	Louisiana
71	<b><i>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.</i></b>				
	Rodney Jorge	Transportation Coordinator	Tuscaloosa City Schools	Tuscaloosa	Alabama
72	<b><i>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.</i></b>				
	Debbie Carter	Certified Driver Trainer	Lebanon R-3 Schools	Lebanon	Missouri
73	<b><i>It is current training info and easy for trainees to comprehend.</i></b>				
	LeAnn Livingston	Safety Coordinator	Forest Lake Area Schools	Forest Lake	Minnesota
74	<b><i>Have you seen a reduction in accidents? Yes, we have gone from over 15 accidents per year to less then 5 accidents.</i></b>				<b>66% reduction in accidents</b>
	Francis Bagarella	Transportation Director	Oak Harbor School District	Oak Harbor	Washington
75	<b><i>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.</i></b>				
	Dan Littlejohn	Contract Manager	Taylor Motors Inc.	Beaufort	South Carolina
76	<b><i>I think the programs are awesome. They help with new drivers as well as refreshing my veteran drivers. My drivers love them! Informative and cool is what they say the most.</i></b>				
	Dwayne Thomas	Transportation Supervisor	Ahkwasasne Mohakw Bd of Ed	Akwesasne	Ontario

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



May 10th, 2013

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™**



55

Operate over  
10,000  
School Buses

25<sup>th</sup> January 2013

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"**





54

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

6/24/2011

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



7 North St., Staten Island, NY 10302

The training materials put out by the School Bus Safety Company are far away the best school bus training materials I have used in my 27 years in the school transportation safety industry.

To date we have, with great satisfaction and success used the "Driver Training Course" the "Transporting Students with Special Needs" and the "Bullying Prevention" programs produced by Jeff Cassell and the School Bus Safety Company.

One of the most difficult and critical tasks a school bus carrier or school district can undertake is to train a new driver or attendant. Besides trying to insure the success of the employee, the trainers must impart knowledge about many different topics, including philosophy of student transportation, various laws, technical topics, student management, behavior management, and communication skills.

The School Bus Safety Company has done an excellent job in making sure that training is done thoroughly, completely and in a standardized manner. Every school bus carrier, school district, and school bus training facility should have a set of the training materials offered by SBSC that can be presented to new employees. The material clearly sets out what tasks are to be performed, what behavior is to be expected, and how each task can be successfully carried out. The material then becomes a point of reference for every trainer if a question arises about a particular procedure or method.

The training materials offered by the School Bus Safety Company can be used as a stand alone program or can easily be combined with and incorporated into existing training curriculums to create even more comprehensive training for new and existing school bus drivers and attendants.

Jeff Cassell, the company's president, is obviously very passionate and cares very deeply about the safe transportation of school children. Jeff has been a great and valuable resource for me and my company.

Sincerely,

Randy Russo – WSO-CSSD  
Director of Safety  
Atlantic Express Transportation Corp.

**"The training materials put out by SBSC are far and away the best school bus training materials I have used in my 27 years in school transportation safety industry"**



**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

February 11, 2011

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

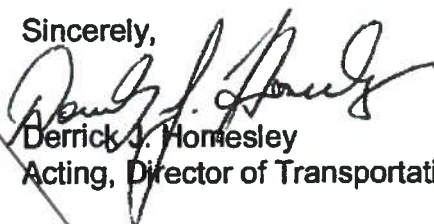
Dear Mr. Greer,

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.

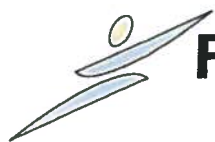
Sincerely,



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

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

Monday, May 07, 2012

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

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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

50



FIND

1





## 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)

"Reduction in accident frequency rates in excess of 28% with actual loss savings exceeding \$12 million per annum"

24<sup>th</sup> June 2008

## Avatar Management Services Inc

Prior to the acquisition by FirstGroup PLC, Laidlaw Transit Inc operated some 32,000 school buses in the USA with more than 36,000 employees, 450 locations and revenue of around \$1.3bn. Providing safe transportation for more than 2 million students to and from school is a significant responsibility and one in which we took very seriously. In order to provide the highest level of care we used the services of Avatar Management Services Inc. This relationship exceeded 15 years.

The Laidlaw operations represented the consolidation of many acquisitions, and as a result, the business units were often following the policies, procedures and practices of the acquired company. Our goal was to both standardize these numerous practices and to continually increase this standard over time. Avatar was instrumental in assisting us review the many policies, procedures and practices and recommending a single direction of best practices. This was an ongoing program of continuous standardization and continuous improvement.

Avatar created our recruitment program, hiring and selection program, safety leadership program and all the required driver training programs to enable us to deliver safe business practices. We understood that the removal of unsafe behaviors by every driver, and throughout our operations, was fundamental to our business objectives. The combination of Management commitment and Avatar's expertise resulted in a reduction in accident frequency rates in excess of 28% with actual loss savings exceeding \$12m per annum over the most recent six years.

Avatar focus on people, and how to improve what they do. This includes job education, skills training, and all the support processes to ensure the required changes are effective. I recommend their services to any company who seeks to significantly improve their safety practices.

Wayne Nishimura



Director, Insurance Services

FirstGroup America

Tel: 630-857-7524

Email: [Wayne.Nishimura@firstgroup.com](mailto:Wayne.Nishimura@firstgroup.com)





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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

June 19, 2009

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

"this material would be beneficial for school bus drivers"



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## 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)

June 19, 2009

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



30<sup>th</sup> November 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

May 2, 2011

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"*

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

**Keith W. Harms**  
Safety Director

June 8, 2010

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

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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



September 12, 2009

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**

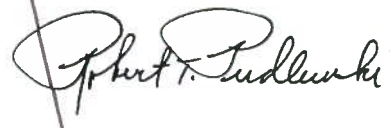
Over the years I have enjoyed a most satisfactory relationship with your Company to our mutual professional benefit.

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:

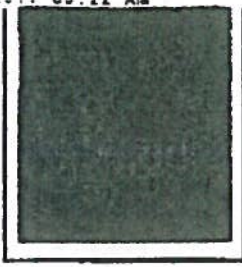
I am very pleased to have received the *Driver Training Course*. The Trainer's Guide and DVD set are exceptional for training competent and qualified staff. The course follows a logical sequence of events and while not State specific, it allows the trainer a reference point to facilitate training and 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

January 14, 2011

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

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



27<sup>th</sup> January 2009

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"**

23<sup>rd</sup> October 2009

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  
May, 2012

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**

10<sup>th</sup> September 2009

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,

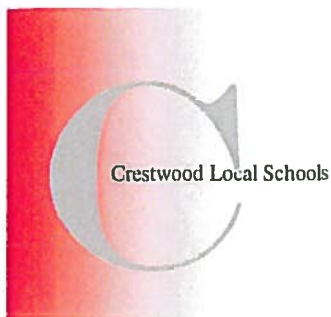
**Joyce Furber**

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"



3/5/09



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

13<sup>th</sup> 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 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,

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

"would recommend your training course to anyone"

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"



May 1, 2012

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

## EDUCATIONAL EXCELLENCE

### SCHOOL DISTRICT

2700 KEARNS BOULEVARD  
PARK CITY, UTAH 84060

435/645-5600  
435/645-5609 FAX

January 14, 2011

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"**

**AUSTIAN'S  
RISK SERVICES, INC.**

[austiansrisk@sbcglobal.net](mailto:austiansrisk@sbcglobal.net)

**22**

13170 N. MacArthur  
Oklahoma City, OK 73142

405-799-3151  
(fax) 799-3151

February 13, 2009

Mr. Jeff Cassell  
Vice President, School District Operations  
The School Bus Safety Company  
8157 Bavaria Parkway  
Macedonia OH 44056-2252

Re: Review of New "School Bus Safety Company's  
Driver Training Course"

Dear Jeff:

Thank you for the opportunity to review the new driver training course for school bus drivers. As you know, due to me being heavily involved in conducting safety and regulatory reviews at school systems throughout North American, I am always interested in reviewing, evaluating and giving my professional opinion on new safety programs that can improve the safety environment at school systems.

My opinion is based on the following:

- Conducting or over seeing more than 500 safety and regulatory reviews at school systems and another 2500 plus safety and regulatory reviews at various transportation companies all over North America;
- Being an expert witness for school bus safety, transportation, DOT and OSHA for over 18 years;
- Having a 30 plus year career in transportation safety either in executive management for large transportation companies or managing a consulting company that provides safety consulting services to large transportation companies;
- Having a Bachelor and Masters Degree in Transportation Safety; and
- The experience gained as being a CDL driver and commercial mechanic in the transportation industry while putting myself through collage.

In my opinion this is the most detailed and effective course I have ever seen. The DVDs alone are an outstanding aid to learning by themselves. When combined with the thorough Trainer's Guide and Study Guide this course is an exceptional value. There is no doubt that when implemented conscientiously this course will not only produce professional school bus drivers but will reduce vehicle and injury accidents and their related cost(s). I believe every school district should use this course!

Sincerely yours,

*Keith W. Austian*

Keith W. Austian  
President

KWA/ta

"this is the most detailed and effective course I  
have ever seen"

## *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"**

3<sup>rd</sup> 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"**

**TGG**

---

Trans Guardian Group, Inc.  
10 Tobacco Road  
Franklin, Ma. 02038  
508-613-7550  
[transguardian@comcast.net](mailto:transguardian@comcast.net)

School Bus Safety Company  
8157 Bavaria Parkway Dr. E.  
Macedonia, OH 44056

February 16, 2009

Gentlemen,

Thank you for the opportunity to preview your new training program. During my 25 years in transportation safety, I have examined and utilized a myriad of safety programs.

The School Bus Driver Training Course from the School Bus Safety Company far exceeds anything that I have come across. The interactive DVD format will keep the trainee engaged with real life situations. The cutting edge graphics and animation along with the scaffold approach to learning, makes it the benchmark for driver training programs.

I am confident that this program will change driver behaviors, reducing accidents and injuries. And most importantly, the kids will be provided a safer school bus experience each and every day.

School Districts cannot afford NOT to use this program. It is outstanding!

Yours in Safety,  
*James J. Igo*

James J. Igo  
President

"It is outstanding"

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"

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## Linda Bluth partners with School Bus Safety Co.

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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

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**REMINDER: SBF to spotlight school bus heroes**

### Essential Reading

**Subjecting School Bus Cost-Cutting Strategies to a Second Look**

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**Maine School Administrative District No. 37**

1020 Sacarap Road, Harrington, Maine 04643  
(207) 483-2734 FAX (207) 483-6051

ADDISON . CHERRYFIELD . COLUMBIA . COLUMBIA FALLS . HARRINGTON . MILBRIDGE

December 2, 2011

**School Bus Safety Company, Inc.**  
8157 Bavaria Dr E  
Macedonia, OH 44056

Dear Jeff,

Thank you very much for sending me the *Driver Training Course* as we discussed at the NAPT Summit in Cincinnati. I first became acquainted with your work when you offered the *Danger Zone* DVD free to everyone and we tried it. The *Driver Training Course* is every bit as effective and useful as your promotional offering.

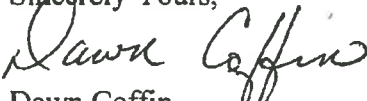
The work you have done here is phenomenal. It is the best course work I have seen in my 40 year career in the school busing industry. The graphics are amazing, full of color, interest, and on topic. The speakers are animated, interesting, and believable and the content carries an intense weight of information.

I can tell that you have created this product out of a belief in safety. You have not done this just to make money or to project your own agenda. This is a curriculum designed to address the very real need in our industry for better training within the most safety sensitive job of which I can think.

I can't praise the School Bus Safety Company and this course work enough. I will take all of my drivers from the most seasoned to the newest trainee through every single segment because there is information in here that I know many drivers do not know and because we all need retraining and to be re-motivated toward our primary goals from time to time.

Thank you again for your gift. I am making contact with our State Director of Transportation to make an appointment. I want to promote SBSC's *Driver Training Course* as a possible requirement for school bus drivers State wide.

Sincerely Yours,

  
Dawn Coffin  
Director of Transportation

**"The work you have done is phenomenal"**

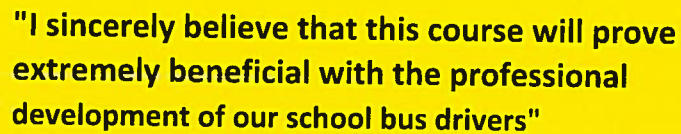
## **Customer Testimonial**

**To:- Jeff Cassell  
The School Bus Safety Company**

**February 19<sup>th</sup> 2009**

**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"



*"Forward Thinking Transportation Solutions"*

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

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February 16, 2011

Janet Greer  
Safety Product Specialist  
The School Bus Safety Company

Janet,

I would like to take this time to thank you and the School Bus Safety Company for The Driver Training Course. As we continue to assist school districts with cost saving transportation programs, we have been implementing your training curriculum for almost a year now. Our client districts have found that our programs incorporating your Driver Training Course have reduced their costs with actual improvements in safety. Districts utilizing our drivers trained with your complete system of Classroom Training and Behind the Wheel Training including modules such as "Student Management" and "Preparing Students To Learn" has actually decreased the number of disciplinary occurrences in our client districts. Students have responded to the consistency and predictability provided through great training and a commitment to safety.

Schools evaluating the use of our services are interested in saving money, but not at the expense of safety. Using your program has allowed us to help districts put more money in the classroom while improving the measurable safety performances in the transportation department at a cost savings to the district.

We look forward to our continued relationship and appreciate your easy to use DVD & Workbook format, along with the helpful reminder of the Safety Posters displayed throughout the driver areas.

Sincerely,

**"reduced their costs with actual improvements in safety"**

Chad Brown  
Director of Marketing  
Midwest Educational Transportation Services



# Testimonial from Shelby County Schools

## One of many districts using the Driver Training Course

Jeff,

20<sup>th</sup> October 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"**



## Transportation Department



5520 East Taft Road  
N. Syracuse, NY 13212  
(315) 218-2107  
Fax (315) 218-2184

Michael J. Janisch, Director

5355 West Taft Road  
North Syracuse  
New York 13212  
Tel: (315) 218-2100  
Fax: (315) 218-2185  
www.nscsd.org

The School Bus Safety Company  
8157 Bavaria Dr. E.  
Macedonia, OH 44056  
Janet Greer  
Safety Product Specialist

May 24, 2011

Jerome F. Melvin, Ph.D.  
Superintendent of Schools

Stanley C. Finkle  
Assistant Superintendent for  
Instruction

Wayne D. Bieau  
Assistant Superintendent for  
Management

Dear Janet,

I love the video's!! I think they are fantastic, clear, concise, to the point and very real. I know that any driver or attendant who has an opportunity to view these videos will take greater knowledge with them to the special needs run they are on. Thanks again for a great product and for working with us.

Sincerely,

Tammy Payne  
Operations Supervisor for Special Needs  
NYS DMV 19-A Certified Examiner  
SED Accredited School Bus Driver Instructor

"I love the videos!! I think they are fantastic, clear, concise, to the point and very real"



# 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

5<sup>th</sup> January 2010

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"