



# "A Customer First Company"

## February 2011

### Welcome to the February 2011 Edition of "On the Move"

#### Insider's Connection with Keith



I wanted to start a section in the newsletter for you to see essential members of the K&K team to better help you identify our faces when we are out there assisting you. The plan is to take pictures of K&K staff, coordinators and our van pool groups so we can all see the family as it continues to grow. We are very happy to have all of you as our family members and want you all to know that we are here for you. Last year was one of the safest years we have had since we have started. For the number of vans that K & K has on the roads, our accident rate is extremely low. That is because our drivers and coordinators are working together. Please continue to be careful drivers and get everyone home to their families safely.

Lastly, for our Northern Virginia, DC, Quantico, riders please sign up for the Emergency Ride home program with Commuter Connections, they will pay for your ride all the way back to your car in Richmond or even to your doorstep. This is a wonderful option to have in addition to maintaining your enrollment with RideFinder's Emergency Ride Home Program as well.

Thanks  
Keith Trent, Sr.

#### Let Us Toot Your Horn!



Each month we would like to highlight K&K members and vanpools who have had a positive impact on others. Recently, we received the following comments via email from members of Van 030; therefore, this month we highlight Bessetta Parker, Van 030 Coordinator.

*"Bessetta deserves the Coordinator of the year award."*—Maisha Mitchell Beasley.

*"Bessetta always goes beyond expectations in trying to accommodate the needs of all riders For that we are all truly appreciative."* --Cynthia Bryant (and seconded by Rasmita Goswami)

If you want to highlight something or someone on your van, email Melanie at [mholden@ridek2k.com](mailto:mholden@ridek2k.com).

### New Shuttle Services Available in Your Area!

#### PST Transportation, LLC

Please help spread the word about a high quality, competitively priced shuttle service in your area – PST Transportation. PST offers professional, dependable, cost-effective ground transportation services throughout Central Virginia and beyond.

Here are just some of the transportation services PST can provide:



- RIC Airport Shuttle
- Corporate and Business Service
- Church and School Group Outings
- Shuttles to conventions and trade shows
- College group and Senior Citizen outings
- Scheduled trips to Local Correctional Facilities.

#### GET THE WORD OUT TODAY!

For more information or to book your reservation visit us at [www.ridepst.com](http://www.ridepst.com) or call 804-677-2571.

### Sign Up For NuRide And Get 1000 Points!

"NuRide is a commuter rewards program where you can earn rewards for carpooling, vanpooling, biking, walking, telecommuting, and taking public transportation." During the month of March just for signing up with NuRide, K&K commuters will receive a **1000 point** incentive. With this program you actually get rewards and discounts from businesses by logging in your "green" commuter miles. Some places you can redeem reward points are Qdoba Mexican Grill, Homemades by Suzanne, Plow & Hearth, and Dicks Sporting Goods just to name a few. Check out their website link on RideFinders webpage [www.ridefinders.com](http://www.ridefinders.com) and get started today earning your reward points.

Visit Us At: [www.ridek2k.com](http://www.ridek2k.com)

Or Contact Us At: [info@ridek2k.com](mailto:info@ridek2k.com)

PO Box 2010, Chester, VA 23831

Local: (804) 706-6491 Fax: (804) 706-6492



# "A Customer First Company"

## February 2011

### Take the Pledge Go Green!

What can you do to help the environment and facilitate a "greener" lifestyle? Spread the word to your family, friends, co-workers, colleagues, clients, and customers to take the RideFinders Go Green. Get Green. Pledge.



Going green will not only conserve energy, reduce waste, and lead to a healthier lifestyle it can also keep more green in your pockets.

Below are just a few things you can do as a part of the pledge:

1. Request online statements. Say no to ATM receipts. Pay bills online.
2. Unplug household items like your TV and cell phone charger from wall sockets and plug them into power strips instead. Power strips conserve energy and save you cash!
3. Take the stairs whenever possible and skip the elevator.
4. Continue to Vanpool to work whenever possible.

For more ideas on how to go green and to take the RideFinder's pledge visit :

[www.ridefinders.com/FrontEnd/HTML/pledge.asp](http://www.ridefinders.com/FrontEnd/HTML/pledge.asp)

**REMEMBER – EARTH DAY IS  
APRIL 22**

### K&K Connection January Birthdays

Cynthia Alsop  
Maisha Mitchell-Beasley  
Alicia Kirton

Crystal Bullock  
Debra Jefferson

**If we missed your birthday, or if you have an upcoming birthday please email**  
[owilliams@ridek2k.com](mailto:owilliams@ridek2k.com)

### A "Yellow Light" For February Driver Complaints

Below are complaints we received this month from angry motorists. The appropriate van coordinator is always immediately notified of complaints when we receive them. This listing is intended as an alert, not an accusation. However, we take all complaints seriously and ask that you as drivers keep in mind that you are responsible for your safety, your van members' safety, and the safety of others sharing the road with you. Please be courteous, law abiding drivers.



*Van 014 and MV012 - caller claimed both vans were seen driving excessive speeds and that one of the vans was tailgating while traveling along the interstate.*

### **SPECIAL NOTICE:** **New Emergency Ride Home Program Guidelines**

**All members are required to re-apply to the ERH Program for 2011, even if they have been registered for years.**

The Emergency Ride Home (ERH) program sponsored by Ridefinders, a division of GRTC, provides eligible, enrolled commuters who carpool; vanpool; bike; or ride the bus to work at least 3 days a week with a ride home or to your vehicle if an emergency occurs while at work.

To obtain a complete listing of the ERH guidelines and an application visit [www.ridefinders.com](http://www.ridefinders.com). You can also email Melanie at [mholden@ridek2k.com](mailto:mholden@ridek2k.com) for a copy of the ERH guidelines and application. For specific questions concerning this program call RideFinders at 804-643-RIDE

### Welcome To K&K Connections

Paul Salomonsky  
Sorrell Barker  
Kameshwar Kadiyala  
Jamaal Burden  
Monica Gregory  
Lucy Reynolds

Craig Shields  
Jon Phillips  
Linwood Turner  
David Donald  
James Earwood