



"A Customer First Company" July 2008 Edition

Welcome to the July Edition of "On The Move"

From "Pond Scum" to Fuel

Pond scum may win new respect because a variety of prestigious scientists, entrepreneurs and institutions believe that it could be the answer to the spiraling costs of fossil-based fuels. The Algal Biomass Organization (ABO), was recently formed to help accelerate the development and commercial application of algae biomass. Algae has shown significant potential to address some of the world's most pressing issues, including climate and pollution concerns, and alternative fuels, according to the founders of the new organization.

According to the ABO, algae are a low-cost, renewable and environmentally progressive raw material that can be converted into biofuels such as biodiesel, which can be used in conventional diesel engines with little or no modifications. The strains of algae can grow rapidly, require limited nutrients and can deliver up to 2,000 to 5,000 gallons of fuel per acre of nonarable land annually.

There is a positive environmental effect as well. Algae do not require freshwater to grow, so cultivation of algae will not compete for limited supplies of freshwater. Algae can also be used to clean wastewater and recycle greenhouse gases such as CO₂, NO_x and SO_x, literally sucking pollutants and potentially harmful gases from the atmosphere in their growth cycle while providing the feedstocks to create fuels.

"Given the social, economic and environmental possibilities for algae and the growing number of companies, technologies and products being developed to address them, it is becoming increasingly important to harness their potential for use across multiple industries now," said Billy Glover, managing director of Environmental Strategy for Boeing Commercial Airplanes, and also co-chair of the ABO steering committee. "Boeing recognizes that algae biomass holds tremendous potential for use as jet fuel, and it fits into our plan to guide aviation toward commercially viable and sustainable fuel sources -- fuels with substantially smaller greenhouse gas footprints that do not compete with food or require unacceptable quantities of land and freshwater resources."

Information obtained from www.wtvr.com

GRTC Transit System is Named the #1 Transit System in North America

"GRTC Transit System has been recognized as the best transit system of its size in North America by the American Public Transportation Association (APTA). This annual award honors one public transportation system in North America each year who has demonstrated outstanding achievement in efficiency and effectiveness. Systems are judged on their performances over a three year period and one system is chosen from each of the four categories based on ridership totals. GRTC Transit System was ranked number one in the competitive 4-30 million passenger trips category, which includes over 100 transit systems across the entire continent. This award recognizes transit systems who demonstrate exceptional efficiency and effectiveness in all phases of their operations; transit systems are judged on services and programs, safety, operations, customer service, financial management, attendance and employee costs, advancement of minorities and women, marketing, policy and administration, and community relations."

*Taken from GRTC Transit System Press Release July 2008. Thanks Tracey Dunn for getting us this information.

Drivers Want to Stay in Control

Many of you may have heard about blind-spot and lane departure systems. A study from Harris Interactive throws a new light on the technologies. The major result of the study is that while a number of consumers seem interested in buying the technologies, they may not completely trust them.

The survey found that drivers are not ready to give up control of their cars. Nearly 3/4 of those who say they would consider buying a blind-spot warning system indicate they are happy to get an auditory or vibration warning of an impending hazard, but would prefer to take the action to avoid the collision themselves. The same holds true with lane departures. The majority (62%) indicate that they prefer a system that warns them their vehicle is drifting out of lane, but they would prefer to make the necessary maneuver to correct the situation, rather than relying on the system to do it.

"This reaction shows that drivers see the benefit of blind-spot warning. Our research also demonstrates strong preference on consumers' behalf to stay safe yet in control at the same time," said Steve Lovett, director of Harris Interactive automotive and transportation research practice. "This is an important insight that marketers and brand managers need to understand to position this technology effectively."



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We Would Like to Send a Very Special Birthday Greeting To:

- | | |
|-----------------|-------------------|
| Helen Williams | Marlo Benito |
| Terry Ready | Lorraina Meredith |
| Beverly Donald | Debra Nickerson |
| Ryan Schulze | Cynthia Bryant |
| Sam Crandle | Iris Carey |
| Raja Maddi | Roz Wiggins |
| Harry Mars III | Shawn Parker |
| Rosalind Abrams | Lori Lothery |

*If we missed your name please let us know.

Welcome To the K&K Family!

K&K Connections, LLC would like to welcome the following riders to the K&K Family. We are excited to have you with us!

- | | |
|----------------------|--------------------|
| Dan Altmen | Angela Davis |
| Wanda Robinson Young | Willie Bethune |
| Angela Williams | Brandon Lorthridge |
| Altheia Davis | Vanessa Brooksepps |
| Lanette Givens | Sandra Shelton |
| Robert Pullin | Ollie Flippen |

*If we missed your name please let us know. We thank all of you who have decided to join us!

Want to Save Money on Gas. Check out Ukrops FuelPerks

"Ukrop's & UPPY's LAUNCH Innovative Fuel Savings program for Customers. New fuelperks! program to reward Richmonders with significant gas discounts - from 10 cents to several dollars per gallon - based on Ukrop's grocery purchases."

For more information on the program vistit

<http://www.ukrops.com/>

*From Ukrops Press Release June 2008. Thanks Sheila Goode for getting us this information.

Announcements

K&K Connections is looking for riders for a proposed route from Chesterfield to Washington, DC. The tentative schedule for the new route is as follows:

Morning Schedule (Richmond to Washington, DC):
 Depart Beaufont Shopping Center (across from the former Cloverleaf Mall) 4:15 am sharp behind BK music
 Depart WalMart (Brook & Parham Roads) 4:45am sharp
 Arrive in Washington, DC at the Reagan Building (14th St) approx 6:30 am (additional stops between Reagan Building and Metro Center)
 Arrive Metro Center approx 6:35 am
 Arrive L'Enfant Plaza approx 6:45 am

Afternoon Schedule (Washington, DC to Richmond):
 Depart L'Enfant Plaza 4:15 pm
 Depart National Theater 4:30 pm sharp
 Arrive WalMart approx 6:30 pm
 Arrive Beaufont Shopping Center approx 6:45 pm

If you are interested contact an email to williams@ridek2k.com

K&K Connections, LLC Safety Corner

Drowsy Driving Prevention Campaign

Most of us are guilty of driving when we are feeling drowsy. "According to a National Sleep Foundation (NSF) poll, 60 percent of adults admit to operating a vehicle while feeling tired, and more than one-third say they have actually fallen asleep behind the wheel. This staggering statistic represents an estimated 103 million American drivers." The National Sleep Foundation (NSF) created a Drowsy Driving Prevention campaign to raise awareness of the dangers of drowsy driving. Sleepiness slows reaction time, decreases awareness impairs judgment and increases your risk of crashing. Any driver can succumb to fatigue or be at higher risk for experiencing fatigue when they have not obtained adequate sleep. The risk of having a crash due to drowsy driving is not uniformly distributed across the population.

Specific At-Risk Groups

- * Young people-especially males under age 26
- * Shift workers and people with long work hours-working the night shift increases your risk by nearly 6 times; rotating-shift workers and people working more than 60 hours a week need to be particularly careful
- * Commercial drivers-especially long-haul drivers - at least 15% of heavy truck crashes involve fatigue
- * People with undiagnosed or untreated disorders-people with untreated obstructive sleep apnea have been shown to have up to a seven times increased risk of falling asleep at the wheel
- * Business travelers-who spend many hours driving or may be jet lagged

Here are some signs that should tell a driver to stop and rest:

- * Difficulty focusing, frequent blinking, or heavy eyelids
- * Daydreaming; wandering/disconnected thoughts
- * Trouble remembering the last few miles driven; missing exits or traffic signs
- * Yawning repeatedly or rubbing your eyes
- * Trouble keeping your head up
- * Drifting from your lane, tailgating, or hitting a shoulder rumble strip
- * Feeling restless and irritable

Countermeasures to Prevent a Fall-Asleep Crash While Driving

- * Watch for the warning signs of fatigue—see above
- * Stop driving—pull off at the next exit, rest area or find a place to sleep for the night
- * Take a nap—find a safe place to take a 15 to 20-minute nap
- * Consume caffeine—the equivalent of 2 cups of coffee can increase alertness for several hours
- * Try consuming caffeine before taking a short nap to get the benefit of both

Please take all possible precautions to protect yourself and others from a drowsy driving crash. Get involved - you CAN make a difference.

Information obtained from National Sleep Foundation
<http://www.sleepfoundation.org>

 Contact Us: Toll-Free 1-877-RIDEK2K
 Local: 804-275-3872 Fax: 804-275-3873
 Email: info@Ridek2k.com