

BUSINESS update

LANSING METRO

NOVEMBER 1996

Dean of Transportation

The sea of yellow school buses, gleaming luxury motor coaches and shuttle buses southeast of I-96 and South Cedar Street in Lansing is the current home of Dean Transportation, Inc. These 350 clean, well maintained vehicles transport children, working adults and senior citizens to schools, business meetings and on pleasure tours. Dean Transportation has received numerous awards and nationwide recognition for the work they can be observed doing every day in our community.

Dean Transportation was established, in the late 1960's, by Lyle L. Stephens, founder of the company then known as Special Transportation, Inc. Lyle started the company with approximately 15 vehicles used to provide transportation for children and adults with special needs such as various types of physical disabilities and requiring wheelchairs and other assistive devices. Special Transportation grew in response to this need, eventually using larger buses, vehicles with lift equipment, wheelchair tie downs and other devices on board.

Kellie Dean came to the company in 1986 to work with Lyle Stephens. Prior to that time Kellie was a teacher and adminis-



trator in the Lansing School District for 12 years. In 1991, the name of the company was changed to Dean Transportation, Inc. and the process of the sale of the company to Kellie Dean officially began. The sale was complete on January 1, 1995, at which time Kellie Dean became the sole owner of Dean Transportation.

Dean Transportation has expanded to provide services for Ingham and Clinton Counties as well as providing transportation for the Ingham, Eaton, and Clinton Community Mental Health Board. Dean currently provides daily services in all three of those counties for adults with developmental disabilities as well as for children. Dean also maintains operations in Gratiot and Isabella

Counties providing school transportation for children with disabilities and also for developmentally disabled adults. Dean Transportation currently serves approximately 40 school districts statewide.

Rural services for the Capital Area Transportation Authority have also been provided by Dean Transportation since 1983. Service is provided in Mason, Williamston, Webberville, Stockbridge, Leslie, Dansville, East Lansing and Okemos.

Dean Transportation employees are required to have 230 hours of training including CPR, First Aid and extensive training in the prevention of accidents, public relations with the community, and, particularly with parents. Dean Transportation training programs are developed in conjunction with Lansing Community College, and together they have designed a curriculum that is customized for Dean so that drivers and attendants are able to deal with all types of disabilities and medical conditions. Lansing Community College Psychology Department also assists in the training of drivers to deal with aggressive behaviors.

Dean Transportation, Inc., in 1987 and in 1995, was named the outstanding school bus company of all the public and private school buses in North America. This award was given in recognition of safety, training, and Dean's state and national advocacy in the area of providing assistance to the transportation industry. Further, this past year, Dean Transportation was named Michigan Special Olympics Business of the Year for its involvement in Special

Olympics. Dean donates all transportation for students in Ingham and Eaton Counties traveling to and from Special Olympic events on a year around basis.

This past year Dean Transportation was recognized by the Michigan State Police, the Michigan Department of Education and the Michigan Association of Public Transportation as the largest fleet in the state to receive an excellent school bus rating for vehicle maintenance and safety inspection.

In 1995, Kellie Dean founded Dean Charters and Tours, which is a nationwide luxury motor coach service. Utilizing 10 Van Hool luxury touring coaches with high, comfortable seating, individual compartment areas, lighting, TV monitors, and public

address systems, Dean Charters and Tours provides package tours for individual charters to businesses and travel agents and community groups such as senior citizens and school groups for theater outings, band concerts, athletic events, and tours of Washington, D.C., Branson,

Chicago, Orlando and Toronto, to name just a few. The motor coaches are clean and well maintained at all times in keeping with Dean Transportation's dedication to providing safety, comfort and efficiency.

Businesses utilize Dean Charters and Tours' travel planners and experts to plan business trips utilizing the video services, light refreshments and amenities to conduct meetings and introduce new products, making optimum use of travel time enroute to retreats and other business-related destinations.

Having outgrown its facility at 6911 South Cedar Street, Dean Transportation is scheduled to move on July 1, 1997 into its new facility being constructed on Aurelius Road in Lansing. This 16-acre facility will

Kellie P. Dean



provide a 30,000 square foot building for the maintenance garage, parts storage and office space, enabling them to better address training needs, maintenance, and overall services of the school bus, motor coach and shuttle operations.

Dean employees are often volunteers in schools as tutors and mentors, in community fund raising efforts and in coaching for Special Olympics to name a few. Dean Transportation employees' priorities have always been students and parents, with safety being number one. That same focus is carried over to Dean Charters and Tours and shuttle services so that all of the thousands of Dean passengers are provided the very best transportation service available in our nation today.

