



# Beachlines

Volume 31

Issue 1

Fall 2022

A safety newsletter  
for our employees  
and friends



Greg and Scott Beach, sons of Bob and grandsons of company founder Ray Beach.

## From the Driver's Seat

GREG BEACH CHIEF EXECUTIVE OFFICER

Greetings staffers, mechanics, drivers and attendants. To those of you who are returning and to those of you who are brand new, welcome! As Beach Transportation starts our 81<sup>st</sup> year, we realize that, although we operate as a TEAM, we could not succeed without each individual bringing their own special temperaments, talents and convictions to our organization.

Public service often goes unnoticed; especially the many hours of time and effort required. We are however, keenly aware of your dedication and commitment and you can take great satisfaction in the fact that you serve the greater good and make a difference. Have a great school year and thanks in advance for all that you do to serve kids and our community.

I wanted to share with you, an excerpt from a poem that I thought you might enjoy reading, titled "What Will Matter" by Michael Josephson, a nationally known ethicist and radio commentator.

*So, what will matter? How will the value of your days be measured?*

*What will matter is not what you bought but what you built, not what you got but what you gave.*

*What will matter is not your success but your significance.*

*What will matter is not what you learned but what you taught.*

*What will matter is every act of integrity, compassion, courage, or sacrifice that enriched, empowered or encouraged others to emulate your example.*

*What will matter is not your competence but your character.*

*What will matter is not how many people you knew, but how many will feel a lasting loss when you're gone.*

*What will matter is not your memories but the memories that live in those who loved you.*

*What will matter is how long you will be remembered, by whom and for what.*

*Living a life that matters doesn't happen by accident. It's not a matter of circumstance but of choice.*

*Choose to live a life that matters.*



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## From the GM:

Another school year is upon us. We hope that all employees enjoyed the summer months and we want to welcome the great group of new employees to the beginning of the school year. Our staff has been working around the clock in preparation for the new year. Our non-stop efforts have put us in a great position as our driver board appears to be full or will be full in just a few weeks. This is a remarkable feat. We have recruited and trained more new employees than we ever have in our company's eighty-one-year history. This colossal feat did not happen by chance. Beginning this school year, Beach Transportation has increased our hourly wage to all employees substantially. Our drivers and attendants did an outstanding job in recruiting employees over the summer. Thank you so much. With the generous help of the school districts that we serve, Beach Transportation is able to offer a onetime \$500 "thank you/retention bonus" for all the returning employees that work through the month of September. The "thank you" is for the folks that worked through the pandemic. We are so proud of everyone for your devoted perseverance. I would like to discuss the pandemic for a bit as we begin the school year. As of today, most of the restrictions that we were following have been lifted. With that, much of the safety protocol that we were asked to follow is still very beneficial to us on a daily basis. Let's continue to keep our windows down as air recirculation is very important for disin-

*Thank  
you so  
much.*

fecting. Beach Transportation is not required to disinfect buses everyday but continue to disinfect your bus with the bottle disinfectant at least once per day. It will kill all of those flu viruses that your riders may leave on your bus. Keep your hands washed and use hand sanitizer when you can. Do not be discouraged about wearing a mask. Lastly, get a flu shot as prescribed by the CDC each year. Do the very best that you can to protect yourself and others.

At the beginning of each school year, I stress the "**Mandatory Driver Greeting**". You will find a yellow card in your mailbox that covers this info thoroughly. This is essential to begin your year.

Notice the word "Mandatory". Your introduction to your riders and covering all of the school bus rules allows us to begin the discipline process with all students. Each year, the most difficult time that we have with discipline is from those drivers that ignore this simple process. They find that the students get further and further unruly. These drivers eventually get frustrated and want the problem fixed immediately. In all cases, the driver has not even introduced themselves to their students, hasn't gone over the safety rules of the bus or doesn't know the name of one student on their bus. Make sure that you catch Tracie's safety meeting that covers school bus discipline. It is based on years of experi-

ence and information that will work for you.

You will see an added safety feature on your school bus. It is an "extended stop arm". This is a four-foot extending bar from your stop sign that is lit to get approaching motorists' attention. I want to emphasize that this extended stop arm does not teach students how to cross the road safely. This is our responsibility. Be diligent when you teach your students to cross the road safely. Assist every rider everyday with a safe signal. Personally, I always inform students that are departing the bus if there is an approaching car or a car behind the bus. This gets your students attention. This is vital to the safety of all your riders and let's get them trained early in the school year.

Lastly, let's get to know our students from day one. You need to know who your Kindergarten students are. Remember, all "K" riders need to be met at the bus stop by a responsible person. We cannot allow a "K" student off the bus alone. You do not need to be your student's best friend but with a little effort, you will get to know the names of your riders.

This will help you gain the respect of your riders.

We are wishing everyone a safe and happy school year. Please take the time to attend Tracie's monthly safety meetings. They are very informative. Let's take the time to meet our fellow employees. The strict pandemic restrictions have lifted and it is time to become a family again. Thank you and be safe.



# Do You Realize How Important You Are?



By TRACIE HOFFMAN  
Safety Director

Even though safe transportation for children to and from school is essential in the Missoula Valley, it's easy to forget how something as simple as a school bus impacts the lives of students, parents, and teachers in our community.

Many students don't have any other way to get to school. Buses are proven to be the safest mode of transportation. School buses cut down congestion on the road and in the school zones. And then there is the socializing – sometimes the only time students see some of their friends is on the school bus.

School bus drivers are shouldered with the responsibility of protecting children on their way to and from school. Safe driving requires a special person who can focus on the road and react safely to the many hazards that occur on a busy, car-filled roadway. Bus drivers are the most trained, the most tested and closest watched drivers on the road. They ensure that students are picked up and arrive at school on time, and return home safely every single school day. They are the ones who wait a few extra seconds for a kindergartener to find their seat, they



find lost cell phones, and greet each sleepy face with a friendly "hello" in the morning.

Attendants also have an incredible responsibility. They are tasked with keeping behavior problems de-escalated so the driver can focus on the road.

They help struggling students with seat belts, pick up items from mysteriously exploded backpacks and lend a listening ear to a student who's had a bad day. Parents who have children with



special needs are especially grateful for a caring, attentive bus attendant who ensures their child is safe on the bus. Attendants are the constant factor on the bus; a smiling, familiar face, a friend who is always there.

Without your skills, your dependability, your kind and caring attitude, a safe bus ride for Missoula children would be hard to come by. Each of you, in your particular role, contributes to the safety of the children in your care. You are a great group of people. Our team of Drivers and Attendants are second to none; we ensure that the important job of transporting students to and from school is as safe as possible. Welcome back, we're looking forward to a great year!

## Veteran Drivers and Attendants

This year we have a lot of new drivers and attendants. As seasoned drivers and attendants please be courteous and helpful to all our new people.

## Newbies– Welcome!

If you need help please ask. Please don't ever feel like your on your own, we are here to help!

Let's All Have a Great Year!





## New Team Members!

Please take some time to talk with and welcome these folks to the Beach Transportation family, and check the bulletin board in the lounge for updates and photos.

**Drivers:** Jim Dredger, Shawnae Stanton, Michael Winchel, Terrance Oster, Michael Keffler, Bill Burt, Mark Peterson, Michelle Ellen, Bill Ellen, Scott Rowland, Gregory Twig, John Otway, Cheyenne Devereaut, Dennis Conley, Jason Gillingham, Heather Hallford, Colbie Pickering

**Attendants:** Leo (Butch) Wesland, Lisa Wesland, Sharon Davidson, Donna Kolar, Jim Boone, Tim Weber, Robert Griffin, Cindy Poca, Nikki Hawkins, Sharon Wieder, Larry Huggins

28 New People!!!  
Thank you to everyone who helped recruit.

## New Courtesy Rider Permission Slip

Any courtesy rider will need authorization from the school. This means if they are not a regular rider than you need to have a permission slip from the school. Not the parents, the school.

BEACH TRANSPORTATION  
RIDE HOME WITH A FRIEND PERMISSION SLIP

SCHOOL NAME: \_\_\_\_\_ DATE OF TRAVEL: \_\_\_\_\_

STUDENT'S NAME (PRINT): \_\_\_\_\_ IS ALLOWED TO RIDE BUS: \_\_\_\_\_

APPROVED BUS STOP LOCATION: \_\_\_\_\_ DATE: \_\_\_\_\_

BEACH TRANSPORTATION: \_\_\_\_\_

\* If you don't know the actual bus stop, please contact Beach Transportation 406-549-6132

Notes:

1. This form is only to be used as a "one time" situation. It's to be approved at the Administration level and provided to the bus driver.
2. The drop off location has to be an approved bus stop already in place.
3. This form is to be used for "Regular Transportation" only. Special Need Buses can not accommodate courtesy riders.

## Beach would like to thank our 3:30 AM hero's.

It's not easy saying yes to a 3:30 AM job and it's even more difficult finding 40 people to agree to do it. The morning of June 28th 40 Drivers helped with another year successfully transporting runners to either the Full or the Half Marathon. Thank you for your support and dedication to Beach Transportation and the Missoula Community!



# Happy Birthday

## Look'n up the road



17-21 School Bus Safety Week  
20-21 All districts—No school.  
MEA

November

4 Woodman— No School  
6 Daylite Savings— Fall Back!



10 DeSmet Early Release  
MCPS (K-5) 1/2 Day &  
MCPS EK & PK No School  
11 DeSmet No School  
MCPS (Pre-8) Lolo, &  
Woodman No School  
23-25 Thanksgiving Break—  
No school

December

21 DeSmet Early Release  
Winter Vacation  
DeSmet  
Dec 23-Jan 2  
Lolo MCPS & Woodman  
Dec. 22-Jan 2  
Target Range  
Dec. 22-Dec 30

Please check your email or the Drivers Board for changes to this calendar.

MANDT Training & 1st Aid/ CPR Date to be announced  
August

24 Lolo Start  
30 MCPS K, 6th, & 9th Start  
(No K Busing)  
31 DeSmet Start, MCPS 1-5, 7-8, 10-12 Start  
Target Range Start

September

5 Labor Day—No school  
6 Woodman— Start  
7 MCPS EK PK Start  
12 MCPS Preschool Start  
26 No Woodman

October

7 Lolo, Target Range Early Release  
10 DeSmet No School

September

Keith  
Guschausk  
Mike Rolfes  
Bill Ellen  
Greg Bessette  
Christina Hofeldt  
Jerry

Seidensticker

Tony Hummel

Greg Twigg

Theresa Gordon-

Ortega

Tim Weber

Judith Church

Kim Deschamps

John Otway

October

Mark Wiggins

John Ekstrand

Greg Johnson

Wily Williams

Josh Spaid

Laila Mascarena

Ryelee

Debeaord

Glen Moyer

Jack Ballas

November

Hank Jennings

Millie Urbush

Bill Burt

Cindy Marcum

Fred Kelly

Tracie Hoffman

Michael

Rossmiller

John Petrou

Frank Hegel

Mickey

Winchell

Shawnae Stanton

Jason Spaid

Callie Cavill

Traci Dalton

Jan Deschamps

Dale Harding

Mike Keffler

Vida Long

Zonda Berry

December

Bill Hoffman

Jay Raser

Payton Reisinger

Peter Nimlos

Lisa Wesland-

Scott Amons

Dusty Thomas

Larry G Allen

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# Employee Profile: John Shivley

John Shivley was born and raised between Missoula and Stevensville. He has many fond memories of growing up on a farm and being spoiled by his mother and sisters. He was born premature at only 4 lbs and 10 oz. His three older sisters took turns taking care of him until they all moved out. He was nine years younger than his youngest sister so most of his life he was basically an only child and got spoiled. His family lived on an 80 acre ranch in Florence. They had horses and cows he says "I even had my own cows, I was pretty rich for a five year old." After his sisters moved out his folks bought a dairy farm in Stevensville. He had a few very memorable experiences falling in the hay barn. He'll never forget the day he jumped out of the hayloft without looking like he always did. That day his dad had moved the hay and he found the hard ground instead. Another memorable moment, he was helping his dad throw some bales down and didn't quite get his hand out of the twine and went down with the bale. By age ten his mom started getting sick and the doctor thought it was allergies to the hay so they sold everything except the horses and moved to town.



John his mom and sister

Missoula proved to be a place to get into trouble for John. The little country boy was not impressed with riding his horse in the tiny block sized pasture, so he would sneak out with his horse. After a month his dad caught him. The friends John made in town only got him into trouble so his parents would go down to Florence and pick up his best friend, Tom Yelton.

John and Tom have been best friends since they were in 1<sup>st</sup> grade. Their friendship has survived thousands of miles, decades of time and a few BB gun shots to John's "tooshie." About the only time John wasn't in trouble in Missoula was with Tom. They would save Wonder Bread wrappers to go to the movies and have fun with their BB guns.

After a year in Missoula his family moved back down the Bitterroot. His dad kept him busy breaking horses. He also had sheep, chickens and lots of farm chores to keep him busy and out of trouble. "I loved it" he says.

When he was a freshman in high school his mom was diagnosed with cancer. His family took the loss very hard. He struggled for a while until he found football. His principal told him he may not graduate so the "bull headed stubborn Irishman" managed to graduate with a 4.0 and burned off all his steam on the football field.

After high school he became involved in rodeo, Saddleback Bareback riding. It was a lot of fun but he didn't come home with very much money. He decided to try Saddle Bronc riding, but at the first rodeo, the cinch broke and he was sent flying. Somehow he didn't break a bone and decided he needed to find something that didn't beat him up. After the rodeo he moved over to Minnesota where he had family. He was very successful at being a delivery driver.

While there he met the mother of his children. They had two boys John and David. Seven years into the marriage they found they didn't want the same things in life so they went their separate ways.

He moved back to Missoula, then over to Washington for a traveling job. He was a door to door sales man for Action Heating and Soot Eaters a furnace cleaning and chimney sweep company. His route covered part of Washington, Oregon, and Wyoming. He had a lot of return customers and always stood by his promises. He even got pretty good at the furnace cleaning and replacing blower motors himself when the work wasn't up to the expectation of the customer. He really enjoyed the job but the sales area he had to cover was so big he didn't have a chance to make a home other than a hotel.

He had an opportunity to work for a carnival in Southern California. He ran the roller coaster for two days until he got an amazing surprise. He was told to finish his current line of people and then shut the ride down. At first he was concerned and then here came Selena, the Grammy winning singer. He gave her a "real good ride tilting it pretty hard in the corners." She asked for a second ride. She performed that night and she pointed right at me and said my name, I still don't know how she got my name but she said if you want a ride go see him he will give you the best ride."

In 1995 he moved home to be closer to his dad, and started looking for a job. He walked in the door at Beach and Harold Keyser recognized him immediately. He asked if John was looking for a job, he said yes and Harold said "you're hired now fill out an application." He drove bus 112, the CS Porter route up Miller Creek and Hayes Creek.

Shortly after he moved back to Missoula his dad had a stroke and passed away a few months later. Bob Beach not only told him to take all the time he needed he had flowers sent to the funeral. John remembers how proud of him his dad was for helping kids get to school. He didn't want to leave, but without a check during the summer he had to find more work.

He worked at a few in-state trucking companies over the next few years until he couldn't stand being out of town anymore. Walmart was the last job before he retired. Retirement worked out for a while. Tom and Paul Yelton started working at Beach and John decided he wanted to come back. Even after every place he's been and everything he's done he says his life has really just started.

Last school year John and Amber started spending time together. On June 21<sup>st</sup> they tied the knot! John says "This angel starts talking to me and then she proposed to me. She makes my life complete."





Beach  
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We Deliver!

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## School Bus Safety Tips

### SCHOOL ZONE!

Here are some important bus safety reminders from your friends at BEACH TRANSPORTATION



#### Tips for Parents

1. Walk your children to and from the bus stop.
2. Stay with your children make sure they get to the bus stop on time, wait back from the curb and avoid rough play.
3. Teach your children to ask the driver for help if they drop something near the bus.
4. If you have safety concerns about the bus stop location, please contact your school.
5. Have a backup plan in case the bus is delayed.

Beach Transportation

825 Mount Ave., Missoula, MT 59801

(406)-549-6121 • [www.beachtrans.com](http://www.beachtrans.com)

#### Tip for Kids

1. Be at the bus stop early
2. Wait for the bus in a safe place – away from the road.
3. Take your seat right away; stay seated at all times.
4. Keep the bus clean.
5. Keep all of your body inside the bus.
6. Listen to the driver; follow directions
7. Leave the bus carefully, using the handrails.
8. Take 10 giant steps away from the bus before crossing in front of it.
9. Look both ways before crossing the road.
10. If you drop or forget something, ask your driver for help; stay away from the bus.

# SCHOOL BUS

**SAFETY TIPS**

Read Bus Schedules Online: [www.beachtrans.com](http://www.beachtrans.com)