



New York School Bus Contractors Association

Promoting safe, reliable and cost-effective student transportation

PO Box 268

Latham, NY 12110

www.nysbca.com

For Immediate Release

Date: October 27, 2016

Contact: Al Roney

518-986-6650

al@pcpublicaffairs.com

New York School Bus Contractors Association Presents 2016 Industry Awards: Tim Birnie of Birnie Bus Service Wins Contractor of the Year

Latham, N.Y. – The New York School Bus Contractors Association (NYSBCA) presented their 2016 industry safety and service awards during the association’s 62nd annual convention held October 14 – 15 at the Albany Marriott Hotel in Colonie, NY.

“Our annual convention gathers industry professionals from all over the state to learn the latest about school bus safety, security and technology, along with current industry innovations and best practices,” said New York School Bus Contractors Association President, Mike Martucci. “It is also the time when we recognize the people within our industry who demonstrate unparalleled commitment to student safety and outstanding service to the school districts and communities in which they serve.”

The New York School Bus Contractors Association presented the following awards this year; **Contractor of the Year**, and the **Heart of the Industry Award**.

The **Contractor of the Year Award** is the association’s highest honor and presented to a contractor who, along with having an exceptional safety and performance record, has superior maintenance and training programs, and is deeply involved with their local communities.

This year’s **Contractor of the Year Award** went to **Tim Birnie, CEO of Birnie Bus Service**.

"I am very grateful and appreciative to receive the 2016 Contractor of the Year/Roger Weeks Scholarship Award from the NYSBCA," said Birnie Bus Service CEO, Tim Birnie. "To be considered in the same category as previous recipients of the Contractor of the Year Award is a tremendous honor. It would not have been possible without my entire team and I proudly share this award with all of our employees."

A family-owned business, Birnie Bus Service was co-founded by Tim Birnie’s father, Martin, in 1947 with just two school buses, two motor coaches and a station wagon. Today, the company is one of the largest bus companies in the United States with over 900 school buses and more than 1400 employees. Headquartered in Rome, NY, Birnie Bus Service also provides services for tour groups, corporate travel, public transportation and people with disabilities throughout its 18 locations in New York state.

“Tim Birnie and Birnie Bus Service truly represent the gold standard when it comes to safe, reliable, and cost-effective student transportation,” said Martucci. “Not only has Birnie Bus Service continued to grow and thrive under Tim’s leadership, his more than 30-years of service on the New York School Bus Contractors Association board has helped push the entire industry forward. Tim’s brilliance and

inspiration as a student transportation provider is only matched by his humility, as he always puts his school district partners and employees first. We are incredibly honored to present Tim Birnie with our Contractor of the Year Award”.

The winner of the **Contractor of the Year Award** is also honored with **The Roger Weeks Scholarship Award**, which includes a \$1,000 scholarship made to the Contractor of the Year Award winner’s school district of choice.

The **Heart of the Industry Award** honors an industry employee who, through the course of their job performance, has demonstrated a deep commitment to improving other people’s lives and who has gone above and beyond to accomplish that goal.

The association gives out two **Heart of the Industry Awards**; one to an “on-road” employee and the other to an “off-road” employee. The awards are sponsored by Factory Direct Bus Sales, and were presented by the owner of Factory Direct Bus Sales, Rick Reichenbach.

This year’s NYSBCA On-Road **Heart of the Industry Award** went to **Annabelle Coykendall**, driver for First Student, Inc. (Valley Central School District), and this year’s Off-Road award winner is The Trans Group’s **Tanya Zitzelsberger**.

“Our award recipients have a passion for the school bus industry and safe student transportation that serves as an inspiration to all of us,” concluded Martucci. “Their professionalism and commitment to their school districts, community, and transportation partners is unmatched and represents the very best of what our industry has to offer. We are extremely proud to honor them for their efforts and celebrate these awards with their peers, family and friends.”

Photos available at this [link](#):

Photo 1. **Contractor of the Year** - Tim Birnie, CEO Birnie Bus Service.

Photo 2. **Heart of the Industry Award** “On Road” winner Annabelle Coykendall, driver for First Student, Inc. (Valley Central School District) with President of the New York School Bus Contractors Association, Mike Martucci (Right), and owner of Factory Direct Bus Sales, Rick Reichenbach (Left).

Photo 3. **Heart of the Industry Award** “Off Road” winner Tanya Zitzelsberger of the Trans Group, and owner of Factory Direct Bus Sales, Rick Reichenbach.

About: The New York School Bus Contractors Association is an organization representing over one hundred school transportation companies, also known as school bus contractors, with the primary mission of promoting safe, reliable and cost-effective student transportation services in New York State. For more information visit: www.nysbca.com

