



## INSIDER EXCLUSIVES

### THE INSIDER INTERVIEW

## Stacey Ceron, VP, operations and sales, Canada West Coachlines Ltd., Kamloops, B.C.

Every month, *The Insider* talks with an executive at an ABA member motorcoach operator.

Canada West Coachlines Ltd. is a family-owned motorcoach company located in Kamloops and Kelowna, B.C. Bernie Driedger, CEO, and Joan Driedger have owned the company since 1981. Their three children, Brennan Driedger, Stacey Ceron, and Shelley Thiessen, grew up in the business and for more than 20 years have steadily helped their parents build and expand the company. These five family owners bring more than 100 years of experience and knowledge to the industry. They believe that their integrity, honesty, and hard work have made Canada West the largest independent motorcoach operator in the interior and the Okanagan Valley.

In 1995 Canada West purchased Sun Fun Tours. It was the perfect fit, as Sun Fun's tours often require luxury motorcoaches to carry clients to vacation destinations in the western U.S. and Canada.

Canada West has a fleet of 20 vehicles—shuttle buses, executive mini coaches, standard 36- to 48-passenger coaches, and 56-passenger luxury tour coaches. The company also boasts a 7,000-square-foot government-licensed preventative maintenance facility that can repair Prevost and MCI vehicles. Thanks to its excellent location, it also supports the needs of coaches owned by other companies visiting the area.

#### Q. What's new and different at your company?

Here at Canada West Coachlines we always strive to make our business better and to be a leader when it comes to safety. We introduced electronic logs to our team before they became mandatory. We hire a third-party professional driving school to review and re-test every driver annually, and we hold in-house training, mentoring sessions, and informative meetings with our coach operators to ensure that everyone is up to date with policies, procedures, regulations, and other matters.

#### Q. Where do you see the business heading?

With the strong U.S. dollar, Canadian travel has become even more attractive. In 2015 there was an incredible increase in Canadian tourism from foreign travelers, and we expect to see another solid year in the motorcoach industry.

#### Q. What principles guide your company?

Canada West is committed to providing jobs in our community. We have a dedicated team that goes above and beyond by providing personalized, effortless travel to every client who steps on board our coaches. We live by our core values:

- **Safety.** We maintain the highest standards for safety, quality, comfort, convenience, and cleanliness.
- **Professionalism.** We value integrity and dedication with a friendly, positive attitude.
- **Customer focus.** We work hard to ensure your loyalty, comfort, and enjoyment on each and every travel experience.
- **Teamwork.** We are resourceful, accountable, dependable, and trustworthy.

#### Q. What's the best new product or service you've recently introduced?

Canada West Coachlines has been working hard at continually building our family operation. We have expanded into the marketplace by opening a new location in Kelowna to better serve our Okanagan clients with all their motorcoach needs.

We have also upgraded our fleet with the purchase of two executive mini coaches for our conference and wedding clientele and have also added a new luxury coach to our tour fleet.