



Panel Discussion:

How KPA's Environmental Health and Safety Service Works for J.D. Byrider

Jamie Nowak
Compliance Officer
JD Byrider

Mark Morris
General Manager
Rowland Motors, d.b.a. JD Byrider

"KPA has given peace of mind to our franchise owners. They can rest assured that their employees are trained and knowledgeable about potential safety hazards."

~Jamie Nowak
Compliance Officer,
J.D. Byrider
Franchise Support
Team

J.D. BYRIDER

"Having such expertise readily available is reassuring to any business owner"

~ Mark Morris
General Manager,
Rowland Motors
d.b.a. J.D. Byrider

www.jdbyrider.com

More than 30 J.D. Byrider dealerships are served by KPA's Environmental Health and Safety compliance program. We asked Jamie Nowak, Compliance Officer at J.D. Byrider, and Mark Morris, General Manager at J.D. Byrider's Rowland Motors location, to talk about their experiences working with KPA's Environmental Health and Safety services.

Why do you recommend using an independent consultant for environmental health and safety compliance?

Jamie Nowak: By the end of 2011, J.D. Byrider will have 140 locations across the United States. Most of our dealerships are franchise locations that are independently owned and operated. In the past, we had difficulty implementing a corporate-wide safety policy because each location had to comply with a



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different set of state and local laws. We did a cost/benefit analysis, and found that the best solution was to rely on an outside vendor with a national reach, and expertise in regulatory requirements, including the federal, state and local levels.

Mark Morris: Essentially, we tried to do everything in house, and we did it poorly. There was a general sense that we needed to get serious about safety, but we also knew that this was something outside our core business focus. I decided that our franchise business needed an independent expert to take a look at our facility and our safety policies. We wanted honest feedback on how we were doing, and what we needed to do better.

Why do you recommend KPA to take care of environmental and safety compliance?

Jamie Nowak: Our franchisees and company stores have been very pleased with the addition of KPA. KPA offers expert knowledge with onsite training, regular review, and online resources including issue tracking, an MSDS database, and online training. Management can continually monitor outstanding issues with the myKPAonline system. KPA's services ensure that employees are safe and the location is compliant in a cost-effective manner.

Mark Morris: The level of expertise that KPA associates bring to your dealership is valuable. They can spot unsafe conditions that would result in injuries or regulatory citations. They helped us save time and money by taking over this critical but time consuming function, and they do it much better than we did. Most importantly, they taught our employees the importance of safety first which got our training up to speed, and cut our accident rate dramatically.

What's the best part of having KPA services?

Jamie Nowak: KPA provides peace of mind to our franchise owners. They can rest assured that their employees are trained and knowledgeable about potential Safety hazards. While not all accidents can be avoided, having trained and knowledgeable employees is the first step in prevention.

Mark Morris: KPA safety engineers are highly skilled professionals. It is obvious that they are well versed and proficient in identifying and correcting potential safety hazards. I like the peace of mind that I get from being able to call KPA and knowing that we have taken the necessary steps to protect our employees and our business.



About KPA

KPA is a dealer services and Internet marketing provider for over 4,000 automotive, truck and equipment dealerships and service companies. KPA provides consulting services and software for three industry specific product lines: (1) Environmental Health and Safety; (2) HotlinkHR, Human Resource Management; and (3) TK Carsites, Internet Marketing. For more information, please visit www.kpaonline.com