

Reidsville’s Pelham Transportation Receives Business Journal’s ‘Family Business Award’

Pelham Transportation, located in downtown Reidsville, was recognized Thursday night, May 18, at the *Triad Business Journal’s* “Family Business Awards” dinner in Winston-Salem.

“We are so honored to not only be recognized but to win the ‘Family Business Award’, not only for Pelham Transportation but also for the City of Reidsville as well as Rockingham County,” said the company’s Vice President Barbara DeJournette. “Our goal is to continue to enhance and provide services to the communities, our employees and other businesses in our area.”

The business has seen a lot of changes since its establishment in 2004. Ted and Barbara DeJournette started their transportation business with a lone bus operating out of their Pelham home. They outgrew that location and moved in 2008 into the City-owned building at 114 West Morehead Street, which formerly housed a City fire station and the County EMS offices at different times. The couple would eventually buy the building, renovating the upstairs into living space while running the now 20-plus fleet out of the downstairs offices with a 28-employee workforce.

“Reidsville is fortunate the DeJournettes decided to ‘retire’ to Reidsville 13 years ago,” said Reidsville Mayor Jay Donecker. “Like many who have ably served their country, retirement oftentimes is too soon for them to ‘hang it up’ and they then have a second successful career. Ted and Barbara illustrate how Reidsville is a great place to begin a new chapter in one’s life. We are so glad they decided to live here!”

“Pelham Transportation is a great example of how a business can achieve significant growth being based in a smaller market like Reidsville,” said the City’s Economic Development Director Jeff Garstka. “Our community offers so many advantages to businesses looking for a regional location to serve the Triad and beyond. We are very proud of Pelham Transportation and congratulate them on their continued success and as a tremendous corporate citizen. “

Pelham Transportation can transport anywhere in the United States, providing non-emergency wheelchair and non-wheelchair bound transportation for one person or up to 14.

New this year, the *Triad Business Journal* established the “Family Business Awards” to recognize family-owned businesses in the Triad for “overall excellence, innovation, ethics, philanthropy and contributions to the strength of our region,” according to the eligibility requirements. Finalists were selected in categories based on company employee count with family involvement and succession planning listed as primary factors for consideration.

The DeJournettes are training a niece, April Shepherd, to take over when they retire although they aren’t planning on doing that anytime soon. In the meantime, while operating their business, they also try and give back to the local community. Barbara DeJournette serves or has served on various boards, including the Reidsville Downtown Corporation, the Reidsville Chamber of Commerce and the United Way. The DeJournettes and their business have been

involved with Help for the Homeless and the Salvation Army, supported Hospice programs and partnered with RCATS. Pelham has also worked closely with the City of Reidsville on several projects, including providing transportation services.

The finalists and winners have been profiled in a special *Triad Business Journal* report and celebrated at the May 18th awards ceremony. Hugh Sandoe, the City's Market Square and Main Street Coordinator, attended the event with the DeJournettes and two of their employees.