

Driving Miss Daisy — Daisy Chain

For just over a year Josie Tobin has been one of the drivers for the Hastings franchise Driving Miss Daisy, owned by Sheryl Ivory, and is loving every minute.

"No two days are the same, I never know what I will be doing until the night before, and even that can change," says Josie.

It's true. I happened to spend a morning with Josie in December so that I could see for myself just what this service is all about and came away blown away by the care and assistance they provide for their customers.

"This is not just a job. It is more like an extended family," says Josie as she picks up another customer.

Many of the clients are elderly but what impressed me was the personal side of the service. Josie knows nearly all by name, and would collect each one from their home.

Once settled in the front seat she buckles them up and makes sure they are comfortable before heading off to the required destination.

Whether the supermarket, the hospital, age concern activities, the hairdresser, whatever . . . if a ride is needed then Miss Daisy is happy to provide it.

On the day I joined Josie, it was just before Christmas.

Each and every one of her customers commented on the service and the friendly attitude with which they were treated. And that was not just because I was in the car. Josie had been inundated with chocolates and shortbread. Hugs and good wishes abounded.

Her schedule can change at any moment and it did. Sheryl rang to say a client needed to be picked up from the hospital and taken home. We were closest.

Not all of the clients are elderly. The service is for anyone that needs transport — anywhere, any time. I know many of you might be saying "Yeah well that is exactly what a taxi service does," but you would be wrong.

These ladies will take you



BRING IT ON: *Hastings Leader* reporter, Jen Dillner about to head out with Hastings Driving Miss Daisy driver, Josie Tobin for the morning.

PHOTO: DUNCAN BROWN

“This is not just a job. It is more like an extended family.”

JOSIE TOBIN
Driving Miss Daisy driver

shopping if that is what you need.

They will carry the groceries into the house, and put them away if that is what you wish.

It is personalised and that is the key.

Owner, Sheryl Ivory bought the franchise in August 2009 and has succeeded in building up the clientele so that there are now two cars operating in Hastings and she is heading to the Central Hawke's Bay in the new year. "We will go down every Friday to start with. Once we build up the clientele we increase the days."

■ If you wish to be taken anywhere at any time with that personal touch added, do not hesitate to call Driving Miss Daisy on 878 5029.

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