

Rita Luukkonen of Master's Transportation Named to Busline's 2025 'Women to Recognize' List

Guiding Master's Transportation's growth and team development strategy through legal, financial, and workforce innovation

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*John Goodbrake, CEO,
Master's Transportation*

Transportation™, a leading provider of commercial buses and vans, shares that Rita Luukkonen, General Counsel, has been recognized by [Busline Magazine](#) as a 2025 Woman to Recognize in Busing. Luukkonen is one of 15 women recognized in the busing industry for her innovative leadership in driving strategic growth, implementing alternative risk solutions, and guiding financial initiatives that have strengthened Master's Transportation's position in the commercial vehicle industry.

The recognition highlights Luukkonen's pivotal role as one of the few women in leadership within the bus industry. At Master's Transportation, she has been instrumental in overseeing the financing and staffing efforts, including negotiating a PACE loan to fund energy-efficient upgrades, such as geothermal heating and cooling systems. This ensures comfort for automotive and manufacturing technicians year-round, with temperatures no colder than 68 degrees in winter and no warmer than 82 degrees in summer.

"Rita has been an integral member of the Master's Transportation team, and I'm proud of the exceptional work she continues to deliver," said John Goodbrake, CEO, Master's Transportation. "She serves as a role model not just for women but for all team members in our industry through her dedication to innovation and strategic leadership."

Over the past 12 months, Luukkonen has significantly advanced workforce development at Master's Transportation. She led the restructuring of the Human Resources Department and developed a comprehensive Labor Strategy Plan that supports over 30% annual growth. Her initiatives have included targeted training programs and partnerships with educational

institutions to create a pipeline of qualified candidates, fostering a culture of continuous learning and development within the company.

Luukkonen's forward-thinking approach includes developing advanced training programs to equip the workforce with skills needed for future challenges. Her role in securing the new \$72 million headquarters and negotiating financing options highlights her strategic vision for sustainable growth. She has also implemented alternative risk solutions, such as establishing a captive insurance company, and built a highly talented Risk Management team to support these initiatives.



Master's Transportation's General Counsel, Rita Luukkonen, has been named one of Busline Magazine's 2025 Women to Recognize in Busing for her leadership in strategic growth, risk solutions, and financial innovation within the commercial vehicle industry.

These efforts have enhanced Master's Transportation's financial resilience and expanded customer options, demonstrating her forward-thinking leadership in risk management. Luukkonen continues to focus on expanding the company's footprint through strategic partnerships and economic incentives, aiming to create more job opportunities and support industry advancement.

For more information about Master's Transportation, visit www.masterstransportation.com.

About Master's Transportation, Inc.

Master's Transportation® is one of the nation's leading providers of rental, lease and purchase of transport vehicles. The company strives to make a significant and positive impact in the transportation industry through a commitment to quality and safety and a singular goal to "Move People Forward." Master's Transportation's business covers a full series of commercial vehicles, including commercial shuttle buses and vans; school buses and multi-functional school activity buses; motor coaches, and used commercial buses. The company also has seven service departments and a centralized parts department, having the capacity to provide service needs nationwide. For more information about Master's Transportation visit www.masterstransportation.com.

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