

Hollenbeck named Benzie Bus executive director

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Community Submission

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Chad Hollenbeck
Courtesy of Benzie Bus

BEULAH — Benzie Transportation Authority Board of Directors — [Benzie Bus](#) — announced its new executive director Thursday.

On Oct. 20, the board approved and signed an employment agreement with Chad Hollenbeck, according to a news release.

“The board was unanimous in its decision to ask Chad to fill this very important position,” said Jeannette Feeheley, Benzie Transportation Authority board chair. “His experience is unparalleled; Chad knows the ins and outs of every matter affecting Benzie Bus, and has always maintained positive working relationships with the board, the staff, our riders and the community at large. Besides his operational know-how, Chad is an excellent communicator.

We are fortunate that Chad is willing to step up to the plate and assume this responsibility on behalf of Benzie Bus.”

Hollenbeck succeeds [Jessica Carland](#), who served in the position from 2022 until July. He had been serving as the interim director.

Hollenbeck has been with Benzie Bus since its inception and is one of the organization’s longest-serving employees.

“Throughout Hollenbeck career, he has served in nearly every capacity within the agency, gaining extensive firsthand knowledge of public transportation operations, organizational leadership and the evolving transportation needs of Benzie County residents,” according to a news release.

In 2016, Hollenbeck was named Best Boss in the [Benzie County Record Patriot](#) People’s Choice Awards. He was also recognized in 2022 by the [Traverse City Record-Eagle](#) Leaders of Northern Michigan.

Hollenbeck served for many years as operations manager, overseeing the agency’s drivers, dispatchers, mechanics, facilities and vehicle fleet while ensuring compliance with state and federal transportation regulations.

He currently sits on the Michigan Public Transportation Association Maintenance Committee.

“He has served two separate terms as interim executive director, providing steady leadership and continuity during periods of organizational transition,” according to a news release.

“Hollenbeck’s appointment reflects the board’s confidence in his leadership abilities, institutional knowledge and longstanding commitment to the agency’s mission.”

As executive director, Hollenbeck plans to focus on maintaining safe, reliable and accessible public transportation while exploring opportunities to improve operational efficiency, expand mobility options, embrace innovative transportation solutions and strengthen regional connections throughout Northwest Michigan.

Benzie Bus will mark its 20th anniversary in 2027.

“I’m honored to have the confidence and support of the board of directors and the opportunity to continue serving an organization that has been such an important part of my career,” said Hollenbeck. “I’ve had the privilege of working alongside dedicated employees and community partners who truly care about the people we serve. I’m excited about the future of Benzie Bus and look forward to building on our successes, supporting our employees and finding new ways to better connect our communities.”

Benzie Bus provides public transportation services to residents and visitors throughout Benzie County. Since beginning operations in 2007, Benzie Bus has worked to connect people with employment, healthcare, education, shopping and community activities.