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FOR IMMEDIATE RELEASE:

Lance Osler Joins School Bus Logistics

Denver, Colo.—Jan. 23, 2014—School Bus Logistics (SBL), a Denver-based business, is now working with consultant Lance Osler, who will provide route operations support and software consulting services to current SBL customers and potential prospects.

Osler has a combined 17 years of Edulog and Versatrans experience, which increases opportunities for SBL to provide professional routing services and consulting in terms of startup, midlevel and advanced routing operations support for almost any school district in North America.

“Lance is a great addition to our team,” says SBL founder and CEO Rob Jacobus. “With his industry knowledge and high-level user experience using both Versatrans and Edulog in the operations of several school districts in North America, Lance will be of great value to the pupil transportation industry that SBL serves.”

Osler started his career in the industry in 1997 with Education Logistics (Edulog). In 1998 he joined Versatrans Solutions, Inc., where he held two positions within the company: a training specialist and a regional account manager. Osler gained most of his knowledge of the Edulog system working for Laidlaw as a sales executive and then as manager of routing services when First Group acquired Laidlaw.

“This is a demanding time in student transportation, and I think that our team here at SBL is positioned to meet any challenge brought before us and exceed all customer expectations,” says Osler.

He brings to SBL project management and GIS routing systems experience he gained while working at First Planning Solutions for several years. Osler also is skilled at motivating team members within a school’s transportation department and helping them achieve goals, all while working alongside routers and schedulers in the field.

“Not only does Lance have extensive experience in routing systems, but he also brings transportation operations management to the table—something SBL has not been able to offer in the past,” says Jacobus. “Now we have a valuable resource on the team to do so.”

With newfound ability to offer transportation operations management to school districts, Jacobus and Osler are looking forward to positioning SBL as capable of offering a higher level of services to benefit school districts struggling with pupil transportation.

“I have worked with Rob in the past, so it is exciting to bring our synergies back together to provide a new level of solutions here at School Bus Logistics,” Osler says. I personally love working with the customer and client—to guide and lead them through change.”

About School Bus Logistics

School Bus Logistics provides consulting, support and routing software to school districts and bussing contract companies. By accurately and efficiently eliminating the challenges of pupil transportation, School Bus Logistics can put money back into the hands of school districts and, ultimately, back into the communities they serve.

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