



Future Forward

Edulog's Athena Seminars By Pete Salinas

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Thank You

This has been a very busy and rewarding year for Sales as we added lunch-and-learn Athena seminars to the way we connect with you. These seminars have been a fun way for us to show you what's been cooking at Edulog, especially what Athena has to offer, and what the experience of moving to Athena can look like.

We hosted 30 seminars this past spring, and we couldn't have done it without you! We are so grateful to those of you who were able to attend and share your perspectives, and we are especially thankful to those of you who hosted a seminar in your facilities! In this time of increasing virtual meetings, it was a real treat to get to see everybody who could make it out. We appreciate your support!

If you have not been to a lunch-and-learn seminar, please come out to see us and see what it's all about! Our winter and spring schedule will be coming out soon. If you want to host a lunch-and-learn at your district, or just want to find out what's coming up near you, please reach out to your local area sales representative.



Dates and Locations are currently
LOADING....



Thinking Ahead, Moving Forward with Account Management

By Jasmine Brown

At Edulog, staying ahead means thinking ahead. As the transportation landscape evolves, so do your needs and we're evolving right alongside you.

Our account management approach is designed for what's next. It's not just about meeting expectations; it's about anticipating them. Our team partners with you to align services with your goals, uncover growth opportunities, and navigate challenges with confidence. We're here to collaborate, advise, and champion your success — acting as an extension of your team, not just a point of contact.

Smarter Tools. Better Outcomes.

Technology plays a key role in how we support you. With advanced platforms like Athena and Parent Portal, we're able to use real-time routing data, GPS insights, and traffic tools like Google Maps to help identify issues early, streamline communication, and improve efficiency.

These tools help us shift our focus from managing tasks to maximizing value and giving you more time, clarity, and control.

Our approach is centered on your unique needs. From personalized recommendations to regular check-ins, we tailor our support to align with your district's priorities and day-to-day operations. Every interaction is built on trust, transparency, and a shared commitment to results.

Looking Ahead, Together

Being future forward means we're always preparing for what's next. Not just for us, but for you. We're committed to staying proactive, driving innovation, and growing alongside you.

Let's move forward — together.



The advertisement features a background image of a school bus with children. At the top left, it says '>>>>>> Start your conversation with Edulog!'. In the top right corner is the Edulog logo and a QR code. The central text reads 'CHANGING THE GAME FOR SPECIAL NEEDS OPTIMIZATION'. Below this, a blue box contains the text: 'With multi-dimensional route optimization, customizable seating, and advanced features, we deliver a powerful special needs route management system!'. At the bottom, a list of features is shown with blue circular icons: 'Accounts for vehicle type, need, and school bell time for arrival', 'Manage both Special Needs and Special Needs/Gen Ed blended groups', and 'Improved safety'. On the right side, there is a vertical text 'Scan code' with arrows pointing up and down.

>>>>>> Start your conversation with Edulog!

EDULOG

ATHENA
POWERED BY EDULOG

CHANGING THE GAME FOR SPECIAL NEEDS OPTIMIZATION

With multi-dimensional route optimization, customizable seating, and advanced features, we deliver a powerful special needs route management system!

- Accounts for vehicle type, need, and school bell time for arrival
- Manage both Special Needs and Special Needs/Gen Ed blended groups
- Improved safety

Scan code

Tradeshows With Edulog

By Pete Salinas

The K-12 transportation tradeshow circuit has been very busy this year. Edulog attended 38 tradeshows to date, with 10 more remaining this year! Our initiative at the shows has been to showcase our Athena platform to prospective clients, but also to convert our current clients to Athena in the near future. We are grateful to all our clients who have made it to these shows and who have shown continued support in partnership at these events. While we continue to support clients who have not yet moved to Athena, we want to bring the fantastic benefits Athena has to offer to all districts we serve.

If you have not planned to move to the Athena platform, please contact your Edulog sales representative for a demo and a cost projection for your budget planning. Edulog continues to support your state's APT. We are committed to your customer experience in the industry and with our product line. Come see us at your local and state shows if you haven't already!



Features like: streamlined map maintenance, more collaborative workspaces, better security and reliability!



At Edulog, we believe that great employees don't just do their jobs well—they raise the bar for everyone around them. This month, we're proud to shine the spotlight on **Joey Simonich**, whose dedication, professionalism, and customer-first mindset make him an invaluable part of our team.

EMPLOYEE SPOTLIGHT: Joey Simonich BY CORI BURNS

Joey first joined Edulog in 2017 as part of our Support team. After a brief time away, he returned in 2023 to help bring clients onto our new Athena software. Since then, he has become a driving force in ensuring a smooth and positive transition for our customers.



Known for his exceptional work ethic and humility, Joey consistently sets a high standard. His strong organizational skills enable him to navigate complex tasks and competing priorities with clarity and confidence. Whether tackling technical issues or refining processes, Joey approaches every challenge with patience, empathy, and a thoughtful determination to deliver the best possible outcome. Joey is also known to be one of the most effective problem solvers in the company; analytical, creative, and persistent. His ability to think strategically while staying grounded in the needs of the customer has earned him the respect and trust of both colleagues and clients. In every interaction, Joey exemplifies professionalism, integrity, and a commitment to excellence. We are grateful for his contributions and proud to have him on the Edulog team.

Thank you, Joey, for all that you do to make Edulog stronger every day!

See below for few more fun facts about our friend and valued teammate, Joey:

Favorite Color:

When we were little, my siblings and I were each “assigned” a color by our grandma for birthdays, and over time because of this, red became my favorite.

Dream Vacation:

I would really like to visit Scotland one day because I am very interested in the culture.

Favorite Quote:

“Everyone you meet is fighting a battle you know nothing about. Be kind. Always.” - Robin Williams

Favorite professional sports team, musical artist, or book:

My favorite book is Eragon because it was one of the first book series I really got hooked on as a kid.

What is something unique about you (a fun fact) that few people are aware of:

A fun fact about me is that I have a Ventricular Septal Defect, which is a fancy way of saying I have a “hole in my heart.” Though there really are no negative symptoms for me.

What do you enjoy doing in your spare time:

In my spare time, I enjoy playing with my almost 3-year-old;, playing basketball, and playing board or video games.

More fun facts about Joey on page 5.

Favorite place to eat in Missoula:

My favorite place to eat in Missoula is Kobe, I believe it is the best place to get sushi here.

Where are you from/where did you grow up:

I am from Missoula, and I have lived here my whole life.

If you could live anywhere in the world, where would it be?

I would still choose Missoula, MT. I wouldn't mind traveling for vacations, but Missoula will always be home.

If you could compete in the Olympics, which sport would you choose?

I would choose tennis. It was my favorite sport growing up, even though I don't play much anymore.

What are two things on your bucket list:

Two things on my bucket list are to watch my son grow up and to visit at least one country across an ocean.



Do you have any pets, if so what type/name:

I have a 3-year-old, large dog of unknown breed named Bucky.

If you could pick up a new skill in an instant, what would it be:

If I could instantly pick up a new skill, I would learn to speak and write another language—preferably German, Japanese, or Spanish.

How would you describe your job at Edulog and its responsibilities to someone unfamiliar with Edulog/our products:

I help onboard clients on our newest routing software, Athena. This involves training, data work, and making sure our clients are ready for the start of school.

Favorite Edulog Product or favorite part of working at Edulog:

My favorite part of working at Edulog is the people. I enjoy working with my team and knowing I can rely on those around me.

Edulog advice (to clients or co-workers):

My advice is to never be afraid to ask questions or for help. It is always better to tell someone you don't know than to pretend that you do.



STN Student Ridership

BY LAM NGUYEN-BULL

Edulog was asked to provide STN and its readership with some insight into how student ridership might evolve in the future. Here's what we said.¹ We'd love to hear from you what your experience has been and what you'd like to see, too! Reach out to your Account Manager with any thoughts or suggestions you would like to share.

Question: Do you see the future of student ridership verification technology offerings evolving to include new options? If yes, what could those options look like?

If there's one thing you can count on, it's that technology wants to evolve. So yes, absolutely, there will definitely be new options in the future.

Right now, a couple of the most difficult challenges we and our clients have seen with putting in student ridership programs, like with many technology solutions, are (a) managing human behavior and (b) recognizing that student ridership doesn't exist in a vacuum. In this space, we're talking specifically about card/ID management and the process of logging students on and off the vehicle. Do students have IDs for other purposes (meals, library, etc.)? Are they trying to manage and find the correct ID to input for each system? How do you manage the inevitable situations where a student doesn't have the correct ID? Is the input process prolonging time at stops? How can we use what we know to make the experience better, safer, and more efficient?

With respect to card management, substantial progress has been made in creating redundant methods facilitating districts' capacities to capture ridership information. For example, districts can use readers that are able to capture RFID, bar codes, and QR codes. Students may also be able to swipe onto a bus, not only by using a district-issued card, but also through their smart phones, smart watches, or a copy of their card printed at home. And, of course, drivers can swipe children on and off the bus through driver applications on tablets.

Edulog helps our clients mitigate these issues not only through technology tools (i.e., the capture methods discussed above, treating student ridership as an integrated part of our own transportation planning suite to make each part work smarter, maximizing our ability to integrate with other systems, being as input-agnostic as possible), but also by working very closely with our clients during the planning stages on change management, communications, and stakeholder training.

STN Student Ridership Continued on Page 7.

¹ Excerpts from this interview with STN were used in the School Transportation News September 2025 issue special report "Transforming Student Ridership."

But what's possibly more exciting and what will have more impact in the medium term is more seamless integration of the information gathered by and function of student ridership technology into the suite of tools schools have at their disposal to ensure that students are safe, healthy, and ready to learn every minute they are in their care.

Much of the information we need to have and effectively manage to be able to empower schools to deliver students safely and efficiently to and from school overlaps with the information needed to ensure that each student is well served while at school. A student's school experience does not just begin and end when they walk through their classroom door.

The information ecology of the past required that students' experiences and interactions with the different parts of their school day be separated and therefore managed separately. But that is changing quickly, and for the better.

Your question centers the technology. But what Edulog does differently, and what sets us apart in our field, is that we have always centered on the students and the people who use our software. Our approach is characterized by thoughtful design, operational efficiency, and a relentless focus on the child's experience.

As schools continue to prioritize student well-being, the evolution of ridership verification technology is set to move beyond isolated solutions and adopt a more holistic approach, intertwining safety and health measures with the core mission of ensuring every child's secure passage to and from school. Through our focus on connection, communication, and care, we equip schools to create a safer, healthier environment for every student—ensuring that the journey to and from school is as protected and nurturing as the classroom itself.

Question: How is data security for the student ridership technology currently handled from an IT/cybersecurity perspective?

Data security for student ridership is managed with the same care that Edulog takes with all our data security: we maintain SOC 2, Type 2 compliance, leveraging industry best-practice controls across the whole of our footprint, technological, operational, and organizational. All data is encrypted at rest and in transit and we regularly undergo third-party penetration testing and evaluation of our overall security posture.



Your Guide to the Latest Athena Updates: We Want Your Feedback!

By Andréa Brunson



Learn it. Use it. Tell us about it.

When new software updates are released, it's important to know what's changed and how those changes benefit you. That's where Athena Release Notes come in. Athena Release Notes give you a clear picture of what's new, improved, or fixed in the latest version of the software. They highlight the value of the update and help you get the most out of new features and improvements.

But sharing updates is only the beginning! Athena Release Notes also strengthen our partnership with you. They are the culmination of a collaborative virtuous cycle of innovation, feedback, and continuous improvement.

Athena Release Notes are designed to be clear, organized, and easy to use. Each update includes the version number along with a short summary of what's new, and details are organized into sections so you can quickly find what matters most. Our goal is to make your Athena experience smoother and more efficient, helping you quickly understand what's changed, encouraging adoption of new tools and features, and keeping you informed so you can get the most out of each update.

We're committed to making Athena Release Notes easy for everyone to access and use. You can view them in the Athena Release Notes email sent to you or on our [Athena Resources site](#)¹, ensuring they're always within reach.

We also focus on accessibility, using clear headings, plain text, and alt text for images so information is easy to read for all users. Athena Release Notes are consistently available, and we prioritize quick releases during busy times like school start, to keep you informed when it matters most. Notes released during these times may be incremental and previously provided links to training guides may be removed in the interest of providing timely information quickly while maintaining accuracy. Don't worry, though! Updates will follow the incremental releases so that you have access to accurate and up-to-date training guides.

As always, your experience matters to us, and we want to make sure these updates meet your needs. We'd love to hear your thoughts on each update! Your input helps us understand what's working well and what could be even better. To make it easy, you can share feedback directly through our [Athena Release Notes Feedback form](#). Client suggestions play a key role in shaping future updates, and we make a point to respond and show how your feedback has influenced changes.

We hope the Athena Release Notes help you stay informed, make the most of new features, and feel confident using our software. Your feedback and engagement are important to us, and we'll continue to refine and improve our updates based on your input. Thank you for partnering with us as we make each release better than the last.

¹ Password to Athena Resources Site: L0g1\$tic\$

A Message from our CEO



Dear Friends,

When I think about Edulog's story, it always amazes me how far we've come. From the earliest days of routing software to today's cloud-first world, one thing has never changed: our mission to help school districts deliver students safely, on time, and ready to learn. Nearly five decades later, that mission feels just as important as the day it started.

This fall we took an important step in our journey by partnering with Serent Capital. Serent knows the education technology space well, and they've backed many companies that serve schools and districts across the country (you might be aware of Parent Square, for example). Their decision to invest in Edulog is not just a vote of confidence in our company, but in the work you do every day to keep communities moving.

What does this mean for you? Simply put, it means we'll be able to keep building on what's working, and we'll have more resources to innovate faster. Our Athena platform will continue to grow stronger, and we'll be better equipped to support districts in meeting the evolving challenges of student transportation.

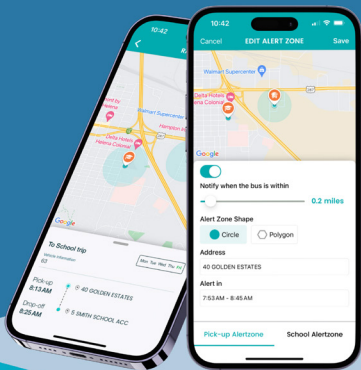
While this new chapter brings exciting opportunities, some things remain constant: our mission, our values, and the pride we take in serving our customers. I believe the best days for Edulog are ahead of us, and I couldn't be more grateful to share this journey with all of you.

With gratitude,
Sam Bull
CEO, Edulog



PARENT PORTAL

Streamline Parent Communications



**Our solution for
real-time
updates and
peace of mind
for parents!**

LEARN MORE



Summer Fun with Edulog



Our Strategy and Corporate Developmentalist Jessica Anderson had some family fun, featuring their new puppy - Winnie!

Fever vs Storm

Tue, Jun 24

Final

WNBA



Fever

Away, 18-15

94 - 86

Storm

Home, 16-17



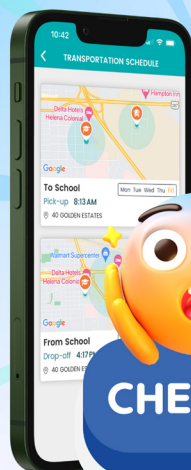
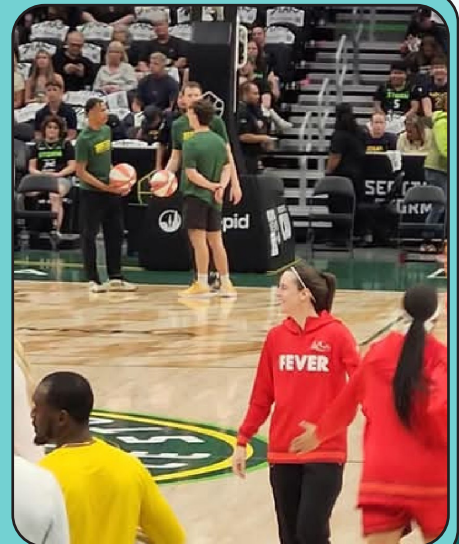
Team

Indiana Fever

Seattle Storm

	1	2	3	4	T
Indiana Fever	27	18	30	19	94
Seattle Storm	24	15	19	28	86

Our GPS Hardware and Implementation Manager Ryan Ballas went to see the Washington Storm vs. Indiana Fever WNBA Game in June!

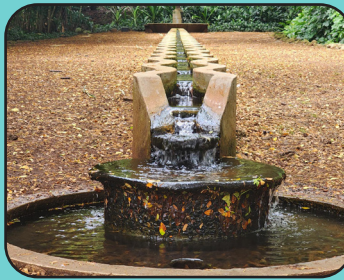


School districts
reported school
startup phone call
reductions up to

75%

CHECK IT OUT

Summer Fun with Edulog



Our Account Manager Jasmine Brown got to visit Kauai, Hawaii in June. Jasmine had never previously been to any of Hawaii's fantastic Islands. She got to explore the beaches, shopping, the amazing cuisine, and all of the fauna and flora. She had too many pictures to contribute, but these were some of her favorites!



Our President Jason Corbally, and our Manager of Strategy and Corporate Development Sara Corbally took the family on a vacation to Alaska for some fishing, bear spotting, and summer fun!

Be in the loop.

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- ☒ Safe & Secure
- ☒ Reduce Costs
- ☒ Smart Substitution

Critical data for your district
and your community.
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EDULOG

No surprises.

Summer Fun with Edulog



Our Client Services Support Analyst Quincy Fordah went to Fort Lauderdale, Florida and then to the Bahamas for a family reunion in June!

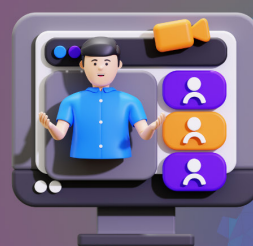


Our Human Resources Director Lois Jensen had a summer full of parades and miles between. From Butte, MT to over 600 miles to Wolf Point, MT. Lois and her family participated in the Wild Horse Stampede Weekend. The fun didn't stop there with a trip to Fort Peck to see the Veterans Museum, and much more!

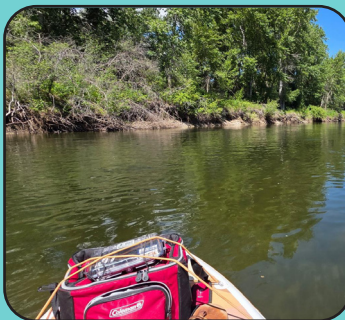
Training Opportunities Available



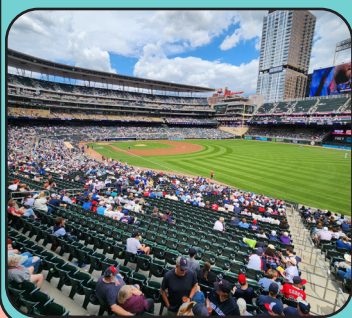
LEARN MORE



Summer Fun with Edulog



Our Account Management and Sales Operations Manager, Arika Steele spent a lot of time outside. Visiting Florida to spend time with family, riding the Haiawatha Bike trail in Idaho, and paddleboarding the local rivers in Montana!



Our SLM Team Lead, Karl Thorne spent a lot of time in the Midwest. He visited family including testing to see if he was a kidney donor for his sister Karen. On the way, he stopped for some fun hiking at Devils Tower, and found good fishing spots. He even managed a Twins baseball game on the way home!



Fewer Calls.

75%

Less Stress.



LEARN MORE

EDULOG STAFF UPDATES



Kiana Simoinich

We are excited to welcome Kiana Simonich as the newest member of our Edulog family! Kiana is joining the ASP Department as an Athena Data Technician, where she'll be supporting client onboarding and data related tasks for our Athena platform.

Kiana graduated from the University of Montana with a degree in Psychology and brings a thoughtful, people-centered perspective to her work. She enjoys spending time playing games with family and friends and has a beloved dog named Anubis, who keeps her on her toes!

We're thrilled to have Kiana on board, and we look forward to the positive energy and dedication she'll bring to the team.

GPS TRACKING

Discover how real-time data can benefit your district.



Integration



Accuracy



Insight

LEARN MORE >>

Start Tracking

Start Knowing



Introducing THE HOOT



LEARNING ON THE FLY!

We're excited to launch **The Hoot**, our brand-new microlearning series designed to keep you sharp, updated, and ready to tackle the latest features, tools, and best practices — all in bite-sized, easy-to-digest sessions!

► What to Expect:

- **Quick Updates:** Delivered monthly or biweekly — no long webinars or manuals!
- **Fun & Focused:** Each lesson zeroes in on a key feature, tip, or insight.
- **Accessible Anywhere:** Watch or read at your convenience, on any device.

► Why We're Doing This:

Keeping up with changes is critical to staying efficient and ahead of the curve. These short bursts of learning will help you master new tools and stay connected across teams — all without overwhelming your schedule.



THE 1ST HOOT DROPS

OCTOBER

24

2025

Questions? Please reach out to the DCDT Department at trainingcoordinator@edulog.com or Andréa Brunson at abrunson@edulog.com.

Plum and Apple Strudel with Puff Pastry



Ingredients:

- 1 box frozen puff pastry (2 sheets)
- 8 medium plums, pitted and sliced (about 3 cups)
- 4 medium apples, peeled, cored and sliced
- 1 Tbsp ground cinnamon
- 3 Tbsp light brown sugar
- 1 tsp nutmeg
- 3 Tbsp all purpose flour
- 3 Tbsp sugar
- 1 egg, beaten for egg wash

Directions:

1. Preheat oven to 375°F. Slice and pit the plums. Peel and core the apples. Place the fruit in a medium bowl. In a small bowl, add the cinnamon, nutmeg, light brown sugar, and flour and stir well to combine. Pour the spice mix over the fruit and stir to coat.
2. Lay out a piece of parchment paper that is a bit larger than your baking sheet onto the counter. Place the first piece of pastry onto the parchment. Roll out into an 11 X 17 rectangle.
3. Add the fruit and spice mixture. Leave about 3-4 inches on either side of the filling.
4. Repeat step two for the second piece of pastry. This is going to go on top.
5. Pinch the edges of the pastry, and add slices to the top. Place the pastry onto your baking sheet.
6. Egg wash the top layer, and then sprinkle sugar on the top for additional sweetness.
7. Bake for 40-45 minutes or until the crust is golden brown. Let it cool slightly before serving.

Innovating Solutions for Special Needs

With multi-dimensional route optimization, customizable seating, and advanced features, we deliver a powerful special needs route management system!

Learn how we can streamline your operations!

- Accounts for vehicle type, need, and school bell time for arrival
- Manage both Special Needs only and blended groups
- Improved safety

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THANK YOU FOR READING!

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