

# Mobilitat Chitchat



A Bi-Monthly Newsletter from Mobilitat

July 2011

## Welcome Aboard!

Mobilitat would like to introduce two new additions in the last few months:

### Casey O'Leary - Vice President

Casey brings over 12 years of business experience and leadership to Mobilitat. Shortly after graduating from the University of San Diego, Casey began his career in consumer banking at Merrill Lynch. After 7 years, he took his sales and marketing experience into digital media, specializing in web 2.0 marketing and film production. Prior to Mobilitat, Casey served as Vice President of Operations at [thatsWy.com](http://thatsWy.com), and has produced over 200 marketing films. Casey manages corporate development and all marketing strategies for Mobilitat. He spends much of his free time traveling and spending time with his wife.

Some of you have already worked with Casey as he's been working on a great many new videos including interviews with Easy Rides users, Mobilitat employees and Easy Rides training videos.

### Yatin Ranadive - Software Engineer/Analyst

Born in Mumbai India Yatin holds a Bachelor degree in Electronics & Telecommunications, and worked as a Telecommunications Engineer before deciding to pursue an MBA in Information technology. Yatin has since graduated from University of North Texas in Information Technology and brings his expertise in various programming languages and web developing skills to Mobilitat where he now works as a Software Engineer and website designer. Yatin has been hard at work on new products and features for you!

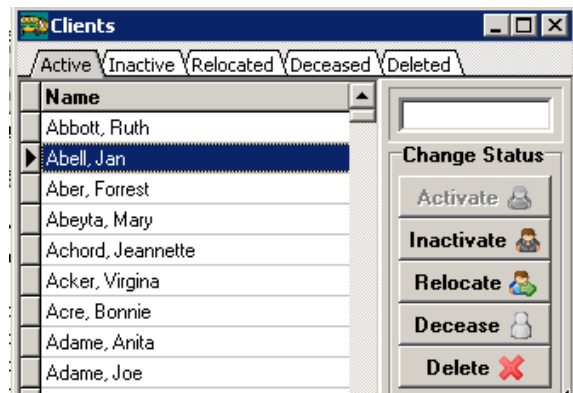
## Upcoming Conferences

We have several conferences coming soon, and we'd love to have you visit us at our booth!

- August 8-11 19th Annual Florida's Transportation Training Technology Conference and Trade Show, Daytona Beach, FL
- September 6-9 CASTA, Steamboat Springs, CO
- September 20-23 CalACT Fall Conference, Berkley, CA
- September 28-30 Tri State Conference, Portland, ME
- October 3-5 APTA EXPO 2011 New Orleans, LA

## Tricks & Tips

### Easier Client Management in Utility



In the latest builds of Easy Rides, the Utility Client form has been modified, with tabs across the top to make it more clear which set of clients you are working with. This should help prevent accidentally inactivating clients. The same tabbed form is available from the Rides (Monthly) reports for selecting clients, allowing you to perform reports against clients that were previously marked as inactive, or deleted.

## Recent Travels

2011 has been very busy for us. Here's a recap of some of our travels and projects we've been working on recently:

In March, Paul went on-site for the Go-Live with new customer PACE Rhode Island, Cindy attended several conferences and meetings in South Carolina and Maine while Ken, Cliff and Karen worked on several special projects and Yatin Ranadive was hired on as Software Engineer.

April saw Ken at the AzTA conference in Arizona and intensive training with Yatin, Cindy at the CalAct Spring Conference in California, then in Minnesota. Paul did three back to back on-sites for three longtime customers; Lifestream Services in Yorktown Indiana, Malheur Co Transportation in Ontario Oregon and D.A.R.T. in Gardnerville, Nevada for upgrades and training. Cliff continued on support and special projects, and Casey O'Leary was hired as Vice President.

May had Cindy and Karen at two different conferences at the same time; OPTA in Ohio and DD Council Conference in Wyoming. Later in the month Paul traveled to Morgan County Transit in Ohio for the On-Site training while Ken, Cliff and Yatin continued on product development, support and special projects and Casey got more oriented with the company.

June was exceptionally busy with Cindy, Casey, Karen, Ken, Cliff, Yatin and Paul all at the CTAA conference in Indianapolis. The next week, Cliff was at the Nebraska Transit Conference, Cindy at WY Trans Conference, Casey and Cindy at the Iowa Public Transit Conference, Casey and Paul creating training videos, and Ken and Paul covering support while Cliff was on vacation for the last part of June and the first part of July.

July had Ken in on-site in Nebraska and (as of the writing of this newsletter) is currently finishing up Butler County Ohio's new MDT rollout. Cindy travelled the west coast for several meetings and the rest of the crew is catching up on various projects and ongoing support.

## Greatly Expanded Video Library!

Thanks to the hard work of Casey O'Leary and Paul Gardner, Mobilitat has recently published over 70 new training videos on a comprehensive list of topics including Utility setup, and most of the features in Easy Rides. We will continue to add videos to the library as we continue our effort – watch for videos on reporting coming soon!

Check out the latest videos at

<http://www.mobilitat.com/support/training-videos>  
You'll need a current customer account login and password to view them. If you need help you're your login, please call us toll free at **888-806-6595**.

## Monthly Training

We hold monthly online training sessions to show new Easy Rides features or review existing ones to make your job easier. Here is the schedule of recent and upcoming training:

- July 28<sup>th</sup>: Demonstration of Web Ride Request feature.
- August 25<sup>th</sup>: What's new in Easy Rides 3.2.2
- September 22<sup>nd</sup>: To be Announced
- October 27<sup>th</sup>: To be Announced

Sessions are usually 20-45 minutes long.

If you would like to participate in our monthly training or would like to suggest a future topic, please email [training@mobilitat.com](mailto:training@mobilitat.com)

## Contact Us

If you need to change your email address, would like to subscribe or unsubscribe from the newsletter or have a suggestion, email us at: [newsletters@mobilitat.com](mailto:newsletters@mobilitat.com) or call us toll free at **888-806-6595**