

# Boakai K. Mamey

## Marketing Intern



## Blue Bird Corporation

402 Blue Bird Boulevard  
Fort Valley, GA 31030

## Supervisor: Erin Lake

Marketing Communications Manager





September 13, 2013

Dr. Helen Grady, Chairman  
Technical Communication Department  
Mercer University  
1400 Coleman Avenue  
Macon GA, 31207

Dear Dr. Grady:

In order to fulfill the internship requirement as a TCO Major, I have compiled a report documenting my experience as a marketing intern at Blue Bird Corporation. My internship started on May 30, 2013 and ended August 16, 2013.

This report describes my internship experience, learning objective, job responsibilities, final deliverables, and personal growth. I will also provide an analysis of my job performance based on my reflections and observations which were recorded in a daily blog. I will also make recommendations to my fellow TCO students as well as the Faculty of the TCO department.

I would like to acknowledge my supervisor, Erin Lake, for giving me this opportunity to serve at Blue Bird and for the advice and level of confidence she had in me. Special thanks to you, Dr. Grady, and to my co-workers, Matthew Rinderle and Justyne Lebello, for the pieces of advice and guidance.

Sincerely,

*Boakai Mamey*

Boakai Mamey





# Final Work Report





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# Executive Summary

In accordance with the requirements of the Technical Communication Department, I completed a summer internship with Blue Bird Corporation, in Fort Valley, Georgia. While working as a marketing intern, I had the opportunity to learn new skills and to apply the knowledge I acquired from my related course work at Mercer. I gained more experience using different applications for web and document design. Some of my responsibilities as an intern are listed below:

## **Edit Images**

- Edit images for use in brochures, flyers and corporate website
- Create and edit graphics for website, posters, and other documents.

## **Create/Design Technical Documents**

- Create, and edit flyers, pamphlets, E-blasts, and other documents used as displays at different marketing expo
- Produce aesthetically pleasing documents that convey the necessary idea or information for different exhibitions.

## **Other**

- Produce video and assist with web development projects
- Compile and organize data from trade show drawings

My internship experience has made the past summer the most fulfilling. I was able to explore opportunities in both of my majors: Technical Communication and Information Science & Technology. I had the opportunity meet new people, travel to different cities, and learn new skills. Most of my work was done with guidance from my supervisor, Erin Lake, and my co-workers Matthew Rinderle, a former Mercer TCO graduate.

There is no doubt that the TCO internship program is an excellent way to help students learn about their career path and to appreciate their skill set. Notwithstanding, there are some things that could this program better. I will make recommendations that could help students to find and maintain an internship.

# Introduction

## Job Search

As an international student, finding an internship was not an easy task. I applied to more than 30 companies online and attended all the job/internship workshops. I started looking for an internship as early as August 2012. I attended job fairs and created online accounts at monster.com and internship.com. I created an account with Bearlink and took my resume to career services for review.

I was getting frustrated because a lot of the companies would stop calling me when they knew I was an international student who needed proof of an employment letter before getting job authorization. It was hard for me to believe that I would get a full time, paid internship after I declined my previous summer job with Passport Camps.

I was one of the students without an internship offer by May 21, 2013; that was the day to drop the internship class because I didn't have an offer. Fortunately, I had an interview scheduled for that day. Career services forwarded my resume to Blue Bird who was seeking 10 interns for different departments. I was reluctant about going down to Macon for an interview, but it was probably one of my best decisions ever.

As scheduled, I attended a face-to-face interview with Erin Lake at 10:00am on May 21, 2013. I was wearing a dress shirt and pants, and I had my resume ready. I was the second person to talk to Erin, and I felt very comfortable. She described the job responsibilities and gave me an overview of the company and their policies. I was very interested in this internship after talking to Erin for a while. She told me I would hear from her the next day if I got the internship or not. She also requested to see some of my work.

After the interview, I sent Erin a follow-up email with a link to my online portfolio. I had to link all of the documents I have designed in and out of class. My portfolio was set up to catch the eye of employees seeking a web developer so I had to do a bit more work before sending the web link to Erin. I also thanked Erin for the opportunity to interview for the position in that email.



Worries started to creep in when I didn't hear back from Erin after about 3 days. I got an email from her on May 27 2013 with an offer in in the Marketing Department. I happily accepted the internship offer that same day and went to work on May 30 2013.

## **Company Overview**

Blue Bird Corporation manufactures and supplies school and activity buses in Africa, Asia, the Caribbean, Latin America, Europe, and the Middle East. Blue Bird was established in 1927 and has a wide range of customers including public school districts, private schools, state and local governments, commercial school bus contractors, and the U.S. Government.

In 1935, the first manufacturing plant was opened in Fort Valley, Georgia as Blue Bird Body Company. Its name was changed to Blue Bird Corporation in 1992. Blue Bird buses are marketed through a network of dealers in Canada and the United States. With manufacturing facilities in Fort Valley, Georgia and Drummondville, Canada, Blue Bird Corporation operates as a subsidiary of Traxis Group B.V.

Blue Bird offers a complete line of Type A, C and D school buses in a variety of options and configurations. Since it was founded, Blue Bird Corporation has continued to surpass industry standards with its innovative design and manufacturing capabilities. Blue Bird currently has more than 1,500 employees. Its global presence can be seen in more than 60 countries through sales into Africa, Asia, the Caribbean, Latin America, Europe and the Middle East.

## **Work Environment**

I served as the marketing intern in Blue Bird's marketing department. The marketing department is located in the main plant which is in Fort Valley, Georgia. The plant is about 31 minutes' drive from where I stayed this summer. I didn't have to drive to work every day because I was car-pooling with two of my co-workers.

An office space was provided for me on the third day of work. My office was setup in a large room with employees from sales and marketing. I was in the same room as the e-marketing coordinator, Justyne Lebello and the marketing coordinator, Matthew Rinderle, who is a former TCO graduate. I had a desktop computer loaded with the Adobe suite (CS5.5), and I could easily reach out to Matthew and Justyne if I had questions while working on a project.

## **Job Expectation**

I was hired as the marketing intern, and I wasn't sure what to expect on the first day of work. I had not taken a marketing class before so I was wondering if this would be a good fit for me. All I thought about was to brush up my Photoshop and InDesign skills. I thought I would be working on flyers, brochures, images, PowerPoint, or just doing grunt work.

I got the company's style guide and some sample documents other interns had produced. I got my first task on the third day of work: I was asked to design a half page flyer. I got straight to work, but I asked myself: "are they not going to test my skills before giving me real work?" It was assumed that I could do what I was asked to do, and really, I could! I was just a bit anxious.

## **Narrative**

### **Job Responsibility**

As a marketing intern at Blue Bird, I was responsible for specific duties. My primary responsibilities are listed below:

- Organize documents and images into future products and brochures
- Maintain and update corporate website
- Collaborate on marketing materials in both print and electronic format
- Review and update sales document information, including corporate intranet sites
- Aid in returning market inquires



- Consult with Sales and Marketing Management on brochure layout
- Participate in major marketing initiative such as product launches
- Distribution of marketing tools throughout dealer organization

#### *Other Duties*

- Interact daily with sales and marketing team, MIS etc...
- Ability to handle a variety of assignments simultaneously and successfully
- Ability to work under deadline and pressure

This internship targeted students with a specific skill set and abilities. I was required to have a practical knowledge of some of Adobe's and Microsoft's applications. The follow list represents some of the knowledge, skills and abilities that were required for this internship:

- Proficiency in Adobe Creative Suite, including InDesign, Photoshop, Dreamweaver, & Illustrator (required)
- Proficiency in Microsoft Software, including Word, Excel, PowerPoint and Outlook (required)
- Excellent oral and written communication skills (requirement)
- Positive interaction with co-workers and Dealers

#### **Related Projects**

One of the blessings of my internship is the fact that I had the opportunity to do many diverse projects unlike many of the 18 Blue Bird interns who worked in other department. I had the flexibility of working on different things like document design, web design, proofreading, video production, and many other marketing initiatives. My main responsibility was to create and update about 3 – 4 flyers for each trade show, and there were about 5 trade shows. I also had to compile and organize drawing data after every show. I designed and coded about 3 E-blasts before the end of my internship.

I had the freedom of helping my co-workers with related projects. I also had the opportunity to attend a professional trainings session on Ektron content management system. Some of the projects I completed are listed below:

### **Flyers**

- Drawing Flyer
- STN Flyer
- Drawing invitation flyer
- Propane Road Tour web development

### **Web Development**

- E-Blast design and development
- Corporate website updates
- Propane Road Tour website

### **Other**

- Bus image edits
- Video production

## **Analysis**

### **Job Performance**

A lot of my work was done using Adobe applications like Photoshop, InDesign, Illustrator, Dreamweaver, Premiere and Audition. I had used all of these applications before so I was very comfortable using them for work. Illustrator was my least familiar application, but I didn't have to use it very much.

It was hard for me to know how well I was performing my duties during the first few weeks. I was nervous and anxious to do well. I was scared when my supervisor told me to go back and change something. I got the confidence in myself when she told me that my flyer was fantastic and that most interns don't get it that quickly. A few weeks later, I got compliments on the video I was

producing. The audio had many different background noises, and Erin told me that there was a way to remove those noises. I hadn't done anything like that before, but I was able to research, remove the background noises, and produce a video that made me proud of myself.

Before the end of the summer, I realized that I was doing a great job and that my work was well appreciated because of the feedback I got from my supervisor and co-workers. I had the opportunity to do some web development work with Justyne, and she complemented me as one of the best interns they have had. Overall, I am very satisfied with my level of professionalism and performance exhibited at Blue Bird this summer.

## Pros and Cons

My internship gave me more confidence in pursuing a career in Technical Communication. I had a very positive and rich learning experience. There were new possibilities for me to learn new things every day of my internship even though there were a few challenges.

### Pros

Some of the things I will consider as the pros of my internship at Blue Bird are listed as follow:

- Working with and learning from people in a corporate environment
- Freedom to be creative
- Applying knowledge acquired from courses in TCO and IT
- Pay rate
- Travels to other cities for trade shows
- Opportunity to contribute to the team
- Fun and supportive supervisor and co-workers
- Professional relationships
- Comfortable work environment

## Cons

I would rather have pros without cons, but there is almost nothing one can do without challenges. With that being said, some of my challenges are listed below.

- Driving distance to work
- Difficulty relating to conversation during free time

## Observations & Reflections

One of the best decisions of my life is majoring TCO and seeking an internship. My summer internship gave me confidence in myself, my majors, my school, and my career path. I was able to use my knowledge and skills to do what was asked of me, but more importantly, I was able to learn new and advanced skills from my co-workers. I was able to understand and incorporate business principles and ideas to design documents that targeted specific audiences and conveyed specific messages.

I feel like I was well prepared to take on this internship. Even though I hadn't taken a marketing course before, I was able to fit right in because of my knowledge of technical writing, design, and audience analysis. I enjoyed working in Blue Bird's marketing department this summer because they gave me the opportunity to grow and build my own confidence. When I traveled to Reno, Nevada for a trade show, I was able to see that the flyers I produced were used by more than 300 people. I had the opportunity to talk to the CEO of Blue Bird as well as other employees from different departments.

## Recommendation

I must give credit to the TCO department for a job well done. The internship requirement for TCO majors is something that sets TCO students apart from students in other majors. I feel like I was well prepared and ready to work and succeed in a corporate environment. Although the internship program is splendid,



I have a few recommendations that could help to strength the department and its students.

## **Department**

As it relates to my internship experience, the most useful classes for me would be Technical Editing, Technical Communication, Document and Web Design, and Multimedia. I believe that all of the courses taught in the TCO department are important, but I think more time should be spent on Web and Document design. I believe that there should be a class that focuses on the practical use of applications such as Photoshop, and Dreamweaver. Although we use these applications in Document and Web Design, I believe that there is a need to explore these applications in depth because they have amazing capabilities and are widely used in corporations.

I also believe that a web development course should be a requirement for TCO majors. I was able to do advanced HTML/CSS coding and debugging because of my Internet programming background. A class like Internet Programming, which teaches advance html (5) and css (3), will give students a greater edge in getting an internship or job.

## **Students**

I strongly recommend that all TCO students maintain a well-designed online portfolio. As TCO students, we are expected to have a sample of the work we do in and out of class. If your portfolio is professional, organized, and impressive, you stand a better chance of getting an internship.

Dress code and thank you emails should not be taken for granted during and after interviews. Your dress code can make a good first impression and tell about your level of professionalism and seriousness. Do not forget to send a thank you email after an interview. It makes a difference. These were some of the things that made a difference for me according to my supervisor, Erin Lake.

If you have an internship and you would like to stay and work, I would recommend going beyond the scope of your job responsibilities and projects. Help your co-workers with projects you are capable of doing.

Don't give up on searching for internships. If you are an international student, you've got a harder task here, but you can do it with the help of God and the TCO department. Some employees think they have to do extra work if you are an international student without job authorization. If you are asked whether you have job authorization, just say yes because you can get it the day you get a job offer. Give your resume to career services, and let them know that you are looking for an internship. Research the company before sitting for an interview.



# Professional Log





Wednesday, June 5, 2013

*First & Second Day - Blue-Bird Corporation*

Posted by: Boakai Mamey at Wednesday, June 5, 2013 11:20:18 PM EDT

My first day at Blue-Bird did not last till 5:00 pm because my supervisor was sick, but I was really excited to be there. I met Michelle Frizzell, an employee from human resource who walks me through a brief orientation. For 3 hours, I read the different company policies and filled out a bunch of forms. It was even more completed for me because I had to fill out more forms from the Depart of Homeland Security. After taking a drug test, I got my employee ID card and headed home. I was amazed by how many people work at Blue-Bird, and the number of school buses they have in the compound.

I was anxious and nervous to meet my co-workers on the second day. I didn't know what to expect, and I wanted to know what my first project would be. Well, everything didn't move that fast; the marketing team took me out to lunch, and we had a great time! I met a very funny guy (Matt) who graduated from Mercer's TCO program and did the same internship I'm doing now. Everyone in the department was welcoming and that made me feel a lot relaxed.

Later that day, Matt gave me a tour of the plant, and I thought it was pretty cool to see how the buses are built from start to finish. It was interesting to know that they are building a lot of propane-power buses which reduces carbon footprints and are environment friendly.

My supervisor gave me the company's style guide and some sample brochures and flyers previous interns had designed. The marketing department has a lot of trade shows during the summer, and I will be responsible for designing the brochures and flyers for these trade shows, she said.

I was impressed with the professional look of the brochures and flyers I saw. The style guide said a whole lot about the color, font and logos that should be used when designing any document for the company. I spend the rest of my day looking at the company's website and familiarizing myself with what they do and stand for.

Thursday, August 8, 2013

8/8/13

Posted by Boakai Mamey at Thursday, August 8, 2013 10:31:22 PM EDT

I have spent a bit more time editing images and working on the corporate website this week. Yesterday I continued editing the new bus images and uploading them to the website. I have also undertaken a new project I made up. I have decided to redesign the E-Blast Template. Justyne mentioned that she wanted the e-blast to have the look and feel of the website so I decided to work on that since I haven't had a lot to do this week.

Justyne told me that the easiest way to design the e-blast was to use tables and images. I tried to use a different approach for designing the e-blast. I tried to use background imaged instead of img tags, and that just didn't work very well. The background images didn't show up when I tested the e-blast in Outlook. I quickly realize that some of the new HTML5 features I was trying to use were useless for designing the e-blast. Everything showed up nicely when the email is viewed as a webpage, but it didn't look the same when sent to as an email.







I have learned that using tables and images for designing emails is the best way to go. Tomorrow, I will change my code to a very basic html that uses only tables and images (img tags)--no background images. I will use image maps instead of actual html links in the code. This project is teaching me that sometimes, a simple design is better.

Today we received the drawing cards from the show we attended in Nevada. That means I will be doing data entry work tomorrow and the first 2 or 3 days of next week. This is the most drawing cards we have received so far, but it should be my last data entry work for the summer.

### *I'm Doing Real Work!!*

Posted by: Boakai Mamey at Thursday, June 6, 2013 10:41:11 PM EDT

I finally got to do some work on DAY THREE! Erin, my supervisor, told me that she has a lot of projects for me, and that the summer is going to be busy. Blue-Bird is building about 48 buses a day so everything is moving fast.

My first project was to update two documents: a customer signup form and a sweepstake entry form. I was also asked to redesign a flyer that will advertise the sweepstake and describe the price for the winner. I updated the two forms in InDesign pretty quickly, but it took me a while to complete the flyer. My co-worker (Justyne) loved the flyer when I showed it to her for review.

Before I completed the sweepstake flyer and forms, my supervisor give me two more projects to do. I was asked to update a flyer that was used last year and to design another flyer that promotes the new propane-powered buses. Justyne, the web master, also asked me to design a flyer that will help to increase number of likes the company's Facebook page. At this point I was overwhelmed. I didn't have a deadline of when any of the flyers were due, and I kept telling myself "they can't expect me to do all this today!" My supervisor came by twice to check on me and make sure I was doing okay. By the end of the day, I was only able finished the sweepstake flyer and forms, and started updating the flyer from one of last year's shows.

I used Photoshop to edit the images and make custom backgrounds, and then used InDesign to work on the flyer. When it was 5:00 pm, Matt told me to lock my computer and leave the rest of the work for the next day. I thought it was interesting that nobody asked me if I knew how to use Photoshop and InDesign. They just assumed that I did and give me some work to do. Well, I did it. And if that was my test, I'm pretty sure I passed it. Though I still had two more flyers to do, I think day three was busy but good!

Thursday, June 6, 2013

### *Today Was Even Better!*

Posted by: Boakai Mamey at Thursday, June 6, 2013 10:54:29 PM EDT

I started day four (Tuesday, June 4) right where I ended the previous day. I walked into the office, sat behind my desk and worked on the flyers until it was lunch time. I completed the flyer update and design the promotion flyer for the propane-powered bused. Thanks to YouTube for being there just when you need help: I must admit that I had to refresh my Photoshop skills on layer masks.





I completed the flyer and took it to my supervisor for review; guess what? She said, "This is perfect Boakai. It is very rare that the intern gets it the first time". That made me very proud of myself and the TCO Department! It gave me more confidence to be creative and work to the best of my ability.

I kept working on the flyers for the rest of the day either because the images/logos Matt shared with me needed updates, or there was something extra Erin wanted me to add to the flyer. She actually sent me a link to a press release and told me to use a quote from one of Blue-Bird's major dealers.

Oh...Matt (recent TCO graduate), Justyne (Web master) and I have decided to car pool and save some money! We meet in the mornings, and for a week, one person will drive to and from work. This has given us the opportunity to bond better! We talk about work, school, and real world problems on the way to and from work. I feel very comfortable talking to Matt and Justyne now.

Sunday, June 9, 2013

*Wednesday - June 5*

Posted by: Boakai Mamey at Sunday, June 9, 2013 1:47:09 AM EDT

Today was a bit relaxed. I worked on the Facebook flyer and continued updating other flyers I had been working on. Erin told me change the bus logo to the updated one. I did what she said, but a few hours later, she said I should change it back to the old one. I spend the rest of the day updating documents as I got new information.

Matt told me that when you design some documents, sometimes Erin will tell you "make it pop", which is another way of saying "make it look better". He told me to take my stuff to him before going to Erin because she will tell you to make a design pop without telling you anything that will help you to make it better.

Justyne also showed me how to update the company's website. It's pretty cool that they are using asp.NET and a CMS. It seems a lot complicated than what I have seen around, and I hope to learn more as time goes by.

Also, I am still trying to adjust to this 8:00 am to 5:00 pm schedule. I get really sleepy when it's about 4:00 pm.

Monday, June 10, 2013

*I'm Working Hard*

Posted by: Boakai Mamey at Monday, June 10, 2013 10:54:04 PM EDT

I have been busy from 8:00 am to 5:00 pm for the past few days. There is always something I have to do! Apart from the 20 - 30 minutes I use for lunch, I have no time to even respond to my personal emails until 5:00 pm.

We went to a bus rodeo on Thursday. There were 63 bus drivers competing in the rodeo, and I thought it was really interesting to see the drivers doing the different events including parallel parking. This was the first rodeo in the US where participants used a (Blue-Bird) propane-powered vehicle so





the marketing department was out there to promote the event. I had the chance to record some of the events with the video camera. It was a nice to take a break from the office and see some of the things the marketing department does.

On Friday, I worked on flyers, and went out with Justyne to take pictures of some new buses. Later that day, Erin asked use to put together a video that will promote the rodeo and the propane buses. After Justyne and I viewed the footage, I got the task of putting the video together. I served as the videographer on a summer camp so I was comfortable with making videos; however, I am more comfortable with Final Cut than I am with Adobe Premier which is what they use for video editing.

I think for now, I am just using my skills to work for the company. I am not directly learning new skills from the people around me. At least not yet! I guess I can say I am mastering my skills.

The first thing I noticed today when I walked in was the new office they had prepared for me. I sat in my new office and started working on the video. I had to use Justyne's laptop because my computer didn't have Premier. I worked on the video all day, no breaks no rest, except the 20 minutes I used for lunch. The video is about 85% completed, and I look forward to finishing it for review by tomorrow. I was so tired on my way back home! I guess I know now how my parents fled when they came from work and said they were tired.

Tuesday, June 11, 2013

*Tuesday, June 11, 2013*

Posted by: Boakai Mamey at Tuesday, June 11, 2013 10:29:48 PM EDT

Today was another hectic day. I worked on the rodeo-promotion video all day, but I didn't complete because I got a new tasks. Erin and Justyne saw the video and said it was good. Because of the noisy background, it was difficult to hear what people were saying in the video.

Erin wanted me to remove the different background noises from the interview clips, and this is something I hadn't done before. I asked Justyne if she knew an easy way to remove background noises in Adobe Audition; unfortunately, she couldn't help. I turned to my good friend, YouTube, and I definitely got the answers to my question.

So today I learned how to use Adobe Audition to significantly reduce or remove unnecessary sounds from an audio file. I was able to use Audition's Noise Print, FFT Filter, and Noise Reduction effects to remove background noises from the audio I was working with. This was a time consuming process that I did not complete, but I like videos editing so no big deal. I look forward to doing more video work tomorrow!

Sunday, June 16, 2013

*Video Work*

Posted by: Boakai Mamey at Sunday, June 16, 2013 11:13:09 PM EDT

I have been doing video work for the past few days. Erin didn't have time to see the rodeo-promotion video until Thursday. She said I'm doing great when she saw it, but she wanted me to make some







changes: She wants all the audio for the clips to have the same volume. This is a bit difficult because the interviews were done at different locations; therefore, the audios have different background noises. She also wants the video to be 3 minutes instead of 5 minutes, and she wants new background music. I wish she had seen the video earlier. I would have saved the time I used to edit the clips and audio that will be deleted to shorten the video.

On Friday, I helped Matt to print flyers and get ready for Monday's trade show. I spend the rest of my time editing the video. Justyne and Matt helped me to find new background music in hopes that Erin will like it. I also shortened the video to 3 minutes, and reasonably equalized the audio.

Matt and Erin will be out of the office for a Trade show this coming week so I will be working with Justyne. This video project has helped me to learn a lot about these powerful applications. I have already learned how to use many new tools in Adobe Audition and Premiere. I look forward to finishing the video tomorrow or sometime this week!

Tuesday, June 18, 2013

#### *A Good Day*

Posted by: Boakai Mamey at Tuesday, June 18, 2013 10:08:47 PM EDT

I have finally completed the video editing project. I finished the video yesterday but, Erin didn't have time to see it until today. I did all the little tweaking she wanted me to do so today was pretty relaxed. I had nothing much to do.

When Erin saw the video today, she applauded me and told me how great it was. It was interesting to me that one of the ladies came to my office and said, "I must congratulate you because I don't remember the last time Erin said such words to somebody from this office".

Later in the evening, I had the opportunity to work in Adobe Audition because Justyne asked me to break apart some sound clips she is going to use for a video. She also asked me to edit an image of a Blue Bird Bus she wanted to send to a dealer. I was a bit anxious to finish up the edits before 5:00 pm, but I had only about 15 more minutes to work. With that short period of time, I learned how to use Photoshop's Pen tool differently. I also learned to take my notebook and pen anytime I'm going for a short meeting or a project review.

I have a feeling that I'm going to be working with Justyne on a SEO project. She was trying to find a project for me when I had nothing to do today, and she mentioned an SEO project. She also wanted me to do something with RSS feed, but I'm not sure yet. Both projects are something that interests me so we'll see what's up next.

Thursday, June 20, 2013

#### *I'm Learning Some Good Stuff?*

Posted by: Boakai Mamey at Thursday, June 20, 2013 9:26:50 PM EDT







I didn't have very much to do yesterday. Erin left the office to attend a trade show. Matt is also out to another show in Virginia so it's just me and Justyne working in the office. Justyne and I did an SEO evaluation, and I learned how important it is to organize your code for search engines to easily find information. I learned that it is very important to have at least one `<h1>` tag on every page. I also learned that it's not a good idea to use tables everywhere on the page. It makes it harder for search engines to find the necessary information.

Justyne also showed me a couple of methods and sites that are very useful for evaluating websites in terms of interacting with search engines. Alexa.com is one of the sites I remembered. It is used to rank website and provide other useful information based on different criteria. I thought it was interesting that Facebook is ranked #1.

Justyne also showed me how to illustrate in flash. I thought it was really interesting! She uses just lines and layer to draw, color, or trace images. It is a lot easier to draw vector graphics in flash than it is in Illustrator. She saves the flash document as a .flx file and exports it to Illustrator for minor edits.

Today, I didn't have any specific task to do. Justyne asked me if I could help her find a website that sell a template/code for reading RSS feed and embedding it into a webpage. I told her I had read something about it before so I could try to research it and program something myself. She told me to give it a shot so I did.

I was able to write a program that gets an XML document, extracts the necessary tags, and display the information on a webpage. The program shows the title, description and a link to a story for about 1 minute, fades to the next story, and loops forever. I was really excited when I got my program to work! I just read about it for a while, and I was able to produce what I think is an impressive program. I know how to program in JavaScript and HTML, but I had never done anything with XML so I learned something new today.

Justyne said she will give me access to the website files so that I can add my code to the webpage. She told me that the program looked good, but I think I was way more excited than she was. Sadly however, I notice that the first story shows up as undefined when the page first loads. This is something I will have to fix before the program can be used, but right now, I have to clue how to fix this bug.

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Monday, June 24, 2013

*Monday - June 24*

Posted by: Boakai Mamey at Monday, June 24, 2013 10:40:17 PM EDT

Today was a long day! Erin and Matt are back in the office, and they got me some work to do. On Friday, Matt asked me to enter some information from the drawing forms into an excel work sheet. The forms had information about customers name, company address, email, cell number etc. It took me a while to complete, but I finished it by the end of the day.

Erin brought about 500 of those forms this morning, and asked me to do the same thing. The work is not hard to do, but it's very time consuming. I work on this data entry all day, and don't think I will complete it till later this week.





Justyne also asked me to do some programming work today. She wants me to add the program I made last week to the website. She also asked me to help her find and fix a bug in the website. She wanted to display a video pop up when a link is clicked, but we kept getting an error. Fortuity, I was able to find and fix the bug that was in the JavaScript file. The skills we have learned at Mercer have proven to be very valuable. I might be helping Justyne to do some work on the website tomorrow, and I'm looking forward to it.

Thursday, June 27, 2013

### *Another Great Week*

Posted by: Boakai Mamey at Thursday, June 27, 2013 11:32:45 PM EDT

I have been very busy for the past few days. There is a lot of work to do since Erin and Matt are preparing for an upcoming trade show. Justyne has given me some internet programming tasks, and I am also helping Matt to redesign and update flyers.

Erin called me to her office yesterday to talk about my expectations and how she could help me to get the most out of my internship. I was excited to have this conversation. There was CMS training for Justyne who is the E-Marketing Coordinator/ Web master, and Erin gave me permission to attend that training today. The training will last for two day. During the training, I learned how to use eKtron, a content management system for managing websites. We talked about using smart forms which is like a template you can create to easily reuse or create content on a website. I think this CMS is great for reusing and managing content, but it is more complex when it comes to editing web files.

Justyne give me access to the company's website today, and I have added my code to the website. I feel proud of myself, knowing that I am contributing. I have also fix some bugs on the new site that will be launched something soon.

During the training today, Justyne said that I am the best intern they have had. Matt jokingly disagreed, but then he said that I am among the top 3 interns. Either way, I was surprise to hear this. I didn't know that they think highly of me and that they like the work I am doing. It just made my day and gave me the confidence to do my best.

I am helping Matt design flyers and other marketing collaterals for upcoming events. I have to redesign about two flyers, and update some drawing cards for the trade show in Alabama. I also had the opportunity to use my technical editing skills today! Matt gave me a brochure to peer review, and I thought about the many peer reviews I had to do in my TCO classes. I edited the brochure and gave Matt an explanation for every edit I made. He appreciated it a lot and, made all the proposed changes. I salute the TCO department for such preparation. I think I am learning a lot, but I am also giving a lot as well.

### *It's Getting More Exciting*

Posted by: Boakai Mamey at Tuesday, July 2, 2013 10:13:27 PM EDT





BLUE BIRD

The past few days have been less busy for me. Justyne has given me admin privileges to the company's website, and I have designing documents for the upcoming shows in Alabama and Nevada. We are working from 8:00 am to 6:00pm to make up for the time we'll lose during the holiday.

On Monday, I redesigned the flyer and updated the drawing cards for the upcoming show in Alabama. Justyne asked me to add my code to the website for displaying the rss feed. Unfortunately, I encountered an error when I tried to do so. The code worked fine on other webpages, but it did not work as we expected when we added it to the desired webpage. I noticed that a lot of JavaScript codes were conflicting; therefore, my code and some other JavaScript functions didn't work properly on the website.

I spend the half of the day debugging the program and making sure the website was compatible with the entire modern web browser. My code worked on the website after I debugged it and solved the problem! Sadly, however, Justyne bought the program from another website without attempting to write a program or use mine. There is no difference between the program I made and the one she bought! I was really sad that I had to work that hard for her, and she just let it go down the drain.

Later that day, Justyne bought another program that displays a video pop-up with a YouTube video embedded in it. The code she bought also did not work properly because of the JavaScript conflict. She told me to see if I could fix the conflicting issue, and I told her that I could write a program that performs the same function. It was easier to do so than to fix somebody else code. I was reluctant to do anything after she made me work on the first program and didn't use it. She finally used my video program on the site and worked even better than the one she bought. I did learned a lot and solved some challenging problem while doing this project. I was able to find a way to stop the YouTube video with JavaScript when users close the pop-up (which was a div).

So I've got some exciting news: I will be traveling to Reno, Nevada with the marketing team this month. While I was redesigning the flyer for the trade show, Erin asked me if I am available to travel with the team to Nevada. Of course I said yes! We will stay in Reno from July 21 to July 24, and I am looking forward to it. She got me a plane ticket today, so I am all set for that trip.

Tomorrow is the last day of work before we go for the holiday, and I think it's going to be a fun day. We are all wearing Blue Bird shirts and hats!

7/9/2013

Posted by: Boakai Mamey at Tuesday, July 9, 2013 10:16:40 PM EDT

Nothing much has been going on at work. After updating flyers for a trade show on Wednesday, I had nothing to do. I just sat at my desk and watched tutorials on YouTube. Later that day, we all wore our Blue Bird Hats and went out to take pictures.

Erin and Matt are out of the office. They are in Alabama for a trade show, and I am sure I will be very busy doing data entry work when they get back. Erin left little tasks for me to do like sending out packages. Matt might be back tomorrow so I look forward to the data entry.



BLUE BIR





Today, I got the voiceover for the rodeo video I made a few weeks ago. I spend some time adding that audio to the video file and just tweaking little things. After working on the video, Justyne asked me to edit some Photoshop file for a brochure that Matt is working on. All I had to do was basically to choose appropriate foreground and background colors for tables and texts. I didn't finish editing the files so I guess I will be working on it tomorrow. I learned something new while editing those Photoshop files: I learned how to auto select groups or layers in Photoshop.

Thursday, July 11, 2013

7/11/13

Posted by: Boakai Mamey at Thursday, July 11, 2013 10:44:32 PM EDT

I had a great experience yesterday. I attended the intern luncheon, where I met the top executives of Blue Bird including the CEO, Phill Horlock. I had the opportunity to meet 17 other interns and to learn about the different projects they have completed. After the meal, each intern and their supervisor made their way to the front to talk about the interesting projects they have been working on. It was eye opening to learn about the different projects other interns are doing and what many of the supervisors had in mind when they requested for an intern.

I was proud to see that almost half of the interns were from Mercer. D'Arlous and I were there representing the TCO Department. I talked about the many little projects I have worked on and some of the contributions--one of which had to do with the development of the website that was launched few days ago. I told them how grateful I was for the opportunity to practice what I have learned and to learn from the more experienced people I work with.

After the luncheon, I helped Justyne to load the bus for a road tour. Because she will be out of the office for more than a week, she taught me how to setup what they called E-Blast, a program that sends out automatic emails at a specify time. It is coded with html tags, and I think I will be responsible to do that since Justyne is out of the office.

So... the video I have been working on was finally approved today. It took so long to approve the video because the script for the voiceover had to be approved and that took forever. I also used Justyne's laptop, which had Premiere Cs6, to start the video. I couldn't edit it on my computer because I had Premiere Cs5.5 which could not open the Cs6 file. I had to stop working on the video every time Justyne wanted to use her laptop.

I also started the data entry today. I basically have to type the information of all the customers and dealers that participated in the drawing, and organize that data in an excel file. Tomorrow, I should be working on an E-Blast and completing the data entry task.

Tuesday, July 16, 2013

7/16/2013

Posted by: Boakai Mamey at Tuesday, July 16, 2013 10:07:34 PM EDT







I have been doing a couple of typical office task. On Friday, I help to package and ship some of the materials we will be using next week. I continued doing the data entry after that, and that's pretty much all I did for the day. Yesterday, I worked on the data entry until it was completed. I also updated flyers and drawing cards for the upcoming show in Nevada.

I have realized that it has gotten a lot easier for me to quickly update flyers. I designed a few flyers at the beginning of the summer; now I just have to update them for the different trade shows, and it is really easy to do: I just change dates and names. I only redesign flyers when it is completely different from the ones I have already designed.

Today I worked on the E-blast which is basically an application that allows you to save an email and automatically send it to multiple people at different times. I am using HTML and CSS to design the email and embed images, links, and videos. I was interested in knowing how people design emails that have the look of flyers, but now I have a good understanding of how it's done. I didn't complete this task today, but I'm sure I will tomorrow.

Thursday, July 18, 2013

7/18/13

Posted by: Boakai Mamey at Thursday, July 18, 2013 9:21:19 PM EDT

I work on the e-blast yesterday, and I finally completed it today. I had the opportunity to write all the content for the email. Erin told me to put myself into the shoes of the people (dealers and transportation directors) that will be attending the trade show and write what I think would interest them. I was a little nervous because I know how hard it is to please Erin.

I wrote the first draft for the email and Erin said she loved it. I just needed to add some detail information. From that time on, she said that the email needed to be more catching, or the design needed to be better. She finally helped me to reorder my sentences and said it looked good again.

Today, I took the email to Erin for approval. She told me to change some things again and this time, it was some of the things she told me to add. She told me to change the time of the event yesterday, but today she said I should change it back to what it was. I really appreciate her edits, but I get nervous when I have to go back to her over and over just for very minor things that don't really matter at times, and she appears to be busy every time I go in. One time something looks good, but the next time you go back, she tells you it needs to be changed.

So I completed the email design today, and it was sent to the head of the department for review. After that, I helped Matt to distribute the shirts Blue Bird employees will wear for the trade show. We package the rest of the shirts and ship them for the people who are not in the office. I am going for the trade show on Sunday, and I can't wait to be in Nevada.

*My Trip to Nevada*

Posted by: Boakai Mamey at Thursday, July 25, 2013 1:50:16 PM EDT





I arrived in Reno, Nevada on Sunday at 11:30 AM. This was my first time to travel that far west, and it was my first time to see a desert-like city. The landscape is beautiful, but the sun feels different; you can feel the heat wave, and the sun really burns.

I took an hour nap after lunch and then got ready to clean up the bus. We had a bus in the exhibit hall and Matt, Justyne, and I, were responsible for cleaning the bus and making sure it was presentable to the customers and transportation directors. That's all we did on Sunday.

I was very excited to know that the company was responsible for our meals for the entire trip. Matt told me that I could get anything I wanted, and it would be covered by the company. I just had to add it to my room charge. It felt so good to eat breakfast, lunch, and dinner with the other employees without worrying about the cost. The company paid for all the food and drink we had during our stay at the Grand Sierra Resort & Casino, one of the nicest hotels I have seen in the US.

The event was actually a school bus conference, and there were a lot of bus drivers, transportation directors, and mechanics. They were there to learn about the developments in the school bus industry. Blue Bird wasn't the only bus company at the show. There were also representatives from our competitors: Thomas and International. Everyone, including the other companies that sell school bus parts and engines, were setting up their both for the actually trade show which was on Tuesday.

#### *My Trip to Nevada Day 2*

Posted by: Boakai Mamey at Thursday, July 25, 2013 1:50:50 PM EDT

On Monday. We met at 7:00 AM to set up for the trade show and the keynote speech. We didn't finish working till 7:00 PM. It was a different kind of work. We cleaned the buses for the trade show, and it was nice to take a break from sitting at our desks in the office. We wipe down the entire bus, and then went to the conference room to setup for the keynote speech. This is where I saw the importance of my contributions. I designed about three flyers for the trade show, and about 500 copies were distributed to the people attending the conference. It felt really amazing to see that my work was important to the success of the trade shows.

Yul Kwon, the winner of survivor, the TV show, was the keynote speaker of the conference. He talked about his background, his school bus experience in high school, and some of the challenges he has faced in life. He is an amazing speaker and he was eloquent the entire time. His speech was interesting for me because we have similar stories. He moved to the US with his family to have a better life, and he talked about how he was bullied in school because of his accent and racial background. When I was growing up, my parents would take us to the farm for us to help them and to learn about farming. Because of that, my friends including the principal of the school, constantly bullied me and said that I wouldn't go any further after high school because I belonged on the farm. They had a lot more things to say to me that made me want to study harder and become the person I wanted to be.

I decided to talk to Yul and tell him that his speech reminded me of my past experience, and that his story was similar to mine. The president of Blue Bird and other top executives were in line to take pictures with Yul so it took me a while to meet him. I somehow got the chance to take a picture with him, and I talked to him briefly. I told him I wanted to talk to him later. After a while, he found me and we talked lengthily. He graduated from Harvard, and he has worked







for Facebook, Google, and the U.S government. He gave me his email address and said that I should email him because he will like to work with me or see if there is a way he can help me. The E-Marketing coordinator, Justyne, went to talk to him, and he asked her if I was a good intern. My supervisor, Erin, was very proud that I talked to him and reminded me about the importance those connections and how it can help in the future. She also said that I am one of their best interns. It was just a very fun and lively evening.

Thursday, July 25, 2013

*My Trip to Nevada Day 3*

Posted by: Boakai Mamey at Thursday, July 25, 2013 1:51:39 PM EDT

We finished setting up our booth on Tuesday morning. The trade show started at 12:00pm, and so many people attended. Our booth was the most crowded. People came by to look at the new buses, and they asked a lot of questions about the propane bus. We were all dressed in a Blue Bird shirt, and I was at the drawing desk helping Matt. We used the drawing flyers and cards I designed to encourage people to sign up for the drawing. We simply greeted them when they came to the booth, gave them a Blue Bird bag and souvenir, and asked them to sign up for a chance to win the sound system were giving away.

It was actually fun to talk to so many people as an exhibitor. I talked to many of Blue Bird's executives when they walked by our table. I was surprised when the CEO, Phill Harlock, called me by name and greeted me. I didn't think he would have remembered my name from the intern luncheon we had earlier this month. Phill mentioned how successful this year, especially the summer, has been. He said that Blue Bird sales went up by 300%, and I am glad to be a part of the success.

The trade show finally ended at 5:00 PM. By this time, I was exhausted. My feet and back hurt from standing that long. Matt and I packed up the signs, banners and everything we needed to ship back to Fort Valley. We were done with everything by 6:00 PM. We went to the closing party which was very nice and entertaining. There were ballet dancers, and unlimited food and drinks. I had fun, and I got to hang out with Matt and Justyne and a lot of cool employees. We bonded very well. Matt, Justyne's husband and I bowled every night and it was a lot of fun although I won only once.

The big fun is now over, and I will have to do the data entry next week. More than 500 people participated in the drawing so I know it will take me a while to finish this one, but I'm looking forward to it.

Thursday, August 1, 2013

*8/1/2013*

Posted by: Boakai Mamey at Thursday, August 1, 2013 11:56:27 PM EDT

I have been chilling for the past few days. I didn't get any project to work on until today. I did grunt work from Monday to Wednesday. The overall head of the Marketing department, Jeff, gave me some things to package and ship to some dealers. I had nothing else to do that day so I just watched YouTube tutorials.





Tuesday wasn't any different; I was asked to package and shipped some Blue Bird shirts and hat to our dealers.

I did a bit of work on Wednesday. Justyne, the e-marketing coordinator, asked me to edit a bus image and upload it to the company's website. I used Photoshop to edit the image. I also got to use Ektron, the content management system they use for the website.

I started working on a new project today. Erin asked me to design an E-blast that will describe the new 98-gallons propane fuel tank. I am using Photoshop to make the graphics for the email. I will use HTML to add the images to the E-blast email, which is designed like a webpage. I look forward to working on that tomorrow.

I had lunch with Erin today, and she told me about how much she appreciates the work I have been doing. She is also planning a dinner for the last day of my internship which is August 16.

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Tuesday, August 6, 2013

8/6/13

Posted by: Boakai Mamey at Tuesday, August 6, 2013 3:58:27 PM EDT

My work load has decrease significantly, and I think it's because my summer internship is winding down. I have been working on the E-blast and the website for the past few days. I finished the E-blast design on Monday, but Erin hasn't seen it because she's out of the office. She said that she really like the design when she saw it on Friday. I started coding the email version of the E-blast today, and I am almost done.

Justyne gave me some work to do yesterday and today. I have been photo shopping images of the new 2013 buses, and it is a lot of fun. I have learned to use the different layer styles and modes for different effects.

I have also been doing some coding on the corporate website as well. I upload the new bus images to the website after I Photoshop them. This is helping me to gain more experience with Ektron CMS.

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Thursday, August 8, 2013

8/8/13

Posted by: Boakai Mamey at Thursday, August 8, 2013 10:31:22 PM EDT

I have spent a bit more time editing images and working on the corporate website this week. Yesterday I continued editing the new bus images and uploading them to the website. I have also undertaken a new project I made up. I have decided to redesign the E-Blast Template. Justyne mentioned that she wanted the e-blast to have the look and feel of the website so I decided to work on that since I haven't had a lot to do this week.





Justyne told me that the easiest way to design the e-blast was to use tables and images. I tried to use a different approach for designing the e-blast. I tried to use background images instead of img tags, and that just didn't work very well. The background images didn't show up when I tested the e-blast in Outlook. I quickly realize that some of the new HTML5 features I was trying to use were useless for designing the e-blast. Everything showed up nicely when the email is viewed as a webpage, but it didn't look the same when sent to as an email.

I have learned that using tables and images for designing emails is the best way to go. Tomorrow, I will change my code to a very basic html that uses only tables and images (img tags)--no background images. I will use image maps instead of actual html links in the code. This project is teaching me that sometimes, a simple design is better.

Today we received the drawing cards from the show we attended in Nevada. That means I will be doing data entry work tomorrow and the first 2 or 3 days of next week. This is the most drawing cards we have received so far, but it should be my last data entry work for the summer.



# Internship Documents

# ENTER TO WIN



**Surround Sound System**

CLIP ON TO YOUR EXISTING TELEVISION – TV NOT INCLUDED

**DRAWINGS HELD ON THURSDAY, JUNE 20, AT 11:00 AM IN THE BLUE BIRD BOOTH**





# Propane Autogas Takes North America by Storm!



*"With today's tight school budgets, using a transportation fuel that saves taxpayers money, keeps the environment clean, and keeps jobs within our national borders is a win-win for everyone. Plus, our drivers love how quiet the propane buses perform."*

**William Schofield**  
Superintendent, Hall County Schools  
Hall County, Georgia

*"In their first year of operation, these propane autogas school buses (81) are expected to save **\$500,00 to \$700,000** in fuel and maintenance costs over their diesel counterparts."*

**Mark Elias**  
Area General Manager, First Student  
Portland, Oregon

*"Before tax credits, we pay nearly half the price of diesel for propane, cutting our fuel expenditures by more than **50%**. So far we've saved **\$10,000** on the five Blue Bird buses alone."*

**Kevin Neafie**  
Director of Transportation, Tippecanoe School Corp.  
Lafayette, Indiana

*"We are saving **37.7¢** per mile in operating costs; anyone who works with school fleets can appreciate that substantial number."*

**Ron Latko**  
Director of Transportation, Mesa Unified School District  
Mesa, Arizona



**COUNT ON BLUE BIRD**



 [blue-bird.com](http://blue-bird.com)





# JOIN US IN THE BLUE BIRD BOOTH



## ENTER TO WIN



**Smart Sound Bar**

CLIP ON TO YOUR EXISTING TELEVISION – TV NOT INCLUDED  
DRAWING HELD ON TUESDAY, JULY 23, AT 4:30 PM IN THE BLUE BIRD BOOTH

### Tuesday, July 23

12:00 PM - 5:00 PM

Trade Show Open  
Nevada Exhibit Hall

2:30 PM

Snack Break in the Blue Bird Booth  
Brownies a la mode

5:15 PM - 6:15 PM

Blue Bird's Benefits of Propane Autogas Panel  
Discussion  
Room: Crystal 1 & 2  
Hors d'oeuvres and cocktails served

7:00 PM - 9:00 PM

Industry Social - Networking Event



**COUNT ON BLUE BIRD**

SLASHING YOUR TOTAL COST OF OWNERSHIP



## Smart Sound Bar

Complete and bring to the **Blue Bird Booth (Nevada Exhibit Hall)** to enter for your chance to win a **smart sound bar**.  
Drawing to be held at **4:30 PM** in the **Blue Bird booth**.

Prefix (Dr., Mr., Mrs., Miss)

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Job Title \_\_\_\_\_ Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_

- ☐ Yes, I would like to receive periodic e-mail updates from Blue Bird and/or my Blue Bird Dealer.  
☐ Yes, I would like to be contacted by a Blue Bird representative or dealer.

## Enter to win!

Complete this form and bring to Blue Bird Booth to enter for your chance to win a **Smart Sound Bar!** Drawings will be held at 4:30 pm. Must be present to win.

Prefix (Dr., Mr., Mrs., Ms., Miss)

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Job Title \_\_\_\_\_ Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

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Job Title \_\_\_\_\_ Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

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Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

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Company/Organization \_\_\_\_\_

Job Title \_\_\_\_\_ Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

☐ Yes, I would like to receive periodic e-mail updates from Blue Bird and/or my Blue Bird Dealer.

☐ Yes, I would like to be contacted by a Blue Bird representative or dealer.