

DECEMBER 2020/ do it outdoors media newsletter

Special Message:

## **WELCOME BACK SUSANNE!!!!!!**

do it outdoors would like to officially announce the return of the very much beloved Susanne Jewell. After a brief hiatus, Susanne decided to rejoin the company in a primarily Human Resources role.

All HR issues go to Susanne and all Operational issues continue to run through Bronson and the Operations Managers. Please join us in welcoming her back to the team. We couldn't be more thrilled.

### **New Hires**

<u>Name</u>	<u>State</u>
Derek de Leon	NV
Brian Heeren	FL
Joyce Cranford	FL
Rick Grabowski	FL
Odon Olivares	TX



Five people were eating candy canes, A finished before B, but behind C. D finished before E, but behind B. What was the finishing order? Answer is on Page 7

# Celebration Time: It's all about You

## Our Family of Drivers

First day of Winter 12/21.



“Sending **wishes** to you and yours for a beautiful **Holiday** Season and a peaceful New Year.”



On your  
Years of Service:

Cornelius Maynard	12/1	3 yrs.
Bronson Faher	12/11	7 yrs.
Danny Dutton	12/25	5 yrs.
Tim Piester	12/30	12yrs.



Vern Baker	14 <sup>th</sup>
Cornelius Maynard	19 <sup>th</sup>
William Rangel	21 <sup>st</sup>
Paul Kotas	31 <sup>st</sup>

HAPPY

BIRTHDAY!

### Fun Fact

Mobile Billboards have an impressive 97% recall rate which is virtually unheard of with most advertising mediums.

# Safety First:

## SLOW DOWN!

*The Montparnasse, 1895*

In case you are one of those who find themselves always running late, remember to slow down. The 1895 story goes that the Granville–Paris Express was already behind schedule, so the driver gunned it entering the station. The air brake failed to stop so the train ended up crashing through a wall. Yikes!



### Out and About:

Speaking of trains, if you ever find yourself in Denver, CO be sure to check out **Union Station**. Denver's most iconic gathering place for locals and visitors alike. It provides a lot of history as it is 100 years old, and offers award winning restaurants, and local shops. It is a wonderful piece of architecture.

**REMEMBER:** Keep sending us your suggestions to use in this section.



# Driver Discovery:

## Keisha Badgett

Keisha comes to us from Atlanta, GA and has been a do it outdoors driver since March, 2019

The most influential person in Keisha's life is her daughter, Lakoya. She is 29 years old, works full time in is working on getting her 3<sup>rd</sup> degree. Yes 3<sup>rd</sup>. Keisha says "She's a wonderful mom to my granddaughter and watching her grow into the woman she is today is a reflection of my parenting. That makes me very proud"

Keisha's proudest accomplishment to date was owning her own Child Care. Good for you, Keisha! As I'm sure David and Regis can attest to, owning and running your own business is no small feat. It takes a lot of courage, sacrifice, hard work, and dedication.

When it comes to the holidays, Keisha's most loved tradition is just spending Thanksgiving, and Christmas Eve with her whole family. I'm sure we all have our favorite Christmas Day meals, her favorite is Prime Rib Roast. She says that it's special to her because it's a tradition she started with her children. They say diamonds are a girl best friend. As a child Keisha always wanted diamond earrings for Christmas and never got them. She would still love to get a pair today, if anyone's feeling generous haha.

Keisha's go-to music is Mary J Blige radio on Pandora and on her days off you can find her shopping, trying out new restaurants, and sightseeing. Her favorite campaign that she's ran so far was her Metro PCS that she did in Memphis, TN. She says that she enjoyed seeing all the Christmas Parades. It showed her that there is still love in the world. She says that she would love to get Colorado sometime for a campaign... Bronson! When asked what tips she could offer her fellow drivers, she had this to say "Always try to do the right thing, and treat every campaign as a WorkCation" Wise words, Keisha.

Don't challenge her to a game of Spades, because she'll probably beat you. She prefers the beach over the mountains because she says the water brings her a lot of peace and relaxation. Portugal is a place that she would really love to visit as that's where her family is from.

What Keisha wants you to know about her. "I love God first, and my family. I'm a caring person, a very hard working person, and I like to enjoy life"



# Photo Frenzy:

## Throwback: 2006



Our Promo campaigns used to be few and far between. Mostly running scooter squads for various campaigns. We had a large fleet of electric scooters stored in both Las Vegas and York.

Photo taken by: David Litner

## Today:

Promotions is now under the *dio* brand and is a large portion of our annual revenue. Today they do a lot of fun and innovative things such as putting Santa Clause in a large inflatable snow globe across 8 markets (you know, social distancing). They also run “food truck” campaigns, do large events for *No Kid Hungry*, and ride around sampling bikes. They’ve even had a reverse escape room letting people try and break into one of our armored trucks.



Photo taken by: Rene Santiago



# Employee appreciation:



Instead of a client spotlight this month, I wanted to use this space and dedicate it to you, our Drivers as well as the entire do it outdoors staff. I have always said that without the Drivers, there is no do it outdoors media but that goes for the staff as well. We are as successful as we are because of the people we employ. The time, effort and dedication you all put into this company on a daily basis makes us who we are and is quite frankly, mind blowing.

Currently, we are at 55 drivers, 6 members of the Operations staff, 1 Safety Director, 1 VP of Human Resources, 1 Controller, 1 CFO, 9 members of the Sales staff, 2 CEO's and countless individuals in the Promo and dio sides of the company. It truly takes a village to run a successful campaign, start to finish to our level of expectation.

I personally could not be more proud of this group. Look what we all got through this year. It's been unprecedented! I would like to take the time out and say thank you to each and every one of you.

Each of you is appreciated more than you'll ever know. You're all as equally hair grayingly frustrating as well but I wouldn't trade any one of you for all the tea in China..... Well maybe a few of you 😊

Please take the time to reflect upon and appreciate the things we all have personally and professionally this season. We got through the worst year imaginable. Can't wait to see what we do in 2021!!!



Thank you all and Happy Holidays,

*Bronson*

# Keep in mind:

## Changes and Reminders:

**Remember:** You are responsible for the condition of every unit you drop off. With lots of units being returned in the next couple weeks, remember these key items.

- Complete your UCR when dropping off
- If it has mechanical issues, let OMT know
- Make sure it has all fluids and supplies for the next driver
- Leave it with a full tank of fuel
- Clean out the cab
- **Sanitize the unit per our new policy**
- Leave the unit in better condition than you found it

**Drive safe and slow down** in wintery weather. We are not in a rush to get anywhere.

Even if you have a handle on your own vehicle, it does not mean the other people around you do so. **Stay alert.**



Answer:

C  
A  
B  
D  
E



### **Editors:**

*Clark, Tim, Bronson, Jon, Rob,  
Thecia and Diane*