

This Is How We Roll: **Monthly Driver's Edition**

MAY / **do it outdoors** media newsletter

Special Message:

Rollin' Recipes, our company cookbook, is coming together nicely. We received an astounding total of 50 recipes, 18 of which came from our Drivers. It's not too late to get a recipe in. Send it in to Thecia if you still have something to submit, but do it soon! The finished book will be released in the next couple of weeks.



*Can you solve this riddle? I met a man on The London Bridge, he tipped his hat and drew his name, and in this riddle I told you his name. What is it? **Answer is on page 6***

Celebration Time: It's all about You

Our Family of Drivers



<i>Paul Kotas</i>	<i>13 years</i>	<i>May 2</i>
<i>David Schlarman</i>	<i>5 years</i>	<i>May 27</i>
<i>John Johnson</i>	<i>3 years</i>	<i>May 18</i>
<i>Mark LeClaire</i>	<i>2 years</i>	<i>May 15</i>



<i>Ben Anderson</i>	<i>May 4</i>
<i>David Schlarman</i>	<i>May 9</i>
<i>Regis Maher</i>	<i>May 12</i>
<i>John Johnson</i>	<i>May 18</i>
<i>Keisha Badgett</i>	<i>May 21</i>
<i>Rob Harper</i>	<i>May 23</i>
<i>Mike Romero</i>	<i>May 28</i>
<i>Frank Palacios</i>	<i>May 29</i>



**HAPPY
BIRTHDAY!**

*Don't turn around.
Don't look back.
Keep moving
forward. Keep
pushing. The pot
of gold is at the
end of the
rainbow, not the
beginning.*



Safety First:

Shout Out to...

I want to share an email I received the other day from David Schlarman – “Yesterday I ran into an issue getting into my route A. There are train tracks I think running north and south. I spent an hour trying to find a way to get by them. All the roads go under the tracks and yesterday all I found was 13 to 13.3 ft. clearance. *I know there has to be a way to get around them and 13.3 will fit, but these older places scare me that the 13.3 is really shorter.* I will find a way just wanted to give you a heads up.”

David did find a safe way around the train tracks to get into his route. **Thank you David and well done.**

We don't want this to be YOU!



Photo Frenzy:

Throwback: 2010



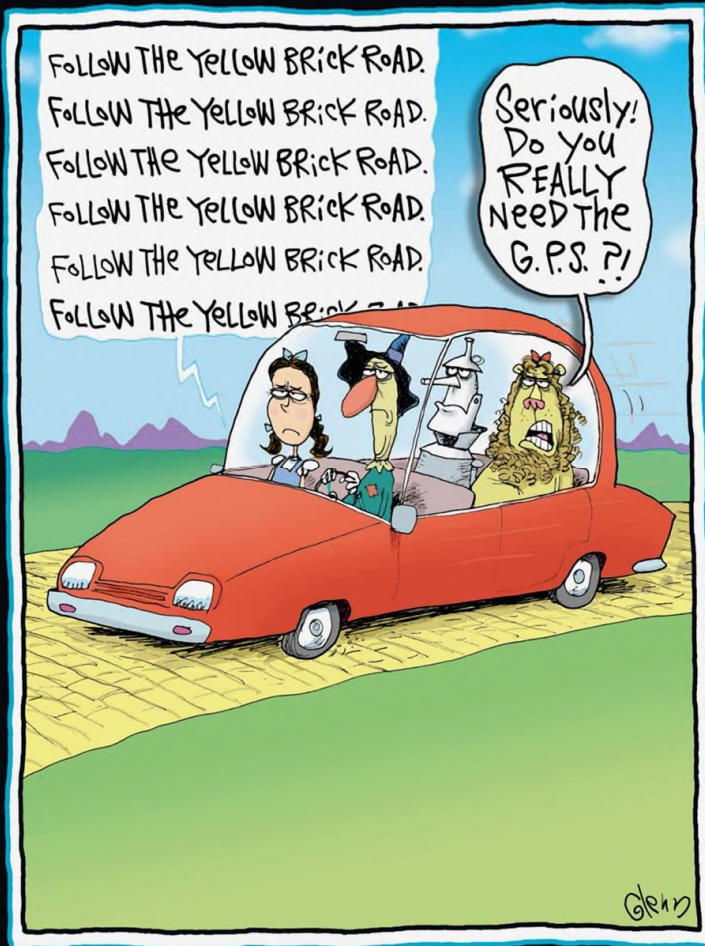
Who remembers these bad boys? The Trivisions. Our pre-cursor to the now called UVs (or Manhattan units). The sides were able to hold 3 banners at once and could be rotated by hand to display different messages throughout the day. These units were retired in 2016.

We are running "Thank You" messages across the country and practicing new social distancing guidelines with our amazing clients like Ace Hardware. Special shout out to Jose Aispuro for taking this photo that captures the current time we are living in.

Today:



All Over The Map



Most of you know that we have two routing formats one being Roadnet and the other being MapPoint. Both are great tools and have their strengths but you may be wondering why we use certain formats for certain campaigns. Below are just a few examples.

Roadnet

- Campaigns with lots of target locations - the GPS helps the driver manage their time better
- Campaigns with a large routing area
- Shadow Fencing campaigns

MapPoint

- Campaigns with lots of events
- Small radius campaigns like Ultra
- Mappoint maps will be used for any event even in a Roadnet route format
- Campaigns that require the unit to be at certain locations at specific times

Partner Spotlight:

ACE HARDWARE




We wanted to introduce you to Ace Hardware this month as they were the first client to start a new campaign with do it outdoors as the COVID-19 pandemic started to ease. Who is Ace Hardware? Well to my surprise, they are the worlds largest hardware retail cooperative with over 5 billion dollars in wholesale sales. They are headquartered in Oakbrook, IL and were founded in 1924. Why the name Ace? Well, they were named after the Ace Fighter Pilots of WWI who were able to overcome all odds. Who knew? As of 2019, Ace Hardware had over 5,200 store locations in 60 countries along with 17 distribution centers.

As a thank you to their essential workers during the pandemic, they decided to run a “Thank You” message directed at their employees. Not only are they targeting 15 of their distribution centers but also many of the zip codes and neighborhoods of their employees and even directly visiting some of their workers’ personal residences. What a way to say thank you and highlight their appreciation to these brave men and women who put their lives on the line daily and continue to do so as the war on the Corona Virus wages on. Help say thank you on behalf of do it outdoors by visiting an Ace Hardware location the next time you tackle a home improvement project. Let’s help support our partners who are supporting each of us!



Answer to the riddle is Andrew.

 **Editors:**
Susanne, Clark, Tim, Bronson, Jon, Rob, Thecia and Diane