

OCTOBER 2020/ do it outdoors media newsletter

Special Message:



1. What do you call a skeleton that makes you laugh and giggle when you're sad?
Answer is on page 7

*GHOSTS & GOBLINS
SPOOKS GALORE
SCARY WITCHES
AT YOUR DOOR
JACK-O-LANTERNS
SMILING BRIGHT
WISHING YOU A
HAUNTING NIGHT
HAPPY HALLOWEEN*

Fun Fact

There are roughly 15.7 million trucks operating in the U.S. today. If you lined up all of those trucks end-to-end, they would reach the moon!

Remember! Daylight Savings time ends Sunday November 1st. We “fall back” one hour. So set your clocks back one hour before going to bed Saturday night.

Always expect the unexpected.
Keep your head on a swivel. Always scan ahead and your sides.

Celebration Time: It's all about You

Our Family of Drivers always remember to:

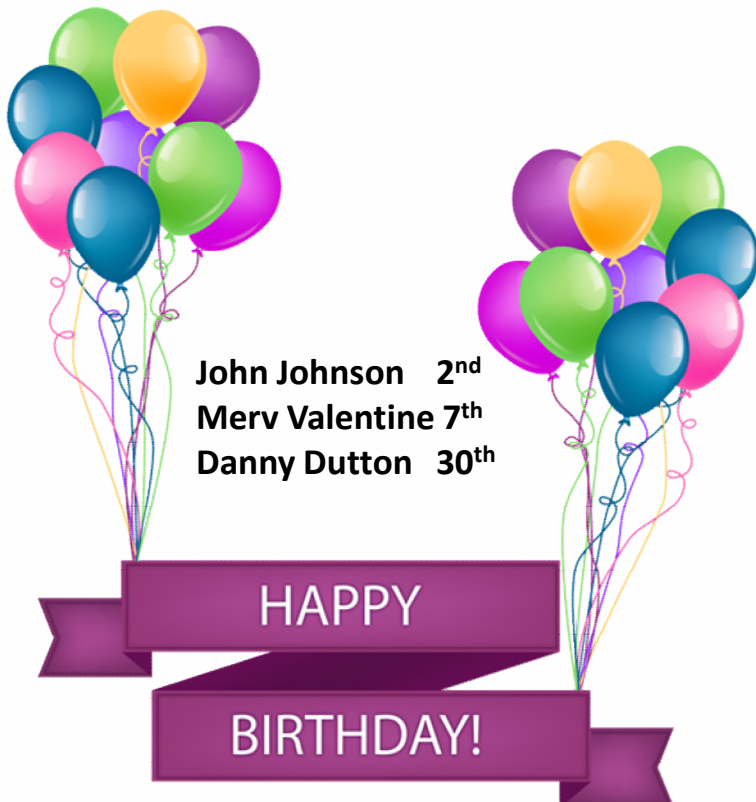


On your
Years of Service:

Jason Beck	22 nd	16 yrs.
Kyle Shutt	20 th	2 yrs.
Jose Aispuro	8 th	1 yr.

2. The person who built it sold it. The person who bought it will not use it. The person that used it never saw it. What is it?

Answer is on page 7



Driver Discovery:

Karl Ansel



Karl is from Houston, TX and was hired on in July 2019. He has a wife, and 4 kids. 2 daughters and 2 step-sons. He also has a Husky dog that he loves and says it is a great breed of dog to have. He enjoys cooking, travelling the country, and has a goal to start his own photography/videography company.

He was briefly involved in the debate team during high school, and this is where he found his passion for videography. They had a former POW come in for a visit and Karl was asked to record it and help edit afterwards. He then attended a multimedia school where he learned the craft even more.

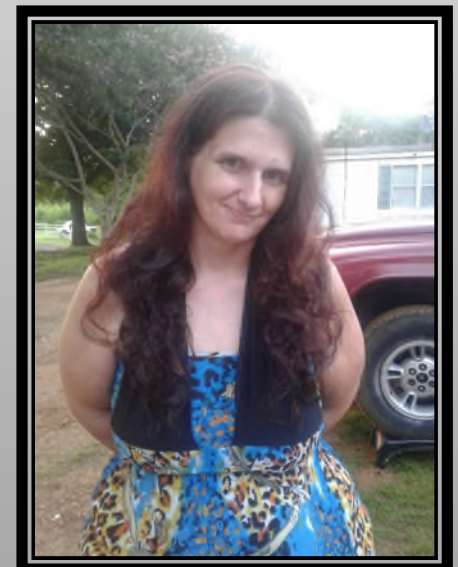
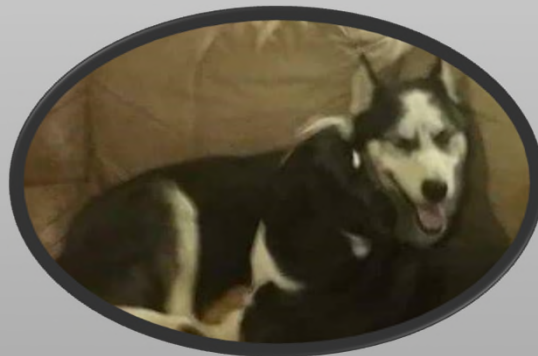
Karl's wife and kids are what motivates him most. He says "Without their support, I am not sure where I would be." He is also motivated by the advertising industry, and what we as a company contribute, drives him to do more.

Karl states that 3 of his former campaigns have made his list of favorites. The first one was a team effort campaign in Russellville, AR with a team of five drivers running for Choctaw Casino. He enjoyed meeting and speaking with other drivers about their experiences. This was also his first big campaign where he got to use his experience as a photographer and videographer and put it to good use. He also really enjoyed doing Corona Seltzer in Baltimore. He got to meet a lot of interesting people and captured some nice photos both on campaign and during his off time. The last campaign on his list of favorites was his most recent Dollar Bank campaign in Virginia Beach. He was excited to meet some of the staff members from the various bank locations and show off our truck to them. He also enjoyed driving around the VA beach Boardwalk.

When Karl is out on the road for a campaign, he really enjoys getting out and about on his off days. He says "I like to try to explore areas I have never seen before and get a new perspective on things and how people interact with each other." Depending on the area, he also likes to take his camera gear out with him and see if he finds anything worth capturing.

There are quite a few cities that Karl hopes to visit that he has never seen, and looks forward to seeing what new experiences he can find with **do it outdoors**

When asked what tips he would like to offer other drivers, Karl says: "The biggest one of all is before you start your route, if new to the truck, adjust your mirrors where you are comfortable and can see clearly down both sides of the truck and a little outwards as well. As a former instructor told me a long time ago, keep your head on a swivel. Meaning check all around you, especially when driving. Check your mirrors constantly. Keep enough space between yourself and other drivers. Those other drivers won't be looking out for you and don't care most of the time. Slow down as well. I tend to go 5mph slower than the posted speed limits to keep enough distance between myself and other drivers. You never know when you might need that extra space to stop or avoid something that happens in front of you. If you take care of your unit (truck) it will take care of you. Also, don't be afraid to get creative with your pictures on your campaigns that you are on. It gets fun sometimes



Safety First:

ENJOY PUMPKIN

Enjoy the versatility, flavor and nutritional benefits of pumpkin.

Often the star ingredient in many sweet delights such as pie and custard, pumpkin can also make a savory side dish.

Pumpkin seeds are tasty and nutritious. Don't throw away your Halloween carvings; instead, roast and enjoy!

Pumpkin is a source of beta-carotene, vitamin C, fiber, iron, potassium, and other nutrients.

Sources: *HealthFitness Dietitian*



Partner Spotlight:



Although our Sales Department put out numerous proposals for campaigns during the election time, the only one we were able to get to contract was a 5 unit – 15 day campaign for “Get Out The Vote” in Philadelphia running October 12-27th.

As you all know, this is a very important time for each of us and our country so we here at *do it outdoors media* encourage you to vote. No matter what candidate you choose to back, the most important thing is to have your voice heard. We have worked with each driver that reached out to us to get them home if they needed to vote in person. We encourage everyone to vote now, vote early, vote by mail, just VOTE!

**YOUR VOICE
YOUR POWER
YOUR VOTE**



Photo Frenzy:

Throwback: 2011



We ran in 12 different markets across the country promoting **Halloween City** for the entire month of October. It was a big campaign for us, and a lot of fun.

Photo taken by: Cliff Hutchinson

Today:

We are running an extremely rare consecutive day campaign. 28 days in a row to be exact. **Spirit Halloween** has contracted us out for a last minute campaign to run 28 days in Queen Creek AZ. We split this up between 2 drivers because 28 days in a row is too much for anyone to safely handle 😊 We also just picked up a 9 day in Waltham, MA

Photo taken by: David Schlarman



Keep in mind:

Changes and Reminders:



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meeting

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DRIVER MEETINGS:

Wednesday 10/21 at 12:30pm EST and 2:00pm EST –

Call in to the conference line at your scheduled time – ask your lead if you aren't sure which time. **717-718-2554**

After we take role call – put your phones on **MUTE**. Too much background noise makes it impossible to talk.

At the end of the meeting will be your opportunity for comments/questions/concerns. **Don't hang up**. We will then take role call again.

Pay attention! – you will be randomly chosen to answer questions



Editors:

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

Answers:

1. A funny bone
2. A coffin