

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

AUGUST 2020/ do it outdoors media newsletter

Special Message:

Karen Birzes, our new HR Specialist, gave us a little background on herself, so we can all get to know her a little better. She says:

"I am originally from Upper Darby, PA located outside of Philadelphia. I have worked in HR all of my career with experience in Benefits, Payroll and Recruiting.

I have lived in York, PA for 14 years, during my career in York I worked in the Human Resources Department for trucking companies such as Kinard Trucking and Fed Ex Ground.

I enjoy listening to music, gardening, watching sports and spending time with my 2 doggies."



New Hires

<u>Name</u>	<u>State</u>
Romona W.	FL
Otis B.	TX
Tommy S.	CO
David M.	FL

1. You can catch me, but can't throw me. What am I?

2. I'm clean when I'm black, dirty when I'm white. What am I?

Answers are on page 6

Rob's Rockin' Playlist

Here is a playlist of different artist and music genres that I enjoy listening to. If you are looking for something new to listen to try some of these out.

- Punk Rock: Descendents – Suburban Home
- Reggae: Tribal Seeds – Dark Angel
- Hip Hop: Wax – Music and Liquor
- Country: Townes Van Zandt – Waiting 'Round To Die

Celebration Time: It's all about You

Our Family of Drivers near and far

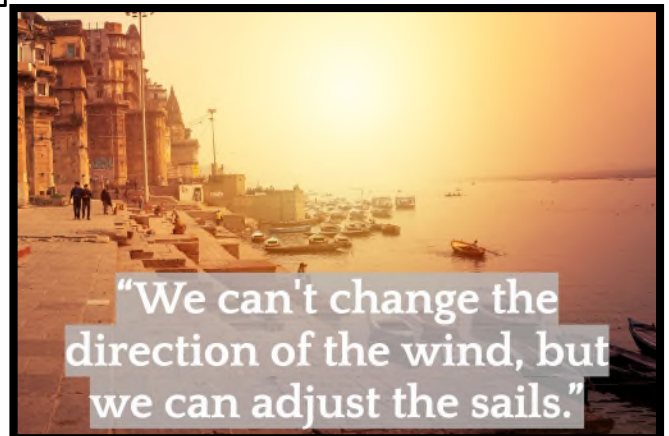


On your Years of Service:

William Rangel	1 st	8yrs
David Pridgen	4 th	23yrs
Regis Maher	4 th	23yrs
Thecia Cole	8 th	4yrs
Chris Perez	26 th	2yrs



Karl Ansel 29th
Ivan Lawrence 7th
Mark Lunsford 13th



I saw the pole in my mirrors but when I backed up it disappeared!

Photo Frenzy:

Throwback: 2004



Creativity:

No mobile billboard here. Instead we teamed up with **Maker's Mark** for this extremely creative display pouring bourbon into a tanker truck. If you look closely you can see our logo on the door of the truck! In 2010 this advertisement made a list of 20 most creative billboards in the world. Check it out here:

<https://artatm.com/2010/05/20-coolest-billboards-from-around-the-world/>

Today:

Always leading the industry and continuing to be innovative, our newest **CTR Guarantee** is bringing in new clients for us such as Young and Co. Wines. We are offering a 300% guarantee click through rate and as of 8/18 this campaign is sitting at 598%. THAT'S DOUBLE!! Amazing!



Safety First:

GREENS THAT BOOST NUTRITION

Have you heard of arugula?
(Me neither!!)

It is a green, leafy vegetable with a unique peppery taste. It's rich in nutrients, including fiber and health-promoting phytochemicals.

When making salads or adding greens to sandwiches at home, try a variety of leafy greens, such as arugula, romaine and red or green leaf lettuce for more flavor and nutrients.

Always wash produce before eating.

Source: USDA Nutrient Database

A LIST OF THE HEALTHIEST

DARK GREEN VEGETABLES



SPINACH



TURNIP GREENS



KALE



BEEET GREENS



SWISS CHARD



WATERCRESS



ARUGULA



COLLARD GREENS



MUSTARD GREENS



CHINESE BROCCOLI



BOK CHOY



BROCCOLI RABE



ENDIVE



ROMAINE LETTUCE



DANDELION GREENS

Partner Spotlight:



This ones for our sports junkies. This month we'd like to pull back the curtain a bit with DraftKings, a client that's been doing work with us since September of 2018. We are currently running 2 forty-day long campaigns in Denver and Indianapolis.

It all started in 2012 with three friends who loved fantasy football in a spare bedroom in Watertown, MA. It's now being publically traded on the Nasdaq Stock Exchange under the symbol DKNG. They took that simple idea and became the "only vertically integrated pure-play sports betting and online gambling company in the US."

They now list 14 physical locations stretched from the US to Ukraine, Bulgaria and Israel. Although there are a few other sites which appear to mirror DraftKings, what sets them apart is not only their global reach but their number one priority of making sure you and your money are playing safe, securely and responsibly.

Their mottos of "Together, let's talk trash. Compete. Bond. And innovate" as well as "Let's Make It Reign" say it all. Who's ready for football season?

Keep in mind:

Changes and Reminders:

Other than getting ready for the Seasons to change and welcome some cooler weather, I'd say the biggest change we have going on currently is we are getting everyone back to work and things are hopefully starting to slowly feel normal again. It will certainly be a long road to recovery for each of us, the company and well as the country but lets move forward with a positive, can do attitude and kill it the rest of the year! Who's with me???



Editors:

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

Answers:

1. a Cold
2. a Chalkboard