

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

JUNE 2020 / do it outdoors media newsletter

Special Message:

We want to congratulate **Rene Santiago** for winning the *Dan Kelly Award* for 2019. The Dan Kelly Award is awarded for photo of the year and is voted on by you, the drivers.

For those of you who didn't know Dan Kelly, he was a Lead Driver from PA who exemplified all that a MBB driver should be. He was passionate about delivering a quality campaign and sending in campaign photos that wowed our clients. Dan never hesitated to take on difficult markets and assignments – smoking billboards, tandem runs, etc. He had a positive attitude, a great sense of humor, and was always willing to lend a hand. He would even give you the shirt off his back if you needed it.

Dan passed away due to an illness in 2012, but his memory lives on with those of us that knew him, and we have created this contest in his honor.

Dan Kelly



Winning photo by Rene Santiago
Coors – Marquette, MI – Aug 2019



1. There's an employee working in the office whose name stands for a Government Bureau. Can you guess who? The answer is on page 8

Celebration Time: It's all about You



On your Years of Service:

Susanne Jewel	13 years	June 11 th
Vern Baker	13 years	June 8 th
Clark LaGanke	11 years	June 16 th
Mark Hooper	4 years	June 8 th
LaToya Owens	1 year	June 3 rd



Jose Aispuro 10th
James Spicer 17th
Heather Cross 20th
Rachel Frock 28th
Allen Goulas 30th
Chris Perez 30th



HAPPY
BIRTHDAY!



Safety and Wellness:

Reminder -- before starting any task:

Wellness Tip :

Facts for Quitting Smoking

Within 12 hours of quitting smoking, carbon monoxide levels in the blood begin to return to normal.

From two weeks to three months after quitting, circulation and lung function improve.

One year after quitting, the excess risk of coronary heart disease is half that of a smoker.

If you smoke and are ready to quit, visit www.smokefree.gov for resources to help you get started.

Source: American Cancer Society



Do you know the Dutch Reach ?

This simple technique will stop you and your passengers from opening your door in front of an oncoming vehicle, cyclist or pedestrian. This works for streets, sidewalks and parking lots.

When drivers and passengers open a vehicle door from the inside to exit the vehicle, they should use their far hand (the hand farthest from the door) to open the door. As you reach across your body to the door handle, your body will naturally swivel, and you will automatically look at the side-view mirror and look back for oncoming bikes and traffic. Open the door slowly and remain vigilant.

Photo Frenzy:

Throwback: 2005



Whoa! Talk about **nostalgia**. In 2005 we ran “Grand Opening” campaigns for Circuit City in 16 various markets. Circuit City was started in 1988 and officially closed their doors in 2009.

Photo taken by Herb Mooney in Stapleton, CO October 2005

Today:

We continue to run “Grand Opening” campaigns for a multitude of clients. One of our largest being Ulta. We have completed 14 G.O. campaigns for Ulta so far this year, and a total of 99 last year.

Photo Taken by William Rangel in Central Valley, NY March 2020.

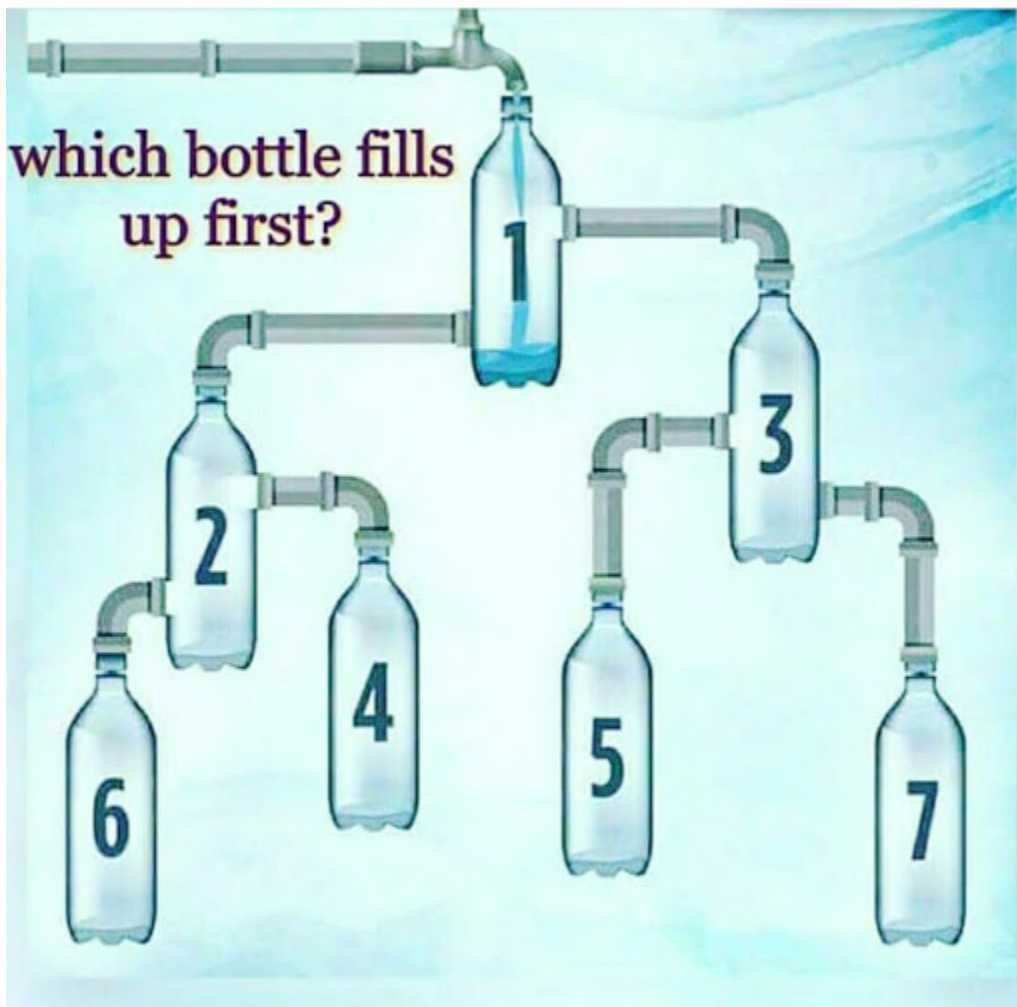


Just For Fun:

2. Who said it? Think you know who submitted this testimonial? Email Jon Richmond to find out. **Hint: It's a current driver.**

"I enjoy working for **do it outdoors** because I get paid to travel all over this beautiful country of ours, its almost like being paid to go on vacation. I have had the opportunity to do some interesting and fun campaigns, like Comic Con in San Diego, The CMT awards in Nashville, The RNC in Cleveland, and The Gold Cup National Soccer Tournaments, as well as campaigns targeting college and NFL games. Besides all that, I have found that all the people who work for DIO, whether they are fellow drivers or office personnel are all Awesome. If you're looking for a fun, exciting and rewarding place to work and love to travel, then **do it outdoors** is the place for you."

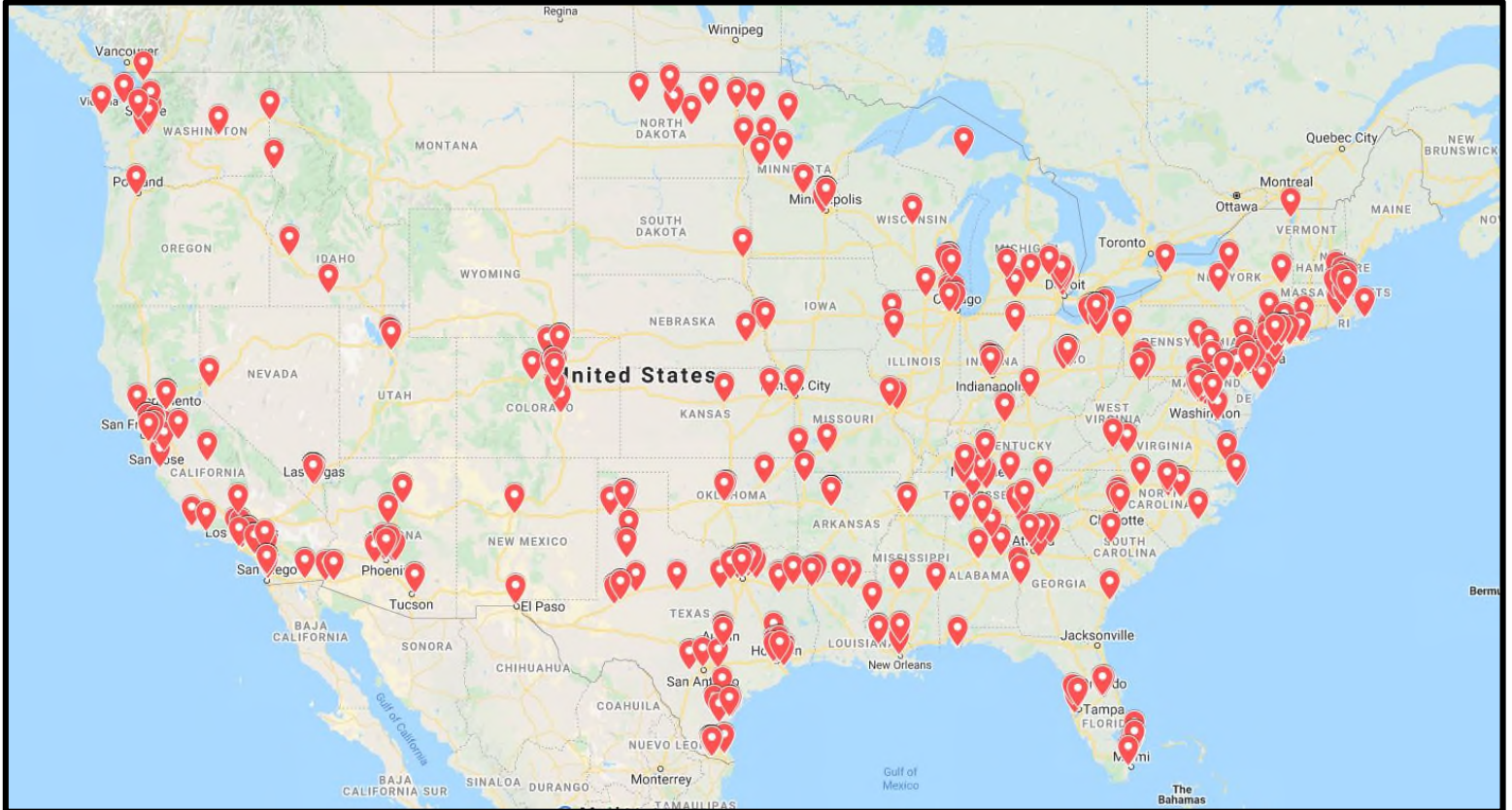
3. Summer is approaching, staying hydrated is important. Can you guess which bottle will fill up first below? The answer is on page 8.



Just For Fun Continued:

4. The map below shows all of the campaigns we ran in 2019. We ran in a total of **44** states! **WOW** Can you guess how many campaigns we ran???

Answer on last page!



5. Add all the numbers. The answer is on page 8

6
9
4

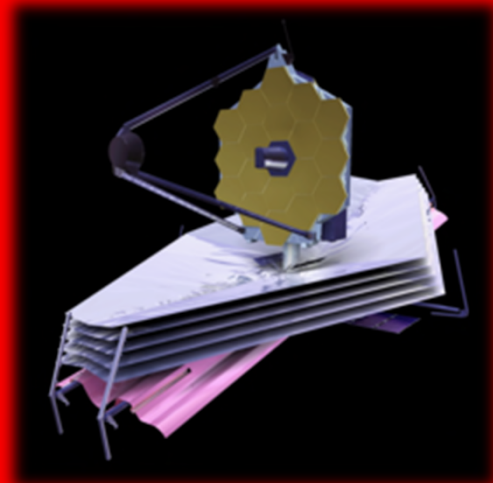
Partner Spotlight:

Northrop Grumman



I bet you don't know who this client is nor what they do because we weren't fully aware. Northrop Grumman is an American global aerospace and defense technology company with almost 100,000 employees. They are one of the worlds largest weapons manufactures and military tech providers ranking 108 on Forbes 500 list of American companies.. They were founded in 1994, headquartered in West Falls Church, VA and do over \$30 Billion in revenue yearly. They and their industry partner companies have developed the X-47B (pictured above), the first unmanned, autonomous air system and SpaceShipOne (see below, bottom left), the first privately financed, built and flown space vehicle. Among its other current projects are development and production of the James Webb Space Telescope (bottom right), an orbiting observatory slated for launch in 2021; and production of the solid rocket boosters for NASA's Space Launch System program. As you can see, they have interests in many facets of military, space and defense.

2020 marks the second consecutive year they have contracted with us to run the entire year, targeting primarily Minot Air Force Base and the top decision makers on the base. Minot ND is rich in aviation history and has 47,382 residents who endure harsh winters being in the extreme northern area of the country. Funny enough, even though there are less than 50,000 residents, it's the 4th largest city in North Dakota. One of Minot's newest residents is Eric Howell, who earlier this year, signed on for year 2 of the campaign. With any luck, Northrop Grumman will sign on for year three.



Keep in mind:

Changes and Reminders:

Unfortunately it's been a while since some of you have been out on a campaign. Here are a few quick reminders for you

- A UCR needs to be completed any time you pick up or drop off a unit. Also monthly if in the same unit for more than a month.
- Don't forget to change your XRS ruleset when travelling M2M or switching to campaign days.
- Posting photos should be in BEFORE you start your campaign, preferably a day before
- We should have 20-30 campaign photos for each batch
- **Safety above all else.**

Reach out to your lead driver for any questions.

Answers:

1. Thecia (The C.I.A)
2. Email Jon Richmond
3. Bottle 5 will fill up first. Because, there valve has no opening from bottle 1 towards bottle 2, there's no opening for the pipe connected between pipe 3 to pipe 7.
4. We ran a **whopping** total of **736** campaigns in 2019. WOW!
5. Grand total is 30 (6 8 2 9 4 1)

EVERY JOB IS A **SELF-PORTRAIT** OF THE PERSON WHO DOES IT. AUTOGRAPH YOUR WORK WITH **EXCELLENCE.**



Editors:

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

A graphic showing two black hands shaking over a yellow and orange flame. Below the hands, the text "TOGETHER NOTHING IS IMPOSSIBLE!" is written in bold, red, uppercase letters.

TOGETHER
NOTHING IS IMPOSSIBLE!