



How WE Roll: Driver's Edition

SPRING 2024 / do it outdoors media newsletter



Hello Team,

As we shake off the chill of winter and welcome the refreshing breezes of spring, it's time to revitalize our spirits and steer into a season of growth and new opportunities.

This edition of our newsletter is dedicated to you, our esteemed Mobile Billboard Drivers, who are the driving force behind our success.

Spring brings not just warmer weather, but also a fresh wave of advertising possibilities. It's a time when our visibility on the roads becomes even more impactful as people step outside to enjoy the season.

To make your adventures with us more enjoyable, we share with you the latest updates and safety tips tailored for springtime.

Thank you for your continued dedication and hard work. Let's make this season our most vibrant yet!

***Drive safe,
drive smart,
and let's keep rolling forward together!***

Celebration Time!!

HAPPY. Birthday!

March

April Armstrong-Conner 03/01
Clark LaGanke – 03/04
Carlos Villalobos – 03/06
Anna Hehir (Sales) – 03/28
Robbie Lezema – 03/29

April

Kent McGowen - 04/03
● Tim Piester - 04/18
Anthony Steele - 04/28

May

Charles Anderson - 05/04
David Schlarman - 05/09
Mark Hooper – 05/11
Regis Maher (Owner) - 05/12
Kent McKinnon - 05/16
Sarah Maher (Sales) - 05/17
Rob Harper - 05/23
Dave Fortney - 05/31



On Your Years of Service



March

Merv Valentine – 18 years
Bob Starr – 15 years
Carlos Villalobos - 2 years

April

Elizabeth Shaffer – 17 years
Kyle Shutt – 7 years

May

Paul Kotas – 17 years
David Schlarman – 9 years
Mark LeClaire - 6 years
Nik Mahan – 2 years
Kamron Bruce – 2 years





Here's a Funny...

A taxi passenger tapped the driver on the shoulder to ask him a question. The driver screamed, lost control of the car, nearly hit a bus, went up on the footpath, and stopped inches from a shop window.

For a second, everything was quiet in the cab. Then the driver said, "Look, mate, don't ever do that again. You scared the living daylight out of me!" The passenger apologized and said, "I didn't realize that a little tap would scare you so much."

The driver replied, "Sorry, it's not really your fault. Today is my first day as a cab driver — I've been driving a funeral van for the last 25 years."

Bill Keane

*"To live is the rarest thing in the world.
Most people exist, that is all."*

Rain Fact!

Rain has a smell.

It comes from the Earth: some plants and soil-dwelling bacteria excrete chemicals into the earth that are released into the air when rain falls, moistening the ground in which these chemicals reside. The pleasant smell that results is called "petrichor" and is associated with the fresh feeling we experience after a rain shower.



This Day in History: April, 19th

1775 The American Revolutionary War begins

The Battles of Lexington and Concord marked the beginning of the armed conflict between the Kingdom of Great Britain and 13 colonies of British North America. The war resulted in U.S. independence.

Driver Spotlight

Introduction to – Mike Ernst

Mike has been a **do it outdoors** driver for over 8 years. (8 years 5 months to be exact, but who's counting?) He enjoys seeing all the sites America has to offer. He loved his time in Colorado, he said it was just breathtaking. On his day off in Colorado he went on a railroad journey into the mountains, it was one of his best trips.

His family and friends are very important to him; during his downtime he enjoys spending time with them and making memories. The one thing he would like to share with his fellow drivers is, if you know what state you're going to on campaign, do a little research before you get there so you know what you can go and check out on your days off.

If you are ever lucky enough to share a campaign with Mike, enjoy his upbeat and kind personality. He has great knowledge of **do it outdoors** and is always willing to lend a hand.



Ice, Ice, Maybe? – The sun's out, but those roads could still be playing winter. Drive like you're on thin ice—because you just might be!

Sandy Situations – Sand and salt aren't just for beach picnics. They linger after winter parties and love to mess with your stop-and-go. Approach with care and brake with flair.

Rain Rhythms – Spring showers aren't just for flowers. Lights on and pace down!

Hail Hassles – If ice balls are crashing your road trip, don't push through. Pull over, rock out to your favorite tunes, and wait for clear skies.

Flood Faux Pas – Waterlogged roads? Make a U-turn to safer routes. That “shallow” puddle could be a deep end you don't want to test.

Pothole Dodgeball – The road's throwing these at you? Aim to dodge, but if you can't, ease up as you roll over. Your vehicle will thank you.

Shoulder Shy – Spring rains may turn shoulders into sinks. Keep your wheels firmly on the solid stuff.

Life in the Fast Lane – Everyone's emerging from hibernation, and not just the two-legged variety. Keep your eyes peeled for pedestrians, riders, and the occasional critters.

Critter Caution – Animals are springing into action too. If they play chicken with your car, stay the course—brake, don't swerve, to keep the peace.

Vehicle Care Charm – Give your ride some springtime love. Spend time polishing and shining so that you can cruise gleaming under the sun.

TIP: Keeping your cool behind the wheel and ensuring your vehicle is in tip-top shape means you'll be rolling through spring without a hitch!



Meet Your Leads!

Jacoy Hemphill

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“Jacoy Hemphill reporting for duty. Not only am I a Lead; I’m also a team player feel free to reach out to me at any time.”



Gary Rausin

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“I’m a huge music lover, and an amateur guitar player. I also collect guitars, with close to 100 guitars in my collection. I’ve been driving for about 20 years in total. My former occupation was in the motorcycle industry. I travelled to bike shows and rallies for 14 years. Other than that, just a regular guy who likes to fish. Love this job and like traveling!”



Carlos Villalobos

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(786) 267-7835

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carloselcopa@gmail.com

“Friendly and outgoing driver. Known to be a cooperative professional, willing to assist others to achieve individual and shared success. Enjoy driving, traveling, and outdoors activities.”



Meet Your Leads!

Mark Hooper

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“With **diom** since 06/08/2016
Fun Fact: “Not as Grumpy as I look””



Jermaine Bridges

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Started with **diom** 11/08/2017
Promoted to Lead Driver 03/2023



Cornelius Maynard

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“I love to invest in the Stock Market. One of the great things about being a Lead is the people I work with, from management to the drivers on my team. The drivers on my team are awesome! Along with management. Teamwork makes the dream work. I am very grateful 🤝❤️”



Rene Santiago

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Been with **diom** off and on since 03/2012
First promoted to Lead Driver 11/2013



Spring Risoni-stuffed Bell Peppers



Ingredients

- 4 Bell Peppers, halved, deseeded
- 60ml (1/4 cup) olive oil, plus extra to drizzle
- 2 bunches asparagus, cut into 2cm pieces
- 200g grape tomatoes, halved
- 1 garlic clove, thinly sliced
- 105g (1/2 cup) dried Risoni pasta
- 1 small lemon, rind finely grated, juiced
- 2/3 cup fresh basil leaves
- 1 green shallot, thinly sliced
- 85g (1/2 cup) Sicilian olives, pitted, coarsely chopped
- Toasted pine nuts, to serve

Step 1

- Preheat oven to 220°C/200°C fan forced. Line 2 baking trays with baking paper. Place bell pepper on 1 prepared tray, cut side up, and brush with 1 tbs of the oil. Season.
- Place the asparagus, tomato and garlic on remaining tray. Drizzle with 1 tbs oil. Season. Roast Bell Peppers on top shelf of oven for 25 minutes or until charred and tender. Roast vegetables below for 20 minutes or until tender.

Step 2

- Meanwhile, cook the pasta in a saucepan of salted boiling water for 8 minutes or until done. Drain. Refresh under cold running water. Combine the lemon rind, juice and remaining oil in a large bowl. Finely chop 1 tbs basil and add to bowl. Add pasta, roasted vegetables, shallot, feta, olives and remaining basil to bowl. Season. Stir to combine.

Step 3

- Spoon Risoni mixture among Bell Peppers. Drizzle with extra oil and sprinkle with pine nuts to serve.

Say Hello to Jackson!!



Jackson Maher is a 3 ½ year old Goldador (Golden Retriever + Labrador), self-proclaimed **do it outdoors** mascot and the baby boy of Sarah & Regis. Some of you may have been lucky enough to meet him in person while training as he dutifully clocks in at the York office. When he doesn't feel like getting into the car for work, he can easily be persuaded with the promise of seeing Mr. Tim. His favorite things are walking, playing ball, going to the beach, swimming, eating, snuggles...and did we say ball? Definitely ball! He also loves saying hello with his famous "happy growl" and kisses, so be sure to come by and see him the next time you're in York (he hangs in Sarah's cubicle).

You can follow his life adventures through his Instagram page: [@doit_jackson](#)



FROM BEHIND THE WHEEL

In this month's edition we would like to discuss the importance of keeping your Mobile Advertising Vehicle (MAV) clean inside and out.

There are many reasons to keep your MAV clean but the number one reason is because we are in the IMAGE business. Not only do we want to maintain the **do it outdoors media** image as a sharp-looking and professional company to do business with, but we have our clients' interests to look out for as well. We need to remember it is the clients name, product, or message on the side of our trucks, as well as ours, and if our client sees our trucks as dirty or as an eyesore, then we may not get repeat business, which we want and need to survive as a company. Let's also keep in mind it's not just the outside that needs to be kept clean but the interior of the cab and the rear of the unit as well. One reason for keeping the units clean inside and out is that current clients and prospective clients may want to see the inside of our units. We also want to keep our units clean for our fellow drivers, so please leave your trucks cleaner than when you got into them.

There is no reason for another driver to have to pick up a unit with trash left inside the cab or coffee stains and food crumbs in the center consoles. When you drop off a truck it should be swept out, completely wiped down with a cleaner and disinfected and all the trash removed. This goes for the rear of the truck as well; if you have old vinyls in the back call your lead and find out if they need to be saved or tossed. If you find vinyl clips just thrown in the bin unmarried and or unbagged, then marry them together and bag them; you will need to do this anyway to get an accurate count - do not leave this for the next driver. The same goes for fluids that we discussed in the last newsletter, discard the old fluids and bag the new fluids to help contain the spillage and clean out the bins that have had fluids spilled in them.

If we all work together, eventually all the units will be looking as they should be. So just remember your mother doesn't work here so clean up after yourself, we are all grown adults here and should not need to be reminded to keep our trucks clean, Leave the truck the way you would want to find it. The company pays for the cleaning supplies and for your time to wash them, so there is no reason not to keep them clean.

Thank you, Be Safe Out There

The Leads

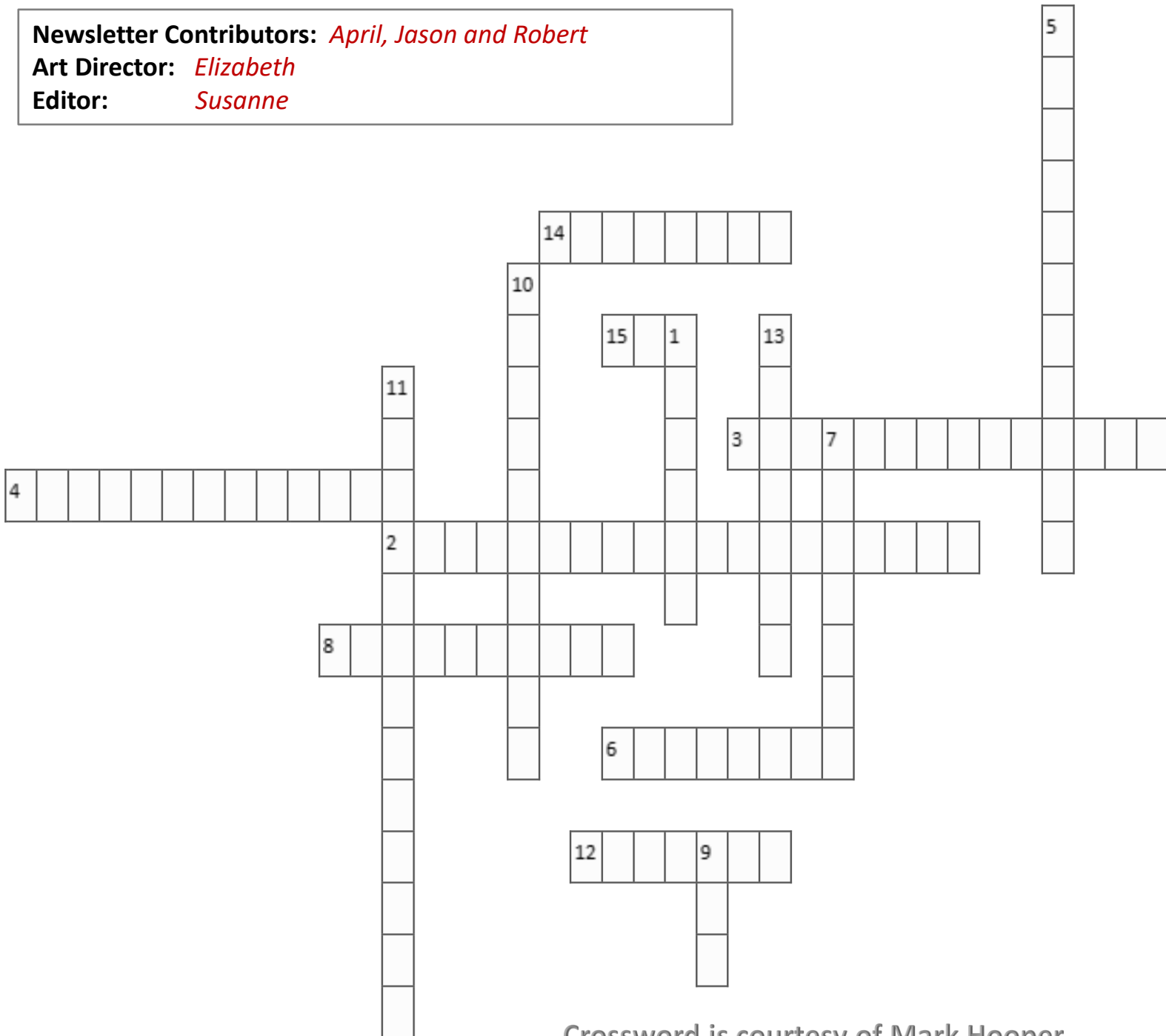


do it outdoors crossword puzzle

Newsletter Contributors: *April, Jason and Robert*

Art Director: *Elizabeth*

Editor: *Susanne*



Crossword is courtesy of Mark Hooper

Horizontally

2. ucr
3. weekly photos
4. photos submitted after vinyls installation
6. performed at end of shift
8. first point of contact
12. Unplugged when dropping at shop
14. Permitter / boundaries of campaign area
15. system for electronic logs

Vertically

1. number one company concern.
5. used to submit receipts
7. performed at beginning of shift
9. operations management team
10. used to install vinyls
11. expires on the first of august
13. used for electronic routing