



An article from Psychology Today suggests that we can learn important life lessons from the game “ANGRY BIRDS”. They are listed below.

Tenacity is everything (persistent determination).  
It just takes one well-placed move.  
Don’t launch too soon.  
Don’t launch too late.  
Great things happen despite the odds.

It’s a stretch, but maybe you can relate. Joe is hooked on “ANGRY BIRDS”, and who knows – maybe he does get some of his strategy on running the company from the game!



### OUR GREAT STATE

There’s nothing more beautiful and welcoming in spring than a red cardinal sitting in a flowering dogwood tree.....two symbols of our great state, North Carolina.

### SHOW LOVE FOR YOUR PEEPS



The JUST BORN (get it?) company in Bethlehem, PA creates the little chicks we love so much this time of year. Their factory makes more than 1 billion marshmallow peeps a year. That’s 4 million a day! In 1953, it took 27 hours to create one Marshmallow Peep. Today it takes only six minutes.

The first Peeps were squeezed one at a time out of a pastry tube and the eyes were painted on by hand. Now, machines create 3,500 Peeps' eyes per minute.

Americans will eat more than 600 million Marshmallow Peeps and Bunnies this Easter. Each Peep has 32 calories and 0 fat grams.

Until 1995, when lavender was added, Peeps only came in three colors: yellow, pink and white. Blue Peeps were hatched for Easter in 1998.

Yellow Peeps are the most popular, followed by pink, then lavender. Blue and white are the least popular.

You know you love ‘em! What’s your favorite color? I am partial to the little lavender bunnies.



### The Proud.....The Few



### The Convict Crew

On a cold Friday morning in February, Nunny & Randall proudly sport their bright orange, **SHELBA** logo shirts on the Turnpike dock, prompting the warehouse guys to affectionately dub them “**The Convict Crew**” We know better. They are just 2 great guys doing a great job.....on a cold day.....with a smile on their face!

### Facebook Inspiration

Good things are coming down the road.  
Just don’t stop walking.

Things you take for granted,  
Others are praying for.

Sometimes when things are falling apart,  
They actually may be falling into place.

# TRUX TRAX

## COMPANY NEWSLETTER

## MARCH



## Shelba

### SPRING 2013

If April Showers bring May Flowers.....what do May flowers bring? PILGRIMS! Gotcha, didn't I. Yes, I know it's a silly joke, but it fits the season. March brings winds of change. They blow in like a lion and out like a lamb. And, while we don't get our heaviest rainfall during spring in the south, showers in April certainly contribute to the beauty of flowers that will bloom in spring and summer. So we really can't have one without the other. The first day of Spring for 2013 is March 20<sup>th</sup>. We've been lucky so far in regards to bad weather.....not much in the way of snow and ice. Temperatures this winter have been mild, for the most part. And the long range forecast shows our transition from spring into summer to be normal with average rainfall and temperatures. Spring brings a lot of good things. The days are longer. The temperatures are warmer. There's new life everywhere. Take in all the beauty and wonder around you. Enjoy the ride.



## WE'RE SOARING HIGH!

We are off to a great start this year. Business is good, we're adding new warehouse clients on a regular basis, and our employees are simply the best, working together to get the job done. That's what it's all about. And once again, it's time for **SHOUT OUTS**. We are excited to pass along these good things we've heard about our employees.

**Sheila Perry** with **Mack Dinette Works** emailed us regarding the excellent customer service provided by **Nathan Puckett** in billing. She says

he was kind enough to help her with a situation, even though it was not really his job.

We also received high praise for our truck driver, **Raymond Viera** from **Julie Baumgart**, owner of **UNIQUE by Design Ltd.** Raymond was instrumental in helping correct a receiving situation for one of their customers.

And, wait, the praise doesn't stop there. At our first driver's meeting of the year on Sunday, February 17<sup>th</sup>, **Driver of the Year** awards were handed out to **Johnny McGuire** – local driver, **Wayne "Buck" Johnson** – owner/operator, and **H.J. Harris** – company driver.

Thanks to each one of you for putting your best foot forward and helping Shelba D. Johnson Trucking soar to new heights!

**And speaking of soaring high - our friends in the sky can teach us much about team building & survival in this world.**

## Team Building



Have you ever heard their "honking" and looked up into the sky to see geese flying in their 'V' formation? What a beautiful sight. Here are some of the valuable lessons Geese can teach us about working together and being team players.

**We achieve more together.** Geese always fly in formation. As each bird flaps its wings, it creates uplift for the bird following. By flying in a 'V' formation, the whole flock has 71% greater flying range than if a bird flew on its own.

**Stay in formation:** Whenever a goose falls out of formation, it suddenly feels the drag and resistance of trying to fly alone, and quickly gets back in to formation to take advantage of the lifting power of the bird immediately in front.

**Choose the right leader for the circumstances.** When the lead goose gets tired, it rotates back into formation and another goose flies at the point position.

**Stand by your friends and colleagues.** When a goose becomes ill or wounded, two geese move out of formation and follow it down to protect it. When the goose recovers, the three fly in formation to rejoin a flock.

**Provide encouragement.** The geese in formation "honk" from behind to encourage those up front to keep up their speed.



Even the smallest of birds have lessons to teach us. Just like people, they come in all shapes, sizes and strengths. Thanks goodness we're all different. What a boring world it would be if we were the same. Birds can teach us the following:

**Sometimes change is necessary.** Birds migrate for better conditions when food becomes scarce and conditions get harsh. People can learn from birds how to be flexible and make changes when things aren't working the way they should be.

**Learn to keep your balance.** Birds keep their balance in strong winds and even standing on one foot. Life is full of moments that have the potential to knock us down. The stronger we are both mentally and physically, the easier it is for us to keep our balance.

**Keep pecking until you get what you want.** Birds don't give up quickly. Even when chased away, they often return, over and over, to the same spot to get what they want. When something is important to us, we should keep pecking away until we achieve what we set out to.

**Spread your wings and fly.** Sometimes we limit ourselves and our potential. We feel weighted down by day to day life and forget that we are only one small flap away from a change. Don't be afraid to soar high. The world is yours for the taking.

Life is a team effort, so work at it and build a great team with your family & friends, as well as your co-workers. Encourage and help each other, but don't be afraid to ask for help yourself. Be a good leader, as well as a good follower. Stand by those who get sick or wounded along the way.

