



[Our Technology](#)
Helps Us Help You!



Easy Links for CitySprint

Place an [Order](#)
Prior [Newsletters](#)
Value Added [Services](#)
Green [Offerings](#)

**SEE WHAT WE
MEAN BY GREEN**

Springtime Events

*March 13: [Spring Forward](#)

At 2am on March 13, [Daylight Saving Time](#) begins.

*March 17: [St Patrick's Day](#)

*April 4: [Easter](#)

*April 15: [Tax Day](#)

*May 9: [Mother's Day](#)

*May 31: [Memorial Day](#)

Tips for Driving in the Rain

- First and foremost: slow down! It takes longer to stop or adjust in wet weather.
- Stay toward the middle lanes - water tends to pool in the outside

Spring Forward!



It's been an "interesting" winter in Texas with record breaking snow! March is said to "come in like a lion, and out like a lamb", so we want to wish you a great springtime. We also want to "Spring Forward" with your deliveries...Please read below about our new SMART Service.

GREAT JOB!



On February 9, driver Curtis Crockett was dispatched to a "routine" job to pick up both frozen and room temp specimens. When he arrived, the clinic had all specimens bundled in 1 bag. Curtis knew from training that whole blood and glass tubes should not be frozen, so he worked with the technician for almost 20 minutes to sort out the frozen from the room temp specimens. The client was notified of the situation and agreed the actions Curtis took saved the viability of the specimens! *GREAT JOB CURTIS!*

What's YOUR Purpose?

by Lauron Sonnier

lanes.

- Maintain proper following distance (3 Second Rule). This needs to be increased in wet weather.
- Drive in the tracks of a car ahead of you.

[Entire Article from](#)

from SmartMotorist.com



Every week I get to interview masterful minds in marketing on my radio show, Standing Out with Lauron Sonnier, which airs at 11 am central on the Voice America Business Channel www.voiceamerica.com

On the December 18, 2009, show I had the tremendous privilege of speaking with Austin advertising mogul, Roy Spence of the renowned GSD&M Idea City firm that is responsible for co-developing some of the country's largest brands including Southwest Airlines, BMW, Wal-Mart, and the famous "Don't Mess With Texas" campaign.

He's written a terrific book (along with Haley Rushing, chief purposologist for the firm) called, It's Not What You Sell, It's What You Stand For. In it he talks about how the success of these companies is based on their clarity and sincerity of purpose--that is, knowing who they are and what they stand for. As Spence and Rushing so clearly outline, having that purpose statement makes business and business decisions so much easier--and effective--because it drives everything, and everything becomes a simple yes or no as it applies and fits to the purpose, or not.

The purpose statements of these noted companies are short and sweet, very poignant, very simple and straightforward. There's no gobbledygook marketing-speak. For example:

[\(read the entire article here\)](#)

*Lauron Sonnier is a practical marketing expert
who teaches companies and individuals how to
"stand out, stir the pot, and put marketing into action."*

At CitySprint our purpose is "To pursue and deliver the highest standard of excellence in the courier industry!"

With that thought in mind, here's to a springtime full of sunny days, flowers, and On Time Deliveries!

Sincerely,

Tammy Patterson
CitySprint 1.800.Deliver

Get **"SMART"** with CitySprint

Only **\$15.00** Request the
"SMART" Service

It's Easy Call or Order Online:

- *Order by 9am delivered by 5pm
- *50lbs or less & fits in car
- *7 days a week
- *No Additional Fees--just a flat \$15
- *40 miles or less door to door



CitySprint says **THANK YOU** to our loyal customers by offering this new **"SMART" service.**

Call and ask for the SMART service or order [on line](#) & choose SMART service type