



In the interest of providing levity, this issue of PMG Marketshare through Mindshare™ is dedicated to FADs: Frustrations, Annoyances and Disgruntlements.

That's right, while we all have our pet peeves, robo callers, airport delays, misleading food labeling and mosquitoes are things that everyone agrees are truly irritating. Please read on to learn some interesting facts about this fabulous foursome.

ROBO CALL RIP OFFS:

There were billions of robo calls made last year. Here are some stats to consider.

1. According to sources, last year's most frequent robo caller was:

- a. Verizon
- b. Capital One
- c. Time Warner
- d. Best Buy



2. Over the last five years, the U.S. city receiving the most robo calls was:

- a. Washington, D.C.
- b. Birmingham, Alabama
- c. Atlanta, Georgia
- d. Lexington, Kentucky

3. In 2018, the U.S. city that received the highest percentage of robo calls per person per month (58%) was:

- a. Baton Rouge, Louisiana
- b. Little Rock, Arkansas
- c. Nashville, Tennessee
- d. Dallas, Texas



4. In 2018, the U.S. state that received the most robo calls was:

- a. Georgia
- b. Louisiana
- c. Tennessee
- d. Texas



5. The day of the year that typically features more robo calls than any other day is:

- a. Tax deadline day
- b. Super Bowl Sunday
- c. Guy Fawkes Day
- d. Presidents' Day



6. U.S. consumers received over _____ robo calls in 2018.

- a. 2 billion
- b. 18 billion
- c. 10 billion
- d. 48 billion



7. The robo call practice that carries a person's area code and often three to four digits of their telephone number is called:

- a. Spoofing
- b. Duping
- c. Individualizing
- d. Aping



AND HOW ANNOYING ARE AIRPLANE TRAVEL DELAYS?

There are few things more irritating than being stuck in an airport awaiting a connecting flight – or for any reason! Here are some irritating facts.

8. The airline with the best on-time record (83%) of all major U.S. carriers is:

- a. Delta
- b. United
- c. Southwest
- d. Jet Blue



9. A recent survey of U.S. airlines indicated an average of ___% of flights were delayed.

- a. 11.7
- b. 20.6
- c. 7.9
- d. 16.1



10. In 2017, the total operating revenue streams of all U.S. airlines combined was:

- a. \$135 billion
- b. \$222 billion
- c. \$410 billion
- d. \$760 billion



AND WHAT ABOUT MISLEADING FOOD LABELING?

Dates on everything from pre-packaged candies to canned goods to fresh meat and poultry can be deceiving. What the dates stand for are often not what consumers think they indicate.

11. A sell by date indicates:

- a. The best date for flavor and quality.
- b. When the manufacturer thinks the product will be at peak quality.
- c. How long the store has to display the product.
- d. The packing number of the product.



12. Manufacturers are required by the FDA to include this date on their products:

- a. Sell by date.
- b. Best used by date.
- c. Packing date.
- d. None of the above.



**UNDERSTANDING WHAT'S NATURAL AND
WHAT'S ORGANIC CAN BE ANNOYING.**

Just tell it like it is!

13. The label 'natural' when applied to foodstuffs means:

- a. The same as organic.
- b. Minimally processed foods without hormones, antibiotics or artificial flavors.
- c. The product passes all FDA or USDA rules and regulations.
- d. None of the above.



14. The label 'organic' when applied to foodstuffs means:

- a. No artificial colors or flavors.
- b. No cloning, GMOs, synthetic growth hormones.
- c. No artificial preservatives or irradiated ingredients.
- d. All of the above.



**AND OF ALL ANNOYING THINGS,
LAST BUT NOT LEAST IS... MOSQUITOES!**

Unlike virtually everything else on Earth, there is nothing good that can be said about these little beasts!

15. The unfortunate U.S. city with the worst mosquito problem in 2018 was:

- a. Dallas-Fort Worth, Texas
- b. Los Angeles, California
- c. Atlanta, Georgia
- d. Washington, D.C.



CONGRATULATIONS! LET'S HEAR IT FOR...

...Retlif Testing Laboratories (Ronkonkoma, NY),

the internationally recognized strategic compliance organization that has received the prestigious Cogswell Outstanding Industrial Security Achievement Award from the Defense Security Service (DSS). The Cogswell Award recognizes industrial security excellence and outstanding achievement in matters related exclusively to a facility's security program.



...Steven A. Fangmann, President of D&B Engineers and Architects (Woodbury, NY),

who recently received three awards as a result of a lifetime of service to his company and to the water industry. Mr. Fangmann was honored by Long Island Business News as Top Engineer at the 2019 Real Estate, Architecture & Engineering Awards event. He was also named recipient of both the New York Water Environment Association (NYWEA) Nicholas Bartilucci Lifetime Achievement Award and the Retiring Committee Service Recognition Award. When you're hot you're hot!

...the Dix Hills Fire District

for unveiling their new Deer Park Avenue firehouse with a public ribbon cutting ceremony. "We received a great deal of advice and assistance from local civic groups as well as many individuals, and we are grateful for all the support," Commissioner Larry Feld stated. Chairman of the Board of Commissioners Mike Plumitallo added, "I can say we are even prouder of being able to give our dedicated volunteers a beautiful, safe and effective place to train and respond."



...Peerless Electronics

on their successful move to a new modern distribution facility in Hauppauge, NY. The venerable organization was one of the founders of the electronics distribution industry following World War II, and the move to the new facility included careful ergonomic streamlining and smartizing to achieve more emphasis on quality and total customer satisfaction.

...Philip Fava, President of PK Metals and eGreen Recycling Management (Holtsville, NY),

who was named Executive of the Month by New York Real Estate Journal. Phil has been an industry leader and spokesman for forty years and was recognized for being an expert on eWaste handling, disposal and compliance.



...Total Technology Solutions

for their continuing dedicated support of Sunrise Day Camp, a summer camp available free of charge to children with cancer and their siblings. The Total team walked the SunriseWALKS- Long Island event and raised over \$11,000 to support the charity.



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Answer Key:

1) c, 2) c, 3) d, 4) d, 5) a, 6) d, 7) a, 8) b, 9) a, 10) b, 11) c, 12) d, 13) b, 14) d, 15) c