

john ACTOR • WRITER • EMCEE • IMPERSONATOR  
**Di DOMENICO**  
johnnyd.net

AN UNCHARACTERISTIC NEWSLETTER

December 2022



Season's  
Greetings

From Johnny D

Happy Holidays and thank you, one and all, for your kind support. You've allowed me tell all kinds of stories here, in this *Uncharacteristic Newsletter*, and in general, you've asked me to perform in all kinds of ways this past year.

From dropping the kabuki on my characters so that I could stand on my own as host; to having my multiple personalities come out and play, you've supported me all the way. Thanks again and see you next year!

Until then, here are a couple more good stories to wrap up 2022!

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John Brings Out His Best  
for the  
50th Anniversary  
MAACO Convention  
Celebration

MAACO was launched in 1972  
and John's characters  
all came out to party.

Indeed he did. John brought out Elvis, Ted Lasso, Austin Powers, Billy Mays and the Godfather to help MAACO celebrate 50 years as America's #1 auto paint and collision repair provider.

MAACO'S 50th anniversary also represented an opportunity for the company to bring its people together after a three-year hiatus; as well as an opportunity to celebrate employee excellence and to provide strategies for building even more profitable paths going forward.

With that in mind the convention architecture included educational speakers, break-out sessions, a golf tournament, a garden party and an awards gala.

And ever present at all of these events was John. Ok, well, John in character.

He showed up as *Elvis* at the reception providing improvised interactions and photo ops. He came to the golf course as *Ted Lasso* and coached the players through the roughs, capturing moments of posterity on video. He appeared at the general session as *Billy Mays* via pre-recorded video. He attended the vendor trade show as the swinging, 70s, international man of mystery, *Austin Powers*, who interacted with the attendees, vendors and video crew to capture great candid moments; and he wrapped at the closing gala with an appearance as the *Godfather*, where he waxed prolific on the last 50 years, mentioning how the movie and MAACO are both iconic and both created by great Italians!

Very funny bits by Johnny to be sure. And a very prolific engagement, no doubt.



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Here's to  
MAACO's 50th  
and to ..  
John's  
23rd Year  
of Hosting  
the Convention!

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John Co-Anchors the  
Red Roof  
Morning Show

The 2022 Red Roof  
Brand Conference Brings  
John On Board  
to Host  
The Morning Show



Red Roof franchisees, GMs, brand team members, sponsors, exhibitors, partners and friends gathered at the Broadmoor in Colorado Springs for the 2022 Red Roof Brand Convention. And what a gathering it was. An award-winning leader in the lodging industry, Red Roof had something really big to celebrate. Namely, 50 years in the business!



With that in mind, the conference was designed to offer unprecedented opportunities for networking and education that would set the pace for the next chapter.

And each day got a kick start with **Good Morning Red Roof**, a morning news show co-anchored by Johnny D (as himself) and Christina Shaw. As well as guest anchor, George Limbert, Red Roof president



A serious but fun way to begin the day, the program hosts bantered a bit about Red Roof and the day's agenda; and then, in the tradition of Morning Show formats, lead segments on Tech Talk, Bull and Bear Financials, Weather as well as Sky Traffic reports - all, of course, tied into Red Roof and industry news. The show even included a cooking segment and a special What's Hot segment on Marina MacDonald, Red Roof CMO.

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"John just hosted our bi-annual Red Roof Brand Conference. He is an incredible actor and plays many different roles, but this year, he actually hosted as himself! He was incredible! He was funny, smart, thoughtful and brought it everyday! From the development of conference concepts to enhancing the scripts, he was invaluable."

**George Limbert**  
President

But the fun didn't stop there. It's hard to have John host an event without tapping into one of his fabulous characters and to that end, Red Roof definitely did just that. John played a Paul Schaeffer meets Don Severson character and opened the Friday night reception as the band leader for a live 6-piece band.

And according to Red Roof, John as host, and John in character, brought it!

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Di Domenico  
as Billy Mays  
Pitches  
TrailersPlus



On a bright desert highway, cool wind in his wig, Billy Mays had to stop for the day... 'cause up ahead in the distance... Billy, aka Johnny D, actually had to shoot a commercial for TrailersPlus, a one-stop destination for trailer sales, parts, and service.

Headquartered in Las Vegas, the producers were looking locally for a Billy Mays look-alike and were delighted to find a hard core, all-out impressionist living right in their own sandy backyard.

So between the drive from Colorado for Red Roof and California for MAACO, Johnny D stopped on a lot in the middle of the Arizona desert to play Billy Mays pitching TrailersPlus!

Look for the commercial on your local stations.

For Meetings,  
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or  
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[masked and  
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contact:

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