

DIRECT

Hit



The **SUCCESS** *Spotlight*

NAME TO A GOOD LOOKING FACE: CHARDE' LaPINTA

Charde' LaPinta is one of the wonderful operators at Midwest Direct that helps keep things running – especially in the lettershop. Charde' has been a Machine Operator in the Lettershop for 6 years. She is consistently staying over an hour or two to help with the late or leftover mail. She even comes in on the weekend to help out on occasion. Charde' keeps the lettershop running smoothly so we can get your mail out quickly.

Did you do anything fun this summer?

I went to Put-In-Bay for Christmas in July for a friend's birthday. It was my first year going and I didn't really know what to expect but it was a lot of fun. On top of that, I went to Cedar Point. Just did anything I could to be outside enjoying the weather.

What would your dream vacation be?

Jamaica – I've seen pictures of it and it looks beautiful. I've also talked to a lot of people who have told me how nice and relaxing it is. I'd love to go there and get a chance to get away.

Do you have a family?

It's me and my mom. We had a dog, but we lost her over a year ago. – *We're sorry Charde'.*

Where do you live?

I live in Cleveland, just a few minutes away. It's nice not having to deal with crazy rush hour traffic every day!

What's your favorite movie or TV show?

My favorite TV show is Forensic Files.

Please go through your journey here at Midwest. What did you do when you first started? What do you do now?

I started in 2012 as a Machine Operator, but I wasn't running the machine yet. I was loading and helping out where I could while I was training. About a month in, I started running the Paragon and caught on really quickly. Now I am the "go to" person for that, but I also work on the Flowmaster.

Describe what a typical day is like for you at Midwest.

I come in at 8 and my supervisor lets me know what machine I am running. We go from job to job and get everything done. It can get a little crazy when we have a lot of mail, but it's not too bad most of the time.

What changes have you seen in the company in your time here?

We have new machines in Presort and the Lettershop like the Flowmaster. When we get new clients and jobs that leads to more overtime. *We love new clients and jobs, too!*

What keeps you coming back?

I like the people that I work with, but it's mostly the hours. I've worked other jobs that say they will give you 40 hours and then the hours go down. Midwest is nice because they say you'll work 40 hours and you actually work 40 hours with the option of overtime.

What is one recent success that you are proud of?

I've worked on the weekend a few times and got to learn EZ Flats. I got to do tags and sorting – something I wouldn't normally do. I like that I can learn new things at Midwest even after 6 years.

What parts of your job do you find challenging?

Honestly, I've been working here so long it just feels natural at this point.



Team Treats



There is never a bad time for nachos, especially when they have a fun twist. Here is a buffalo chicken nacho recipe to feast on!

Buffalo Chicken Nachos:

INGREDIENTS:

- 2 cups shredded or diced cooked chicken
- 1/2 cup buffalo wing sauce
- 1 (10oz.) bag of tortilla chips
- 2 cups shredded cheddar or jack cheese

DIRECTIONS:

- Toss chicken with wing sauce
- Layer chicken mixture with chips and cheese in a baking dish or a pizza pan
- Bake at 350° for 5 minutes until hot and cheese melts

FUN FACTS:

September 22nd is the first day of fall, meaning falling leaves, crisp nights, and bonfires. To get you prepared, we thought we would share a few fall facts with you.

- With less sunlight, chlorophyll breaks down letting the leaves' hidden red, yellow, and orange hues shine.
- The Autumn Equinox is one of two days a year when the sun is exactly in line with Earth's celestial equator. As a result, Earth receives exactly 12 hours of light and 12 hours of darkness.
- While Americans typically use the word "fall," the British use the word "autumn," though both terms date around the 16th century. Before these terms, the period was called "harvest."
- A "Harvest Moon" is the full moon closest to the autumn equinox.
- In Greek mythology, autumn began when Persephone was abducted by Hades to be the Queen of the Underworld. Persephone's mother, Demeter, caused all the crops on Earth to die until her daughter was allowed to return, marking spring.



Melinda's

MOTIVATIONAL MOMENT

In honor of Labor Day, Melinda wanted to focus on the freedoms earned by the generations who came before us.

"Freedom is never free."



Health & Safety Tip of the Month: DESK STRETCHES!

If you work at a desk, you know how stiff you can get from sitting in a chair all day, and you don't have the time or space to take a walk. To help you out, we have put together some stretches you can do right at your desk.

Neck Stretch: Sit upright with both feet flat on the floor and your back straight. Slowly roll your head to one side and then roll it forward, chin to chest, following in a circle to the other side. Hold the stretch for 10-15 seconds on each side.

Upper Back Stretch: Sit upright. Place both hands together in front of your body, hands clasped parallel to your shoulders. Now round your upper back as you envision an imaginary string pulling your back toward the wall behind you as you simultaneously reach forward. Hold the stretch for 30 seconds.

Side Stretch: Sit up straight in your chair and bring both arms above your head. Clasp your hands together. Gently shift your hands over to one side as you rotate the lower part of your shoulder blade up toward the ceiling.



Communication Tip: KEEP IN TOUCH!

An important part of keeping a dialogue open with a client, or even a friend, is commending them when they have accomplished something great. This may include writing them a congratulatory letter or email, so make sure you know how to do it.

- Be prompt with your communication to make the greatest impact (2-3 days).
- Keep your language simple and easy – flowery, intricate language can seem insincere.
- Keep it concise and positive.
- Be genuine, but don't go overboard.
- Proofread before sending it off – small grammatical errors can be embarrassing.

Michelle's MARKETING MINUTE



Q. Is there anything new in print we can do to increase value and ROI for my print/mail spend?

A. YES! We have several options that, depending on your campaign goals, may really boost response rates through online integration with your mail. Anytime you're going to print, you should consider adding:

- 1 Digital Post+:** You can ask us to create online ads tied directly to the home addresses on your list. We can target the laptops and mobile devices in that home with online ads coordinated with your print timeline. For a very reasonable rate, you just added many more touches to your Direct Marketing campaign!
- 2 Informed Delivery:** 10 million people in the US get an email every day from the USPS showing them what's in their mail before they get to the mailbox each day. We can help you add a "ride along image" into the Informed Delivery stream so that your mail will also be seen in email. Now you just added two touches to your direct mail campaign!
- 3 Integrated Marketing:** Integrate your email campaign with your print through our online dashboard and you can coordinate an email to arrive based on the exact time your mail will arrive in home. For example, want to send an email three days after home delivery to remind recipients to shop? *We can do that!*

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