

DIRECT

Hit



The **SUCCESS** *Spotlight*

NAME TO A GOOD LOOKING FACE: SEAN RICHTER

Sean Richter is not a face many of our clients are familiar with since he is in our Pittsburgh plant. Sean has been the Center Manager in Pittsburgh for ten years, but he has been a part of Midwest for almost his entire life. He was a kid running around the plant when his dad was the Center Manager. Now he manages the day to day operations and keeps our Pittsburgh plant running smoothly. Sometimes we see Sean driving a truck or running the machines – he wears a lot of hats at Midwest.

Do you have a family?

I have four kids, a wife and two cats, Lulu and Cali.

Do you have any fun Halloween or Thanksgiving traditions?

Every Halloween we get dressed up and go to a family Halloween party with my wife's side of the family.

What would your dream vacation be?

I would love to go to England while Premiere League is in season. Hit the pubs and watch the matches.

Where do you live?

I live on the east side of Pittsburgh in Jefferson Hills.

What's your favorite movie or TV show?

The Departed.

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

I was around Midwest growing up because my dad worked here. I started working here in high school when they

had one machine and we did a lot by hand. I have been a tech here and also a driver. I was hired on as the Center Manager ten years ago and have done that since.

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

It can vary from day to day. Pittsburgh is a relatively small plant so I have to wear a lot of hats and be willing to do what is needed at the time.

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

Midwest has always invested in the Pittsburgh center. With the purchase of new equipment, we have always been able to grow and be efficient. Working for a company with forward and progressive thinking along with the good people keeps me motivated.

What is one recent success that you are proud of?

Midwest is amazing at transitioning from the old to the new and staying ahead of the curve. Recently moving into full service and now seamless acceptance are just a few examples. We are always ahead of the competition

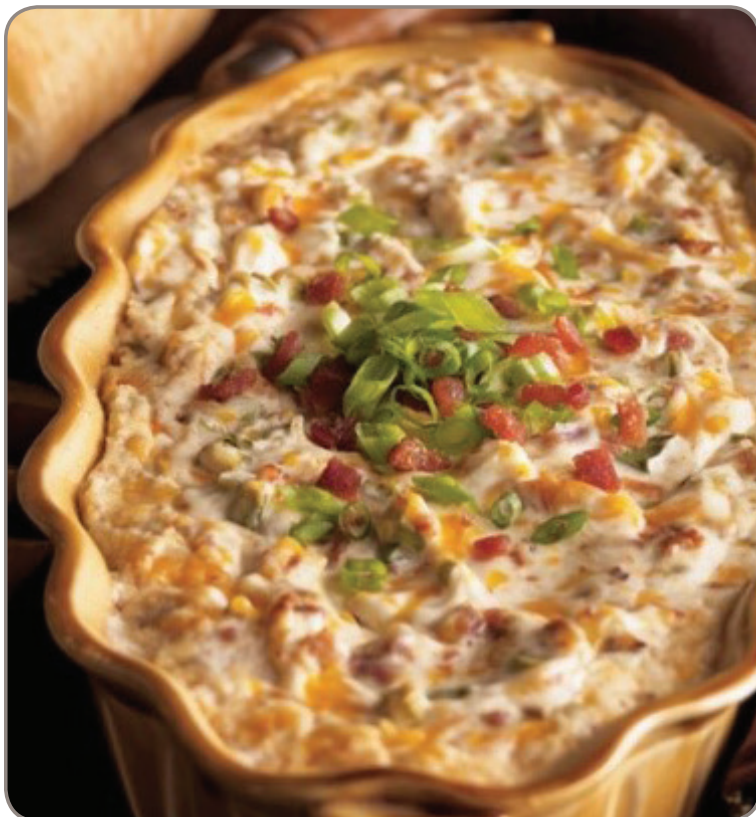
in keeping up with new ways of streamlining our operations and providing high standards in quality.

What parts of your job do you find challenging?

My days are always so different that sometimes it is difficult to juggle everything. I need to prioritize and work through it.



Team Treats



“You had me at Bacon” **Warm & Creamy Bacon Dip:**

INGREDIENTS:

- 8 ounces cream cheese, softened
- 2 cups Daisy Sour Cream
- 3 ounces bacon bits
- 2 cups shredded cheddar cheese
- 1 cup chopped green onion

DIRECTIONS:

Preheat the oven to 400 degrees. In a bowl, combine all ingredients. Place the mixture in a 1-quart baking dish. Cover. Heat the dip for 25-30 minutes or until hot. Serve with assorted fresh vegetables, crackers and/or chips. *Serving option: Dip may also be placed in hollowed round sourdough loaf, wrapped in foil and heated in a 400-degree oven for 30 minutes.

Submitted by MaryAnn Yadek

Michelle's MARKETING MINUTE

Do you know how to design a great piece of mail that will attract your audience AND get delivered on time and in budget? We Do! Check out our blog post on mail piece design and learn how to design mail that will get results mw-direct.com/updated-mail-piece-design-tips/.

FUN FACTS:

Halloween is all about trick-or-treating, right? Not quite. The holiday has some interesting origins. Share these with your friends and family while out getting a bunch of candy.

- Halloween originated over 2,000 years ago with the ancient Celtic festival of Samhain when people would light bonfires and wear costumes to ward off ghosts.
- The evening before All Souls Day was known as All Hallows Eve, and later Halloween.
- The first Halloween celebrations in America included public events held to celebrate the harvest, where neighbors would share stories of the dead, tell each other's fortunes, dance and sing.
- Trick-or-treating didn't start in the United States until World War II.
- Bobbing for apples started in colonial-era America because of a legend that the first person to pluck an apple from a water-filled bucket without using his or her hands would be the first to marry.
- Before “Bloody Mary” there was a Halloween ritual where women would look into a mirror by candlelight at midnight and their future husband's face would appear.



Melinda's

MOTIVATIONAL MOMENT

For October, Melinda is sharing a quote one of her favorite people, the late Anthony Bourdain.

*“Everyday, walk in someone else's shoes...
or at least eat their food”*



Here's a quick tip: “During the design phase, double check your copy to make sure the key points jump right out and are constructed in a way that offers readers a quick summary.”

Health & Safety Tip of the Month: PUMPKIN CARVING

It's October which means it is definitely time to carve some pumpkins. However, using a sharp knife on a pretty hard pumpkin can be pretty tricky and kind of dangerous. So be careful and follow our pumpkin carving tips.

- Find a fresh pumpkin with a sturdy stem, no bruises, and a flat step so it won't roll around
- Carve in a clean dry, well-lit area
- Use a pumpkin carving kit – they're made for it and can be safer and easier to use
- Carve the pumpkin with its top on – you get a built-in handle; cut a hole in the bottom and scoop the inside out that way
- Leave it to the adults
- Work slowly – the quicker you work the more likely you are to slip
- Just for fun – sprinkle a little cinnamon in your pumpkin before you light the candle, it will smell like pumpkin pie



Bill. "Sometimes, people in the plant will come up to me and ask about the benefits of having a 401K, or how they can better handle their finances. I love that I have the ability to connect with the Midwest Direct family at this level and help set them up for successful futures."

We thank Bill for the many years of service and for being like our own internal favorite finance guy: reliable, efficient, trustworthy and able to make what many of us consider a painful task more bearable. Thank you for all that you have done for us, Bill. You will be deeply missed!

In his place we welcome John Nousek. John knows his numbers. He has spent the last 5 years as an Assistant Controller at I&MJ Gross Company and the 7 years prior as a financial analyst at Babcock & Wilcox. We're excited to welcome John and his accounting expertise to Midwest Direct.

Communication Tip: SIGN LANGUAGE

Did you know there are almost a million functionally deaf people in the United States? Meaning they have little to no hearing, but still hold normal lives and jobs.

It's good to know some basic signs to communicate. Signingsavvy.com is a great place to learn about American Sign Language (ASL) and learn new signs every day.

There are also a ton of great YouTube videos you just have to search for them. Here are a few basic signs to get started, but we encourage you to do some research and learn more ASL.

Eat 	Bathroom 
Help 	Finished 
More 	Play 

ALL GOOD THINGS COME TO AN END

Bill Thomas, CFO for Midwest Direct, has long believed a business is as good as its' finances. That belief has inspired him to work hard and contribute to the success of our organization for years — despite the many temptations to retire! However, the time has come, and Bill retired in August.

After working for larger companies in the past, Bill found that he enjoyed the close-knit, family atmosphere of Midwest when he started in 2001. His passion for serving as a financial resource has extended not only to the company as a whole, but also to its employees.

"I love helping make finances easier to understand," said

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