

# DIRECT

# HIT



## The **SUCCESS** Spotlight

### **NAME TO A GOOD LOOKING FACE: ALLYSSA BLAND**

Allyssa Bland joined the Midwest family a little over a year and a half ago as Standard Billing Coordinator. Thanks to her we are able to get our standard billings (and much more) done efficiently. We are so happy to have Allyssa on our team!

#### *What is your dream vacation?*

My dream vacation would be Kuwait. I have family there that I haven't seen since I was a little girl - plus it's beautiful.

#### *Tell us about your family.*

I have a daughter, her name is Ariyah, who is going to be three in August. I have seven brothers and one sister most of whom are from my father's side. I am very close with my mom. We have a really great relationship!

#### *What is your favorite family memory?*

My favorite memory is Christmas Eve ten years ago. All my family would get together at my nana's house for a nice holiday dinner. All the grandkids would play and hang out until it was time to eat or open gifts. It's my favorite memory because my grandparents are no longer with us.

#### *What's your favorite movie or TV show?*

My favorite TV show is Game of Thrones. I am so sad the show just ended!

*Editor's Note: We are too! Such a good show...*

#### *What's your favorite food?*

Rice and beans! mmm...

#### *What is your favorite thing about working at Midwest Direct?*

Seeing all the renovations that are done inside the building. They are always doing something to make it nicer than it already is!

*Editor's Note: Keep reading to see our changes in the Wigs for Kids room and check out next month's issue to see the new corporate office upgrades!*

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

Oh boy! Well, I validate the mailing to make sure everything is accurate before we finalize. I do the standard billing, hence my job title and client reporting for every induction. Another thing I do is update my client sheets. That is how I keep track of the payments, jobs, piece count, and postage type that we do for our standard clients.

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

I have seen so many changes. However, I am still fairly new here so almost every day I am seeing new things. Pretty cool!

#### *What is one recent success you are proud to highlight?*

I recently passed my test to get my certification in Medical

Billing. I am extremely proud of myself for passing! Now I am certified in what I went to school to do.

*Editor's Note: Congratulations! We are proud of you too!*



## Team Treats



# GARY'S GIANT CHEESEBURGER!

Last month, Gary Close told us his favorite food is a cheeseburger, especially when Sean Gebbie, our President, is on a diet. While Sean was eating his leafy greens this is what Gary was diving into.

### INGREDIENTS:

- 3 lbs. ground beef
- 1 c. bread crumbs
- 2 large eggs
- 2 tbsp. Worcestershire sauce
- 3 cloves garlic, minced
- 1/2 lb. sliced cheddar cheese
- 1 large boule loaf, halved
- Your favorite toppings

### DIRECTIONS:

1. Preheat oven to 350° then line a large rimmed baking sheet with foil and spray with cooking spray.
2. In a large bowl, combine ground beef, bread crumbs, eggs, Worcestershire sauce, and garlic. Season with salt and pepper. Mix until evenly combined.
3. Transfer meat mixture to the prepared baking sheet and form the mass into an extra large patty. It should be about 1" bigger in diameter than your bread. Bake until the meat is browned and cooked through, 50 to 55 minutes.
4. Using paper towels, blot extra grease off and around the patty. Pre-heat broiler. Cover the entire top of the patty with cheese and broil until the cheese is melted about 1 minute.
5. Place the bottom half of the boule bread on a large serving tray. Place the giant cooked patty on top and add your favorite toppings.
6. Slice into wedges (or eat whole) and serve!

## FUN FACTS:

Fruit is one of the best things to eat in the summer to keep you hydrated and healthy. Here is a list of facts about the great tasting food.

- A strawberry isn't actually a berry, but a banana is.
- Coffee beans aren't beans, they are fruit pits.
- The color orange is named after the orange fruit, but before that, it was called "geoluread" (yellow-red).
- Strawberries have more vitamin C than oranges.
- Pineapples were very expensive in the 1700s, so American colonists would rent a pineapple and carry it around at a party to show their wealth.
- The Kiwi fruit used to be called 'melonettes'.

## Upcoming Trade Shows

We are excited to announce that Midwest Direct will be attending the following tradeshows in the upcoming months, see you there:

### *AgVantage National Conference*

*June 19-21st in*

*Bloomington, MN*

### *Bridge Conference*

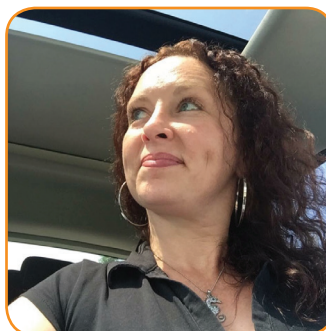
*July 10-12th in*

*National Harbor, MD*

### *Proforma Convention*

*July 21-24th in*

*Orlando, FL.*



*Melinda's*

## MOTIVATIONAL MOMENT

*"Never look down on anyone—  
unless you are helping them up."*

## Health & Safety Tip of the Month:

### SUN SAFETY

With summer upon us, it is time to lather on that sunscreen and keep yourself and your family from getting a nasty sunburn. Sunscreen is not the only way to prevent sun damage - read the tips below to learn how to keep the burn away.

- Put on sunscreen before you put on your clothes so you don't miss a spot.
- Don't rely on the SPF in makeup alone, it helps a little but it's not enough to keep your skin safe.
- Wear a hat to protect your scalp and ears.
- Limit your sun time especially between 10:00 am and 4:00 pm when the sun is at its strongest.
- Wear lightweight but protective clothing like long pants and shirts.
- Seek shade whenever possible.



## Communication Tip:

### SLIP OF THE TONGUE

Did you know that there is a technical term for when you use an incorrect word in the place of a similar sounding word? These sometimes hilarious slip-ups are called malapropisms. They can be funny, but they can also lead to trouble if words are used in the wrong context. We put together a list of some of the most common malapropisms, and hopefully avoid using them at the wrong time!

- "Supposively/supposably" instead of "SupposEDLY"
- "That doesn't jive well" instead of "that doesn't jiBe well"
- "Pacifically" instead of "SPECifically"
- "For all intensive purposes" instead of "for all INTENTS AND purposes"
- "Please precede" instead of "please proCEED"



### WIGS for KIDS Room

Midwest Direct and Wigs for Kids, a local, charitable organization, have a long standing relationship. Over the years, our engagement with Wigs for Kids has evolved from mailings to data services and now, as pictured here, to operational support. The photos show the Wigs for Kids room located in the heart of Midwest Direct. Every day, our team processes hair donated to Wigs for Kids. Our team loves to do work that directly impacts the lives of children in need. Read more about our work with Wigs for Kids on the blog: [mw-direct.com/blog](http://mw-direct.com/blog)



### Why Inkjet is Better!

Did you know inkjet print production will represent about 60% of digital production color volumes by 2022? This increase is due to the speed, quality, and cost advantages of high-speed inkjet devices like those used at Midwest Direct. Here's what you can expect!

- Personalization and segmentation represented in variable text and images
  - Add highly segmented messages and images within the same print run
  - Implement tracking with each piece down to the individual level with in-home delivery reports, pURLs and barcodes/QR codes
- Transpromos and customer communications with more sophisticated messaging and potential print-on-demand
- Personalized direct marketing capabilities in catalogs, magalogs, brochures
- Improved color production and expanded substrate availability
- Speed is greatly enhanced

Call us to get started with Midwest Direct inkjet print today!

# DIRECT Hit



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# See How We Support Nonprofits.

Read about it on [mw-direct.com/blog](http://mw-direct.com/blog)

Tell us what you think. Email your comments and give us your feedback on what you enjoy about Direct Hit!



Questions or comments?  
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