

DIRECT

HIT



The **SUCCESS** Spotlight

NAME TO A GOOD LOOKING FACE: PATRICK FINNEGAN

Patrick Finnegan is one of the newest members of our data department. Though he has only been here for 8 months, he has accomplished a lot in his time at Midwest Direct. We are very lucky to have Patrick as part of the Midwest Family.

What do you officially do at Midwest?

I am part of our Data team here at Midwest. We are the first stop for a job before it goes into print mail production. We do a number of different things, but to put it simply, we process different jobs everyday, cleansing customer records and setting up all sorts of different output postcards, letters, etc.

Editor's note: Our data department is a big part of what keeps Midwest running smoothly - we are happy to have you as part of the team!

What would your dream vacation be?

My dream vacation would be to visit Hawaii. I know some family and friends that have gone and I hear nothing but great things about it. I love anywhere with a nice beach!

What is your favorite family memory?

My favorite family memory would be when we went to Hilton Head in 2008. I have a pretty big family - all my aunts, uncles, and cousins got a house on the beach and all stayed together. Most of my family lives in Cleveland. The ones who aren't in Cleveland live in Dallas, so whenever we all get together, it's always a great time! I would like to go back now that my cousins and I are older so we could enjoy the golf a little more.

Tell us about your family.

I have two awesome parents and my two brothers. I have one younger brother and one older brother.

What is your favorite food?

Anything and all things Italian!

What's your favorite movie or TV show?

My favorite TV show would have to be The Office. It is tried and true, I've been watching that show since it aired and I still watch episodes to this day. It has yet to get old and I doubt it ever will!

Editor's note: We love The Office - it's a classic!

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

When I first got started, I was just learning the process of how we handle each job and what's happening once it goes throughout the rest of the building. Now, I am processing a lot of different jobs and I'm becoming more familiar with the presort and direct mail/marketing industry as a whole. I also oversee a lot of our automated mail tracking processes, along with Chris Gordon and Gary Seitz, to ensure all of our client's mail is being tracked properly. Whenever a client has any questions about their mail tracking it usually comes back to me.

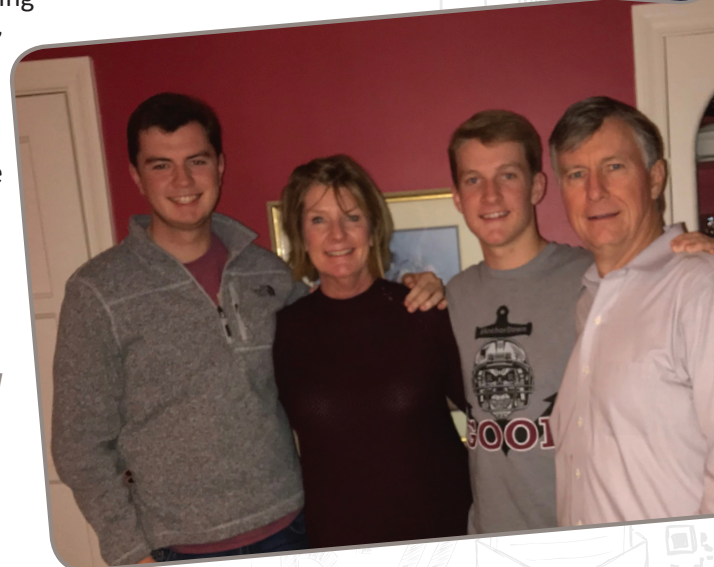
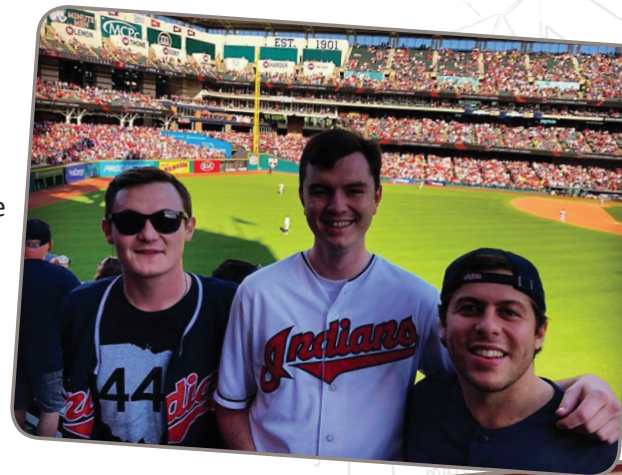
Describe what a typical day is like for you at Midwest.

A typical day would involve me processing multiple jobs by cleansing addresses, deduping customer files, presorting files, and creating postcard or letter outputs. I also upload various customer tracking files to our mail tracking platform. I would then oversee and confirm that all mail tracking jobs are getting scans on their mail.

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

One thing that is always improving is how a job moves

through each department. Jobs are always moving more fluently throughout the building which helps everyone meet our mail dates & deadlines. The biggest thing that keeps me coming back are the people I work with here at Midwest. Everybody is extremely nice and very easy to get along with. We are always helping each other out, which made it very easy for me to adjust to the workplace when I first started out.



Team Treats



GUACAMOLE!

The best after school or work snack has always been chips and dip. Learn how to make the best guacamole with this recipe by Alton Brown:

INGREDIENTS:

- 3 Hass avocados (halved and pitted, peel removed)
- Squeeze of lime juice from 1 medium lime
- ½ tsp of kosher salt
- ½ tsp cumin
- ¼ tsp of ground cayenne pepper
- ½ cup of onion (finely diced)
- 2 small roma tomatoes (seeded and diced)
- 1 large clove of garlic (minced)
- 1 tbsp of fresh cilantro

DIRECTIONS:

1. Place the avocado and lime juice in a large mixing bowl and toss to combine.
2. Add the salt, cumin and cayenne and mash using a potato masher, leaving some larger chunks for texture.
3. Add the onion, tomatoes, garlic, cilantro, and jalapeno and stir to combine.
4. Lay plastic wrap directly on the surface of the guacamole and allow to sit at room temperature for 2 hours before serving.



FUN FACTS:

August is known for being the “back-to-school” month. Coincidentally, August is also national crayon collection month. Here are some facts about Crayola, the popular school supply and the largest crayon distributor in the world:



- Crayola crayons were first sold in 1903
- The distinctive crayon smell of Crayola crayons is derived from beef fat
- The first Crayola crayon box sold for a nickel
- One of Crayola’s employees of 35 years was color-blind
- Crayola makes 3 billion crayons a year

In Memory of Albert Rager



It is with heavy hearts that we inform you of the death of our employee, Albert Rager, on August 8th. Albert was not just our co-worker but a good friend as well, and one of the most positive people we know. If you wish to donate to Albert’s family to help with his expenses please visit his go fund me page: [gf.me/u/t4tfpk](https://www.gofundme.com/u/t4tfpk). Our thoughts and prayers are with Albert's family.



Melinda's MOTIVATIONAL MOMENT



Sticking with the school supplies theme, Melinda’s favorite quote for this month is:

“Don’t measure your progress using someone else’s ruler.”

Health & Safety Tip of the Month:

FORKLIFT SAFETY

Although forklifts are very useful pieces of equipment that we use at Midwest daily, they can also be dangerous if not used correctly. Here are some simple safety tips to keep in mind when operating a forklift:

- Before each shift, examine forklifts for safety purposes and avoid operating the vehicle if it requires major maintenance or repairs.
- When stocking, be vigilant for slipping, unstable, or toppling loads.
- Know and never exceed the lifting capacity.
- Always travel with the forks positioned as low as possible for increased stability and protection.
- Ensure that the load is stable or strapped in place before moving the vehicle.



Communication Tip:

THE IMPORTANCE OF COMBINING SALES TOOLS WITH SOCIAL SELLING

Social selling uses social signals as trigger events to engage with potential clients. The impact of this fairly new method has become more evident as companies are able to attribute revenue to these activities. By practicing social selling using sites such as LinkedIn, companies are able to:

- Help sellers to build up their trusted advisor status online.
- Build awareness and help organizations to identify opportunities to better reach their audience.
- Retain existing customers by using technology to more effectively stay in touch.
- Establish an integrated approach by connecting sales, marketing, and operations.
- Enable better employee adoption and aid reporting for return on investment.

Michelle's MARKETING MINUTE



Choosing the Right Print Mail Provider

Your print mail provider should always save you time, trouble, and have a positive impact on your costs.

Here are some things to look for when choosing the right print mail provider for your direct mail needs:

- Customer service: A quality print mail provider will assign a team of experienced mail professionals to manage your mailing projects.
- Experience: Ask about your print mail production manager's experience and background, and be sure to inquire about inventory management, logistics, job tracking, and client reporting.
- Innovative attitude: A creative and experienced staff should come back to you with suggestions to save both time and money.
- Reputation: Ask the important questions like how long your print mail provider has been in business, who their past and present clients are, and how they handle data security and disaster recovery.

At Midwest Direct, our team of experts can help you determine what is best for all your direct mail needs. Contact us today at 1-800-686-6666 to get started!

DIRECT Hit



2222 West 110th Street • Cleveland, Ohio 44102-3512
www.mw-direct.com

PRESORTED
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Don't Be Intimidated By Your Data

Read about it on 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?
Email us at marketing@mw-direct.com.