

DIRECT

The **SUCCESS** *Spotlight*

Hit



NAME TO A GOOD LOOKING FACE: CARLOS CINTRON

For the last six years, Carlos Cintron has been wearing many different hats at our Pittsburgh facility. His official title is Technician, but he can be spotted doing many different things from operations to data for mail prep. We are lucky to have Carlos on our team to help keep the Pittsburgh facility running smoothly.

What would your dream vacation be?

A week or two in Italy touring the country. I would start up north and make my way down south.

What is your favorite family memory?

When I was a kid, we would go to Long Island for Christmas Eve. I have a big family so that was the only time I got to see everyone in one place.

Tell us about your family.

My mom recently moved to Pittsburgh from New York, where I'm from. It's nice having her here. I also have 2 sisters, 2 nephews and a niece here. I have a sister and a brother still in New York – I am the oldest of 5.

What's your favorite movie or TV show?

I'd have to say Game of Thrones, I haven't seen the most recent season yet, but I've loved it up to that point. My favorite movies are the Lord of the Rings movies, the Fellowship of the Ring is my favorite.

Editor's Note: There is a lot packed into that last season of Game of Thrones. Prepare yourself for some surprises!

What is your favorite food?

Pizza! I'm from New York so I grew up with a lot of pizza around.

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

Sean Richter hired me as a part-time standard manager. When one of the old technicians left I took over that position, and have just picked up other jobs as needed as time goes on. I wear a lot of different hats here at Midwest Direct.

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

It depends – every day is different. I supervise the floor and help transition between shifts daily. You could find me doing data entry or spending my time in meetings. It just depends on where Sean needs me.

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

The volume has changed a lot – we see a lot more mail coming in and going out of this building than we used to. We have also gotten new equipment that has helped facilitate that volume.

What keeps you coming back?

I'm really close to the people here. There is a lot of comradery that makes it feel like family.

Editor's Note: We're happy to have you as a part of the Midwest Family!

What is one recent success that you are proud of?

I bought a house a couple of months ago – in April or May.

What parts of your job do you find challenging?

The fact that everything is so time-sensitive is difficult. It's a little stressful to make sure everything gets out on time.



Team Treats



MUMMY COOKIES

With Halloween in mind, here is a recipe for Mummy cookies that are sure to be a hit at any party:

INGREDIENTS:

- 27 Vienna Fingers (Vanilla Cookies or Nutter Butters)
- 2 Bags of White Candy Coating
- 52 Mini M&Ms

DIRECTIONS:

1. Begin by melting candy coating as directed on package.
2. Place cookie in melted candy using a fork and making sure all sides are coated. Set on waxed paper and repeat for all cookies.
3. Let candy coating set in the fridge for a half-hour or on the counter for at least 1 hour.
4. Melt more candy coating and place in a Ziploc bag. Snip edge and drizzle over cookies. Add mini M&Ms as eyes. Let set. ENJOY!



Melinda's

MOTIVATIONAL MOMENT

Melinda's favorite quote for this month is:

"Be teachable – you are not always right."

FUN FACTS:

October is known for its Halloween celebrations. One of the most popular Halloween treats is candy corn. Here are some fun facts about the popular treat:

- When candy corn was first created, it was designed to look like chicken feed as nearly half of Americans worked on farms at the time.
- The Goelitz Candy Co. began making it in 1900 before the family-run operation changed its name to the Jelly Belly Candy Co., which still produces candy corn today.
- While almost half of candy corn consumers gobble the whole piece at once, 43% start with the narrow white end, and 10% begin eating the wider yellow end instead.
- Wisconsin's Westallion Brewing Company rolled out their Candy Corn Cream Ale, which was "brewed to smell and taste like candy corn with notes of vanilla and cream."
- It is not just for Halloween. Manufacturers now produce candy corn specially colored for Christmas, Valentine's Day, Easter, and the 4th of July.



Communication Tip:

ADAPTABILITY

Today's society demands proficiency in being flexible and adaptable. Learning this skill is just as important as learning to effectively communicate. Your ability to manage multiple assignments, prioritize, and adapt to changing conditions are undoubtedly critical. Here are some tips to be a more adaptable and flexible employee:

- **Provide alternative recommendations or solutions** when your first or preferred suggestion does not go over well and look for ways to make changes work rather than finding problems with it.
- **Accept surprises** and be willing to take on urgent tasks and projects.
- **Accept new roles and responsibilities** by being cooperative and helpful, and find ways to adapt to change and new ways of working quickly and easily.
- **Show that you are calm and confident** and that you are able to brainstorm a solution when faced with an unexpected challenge.
- **Be resilient** and maintain a positive attitude in the face of setbacks.

NEW/EQUIPMENT: TECNAU 2020

Our brand new Tecna 2020 was installed at the end of July to help us keep up with demand from new clients! It takes our massive paper rolls and cuts them down into sheets, helping us get your mailing to the final product faster. This new equipment helps us run more efficiently and eliminate bottlenecks so we can ensure all our projects can get out on time. Fun Fact: It can sheet at 500 feet per minute! See the Tecna 2020 in action on our Facebook page:

[tinyurl.com/Tecna2020](https://www.facebook.com/tinyurl.com/Tecna2020)



Print Puzzles

Bindery refers to how a printed piece is finished, but it also includes decorative cover options. Typically, it is driven by what the end-product is supposed to look like. Here are a few of the many print terms when it comes to bindery:

- **Score:** When a machine scores paper, it bends the fibers to assist in an easy fold. For example, thank-you cards are flat with the middle of the card scored for easy folding.
- **Trim:** Refers to cutting paper to the final, finished size.
- **Fold:** Scoring for booklets, or anything that needs to be smaller. Folding also ensures that all page elements, such as headers, are kept aligned when the papers are folded.
- **Collate:** Multi-sheet projects are printed and sorted in a way that creates a complete set as your printers do at home.
- **Perforate:** Tiny holes are punched into the sheet to allow for an easy, clean tear. An example would be a bill you receive with a tear-off section.

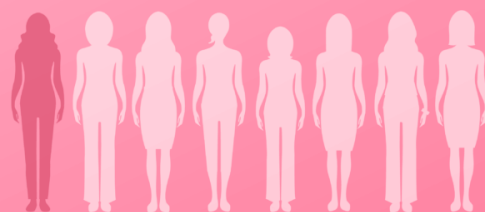
At Midwest Direct, our team of experts can help you determine what is best for your print mail production needs. Contact us today at 1-800-686-6666 to get started!

Health & Safety Tip of the Month:

TIPS FOR DEALING WITH BREAST CANCER

October is Breast Cancer Awareness month. With about 1 in 8 women getting breast cancer at some point in their life it is important to get the message out. To do our part, we have listed some tips recommended by Dr. Julie Gralow, Director of Breast Medical Oncology Seattle Cancer Care Alliance, that could help you or a loved one navigate through the diagnosis and treatment.

- **Get specifics on your diagnosis and treatment.** In order to maximize your time with your providers, bring your questions with you in writing to your appointments. Keep a list of questions that arise between visits so you don't forget, and take notes of the answers.
- **Get the support you need for talking about your diagnosis.** Look for a local support group for women with breast cancer or ask your hospital to help you find appropriate resources in your area.
- **If necessary, seek help in navigating financial issues.** Your hospital or clinic should have a social worker, patient navigator or financial services department to help you manage financial issues and deal with private insurance companies, Medicare and Medicaid.
- **Good nutrition is a must!** Eat a diet full of vegetables, fruits, whole grains, nuts, seeds and legumes such as black beans and lentils. Proper nutrition fights cancer symptoms like nausea and lethargy.
- **Rest.** Some people are able to work throughout their cancer treatment. Yet for some, reducing one's work capacity or taking a break altogether may be necessary. Ask your employer about your options and remember that proper rest is essential when fighting the side effects of the treatment.



1 IN 8 WOMEN

in the United States will develop breast cancer in her lifetime.

DIRECT Hit



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