

DIRECT

HIT



The **SUCCESS** Spotlight

NAME TO A GOOD LOOKING FACE: JOHN NOUSEK

John Nousek has been with Midwest for as he describes it “a very short and enjoyable year.” Though he has not been with us long, we cannot imagine the office without him on the team as our Controller. He oversees the financial department and handles everything financial including transactions, reporting, and analysis. We’re very happy to have him as a part of the team.

Tell us about your family.

I am married to the love of my life, Lizzy, a great wife, and mother. We have two adult children - Sean, 25 and Samantha, 24. She enjoys working in sales. Samantha has a son named Caiden and I love being a grandpa. I also have a 4-year-old daughter, Anna Grace. She is such a blessing and keeps me going (and going) every day.

Do you have any fun plans for the summer?

I plan to build a fence at home so that our (nearly) five year old can run wild in the back yard and really enjoy herself outside - while giving mom and dad some piece of mind.

What would your dream vacation be?

Kicking back with my family just about anywhere. We love to go to the beach. It doesn’t always have to be warm but it helps a lot when the weather is nice.

Where do you live?

On the west side in Seven Hills, Ohio.

What’s your favorite food?

Just about any kind of salad.

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

Every day is a bit different from than the last. The work is equal to a mathematical jig-saw puzzle, which I enjoy - taxes, insurance, and various financial matters can be addressed on any given day.

Editor’s Note: John is always busy around here dealing with all of the accounting stuff most of us don’t understand!

What did you do before joining us?

Professionally, I’ve worked for many years at various levels in the field of accounting. It’s been fun and rewarding doing things that many non-bean counters find boring.

What is one recent success that you are proud of?

The team and teamwork here at Midwest is great. I know that it’s been challenging when I’ve asked folks to take time out of their busy schedules to explain some of the processes and complexities of “the mail business” and even some of the smallest things.

However, because of the willingness of others to help, I’ve been able to understand more and more each day.

Editor’s note: We are happy to help you (or anyone else) understand the mailing industry a little better!

What parts of your job do you find challenging?

The biggest challenge I’ve found has been to simply fill the shoes of my predecessor, Bill Thomas. He was very well liked and respected. He trained me extensively and provided me with everything I needed to be successful... but his shoes are pretty big.



Team Treats



Fruit Kabobs!

With summer upon us, it is time to bring out the best summer snacks. One of our favorites is Strawberry Brownie Kabobs.

INGREDIENTS:

- Fresh Strawberries (whole, washed & stemmed)
- Large Marshmallows
- Brownie Bites
- Semi-Sweet Chocolate Chips
- Lollipop Sticks or Skewers

DIRECTIONS:

1. Layer a strawberry, marshmallow, brownie bite and another strawberry on a skewer.
2. Melt chocolate chips in a microwave safe bowl. Place in a microwave at 50% for 30-second intervals, stirring until melted.
3. Drizzle melted chocolate over kebobs. Devour!



Melinda's MOTIVATIONAL MOMENT

Melinda loves this quote by Yogi Berra, especially when it heats up outside:
"It ain't the heat, it's the humility"

Upcoming Trade Shows

We are excited to announce that Midwest Direct will be attending the following tradeshows in the upcoming months

Proforma Convention : July 21-24th in Orlando, FL.

FUN FACTS:

To celebrate National Ice Cream Month in July, we have listed some facts about the popular dessert:

- Food historians believe that ice cream was first eaten in China when a milk and rice mixture was frozen by packing it into the snow.
- In 1984, President Ronald Reagan designated July as National Ice Cream Month.
- The biggest ice cream sundae ever made was created in 1988 in Edmonton, Alberta, Canada and weighed 24 tons.
- One of the most unusual flavors of ice cream is hot dog flavored ice cream that was created in Arizona.
- The largest worldwide consumption of ice cream is in the United States. On average one person consumes 48 pints of ice cream per year.
- Ice cream cones were invented during the 1904 World's Fair in St. Louis, when a large demand forced an ice cream vendor to find help from a waffle vendor, thus creating the first ice cream cone.

Heartwarming Stories for the Midwest Family!

Gina Greco, Manager of Data Services, has had a tough few years after her son Jensen was hit by a car.

Thankfully Jensen is doing well and last month got to live his dream - becoming a motorcycle cop.

View the full story and video at tinyurl.com/yuu9hfq7



Health & Safety Tip of the Month:

PROPER LIFTING TECHNIQUES

When working anywhere that requires heavy lifting, it is essential to learn the proper techniques. Follow these tips to avoid compressing spinal discs or straining your lower back while you are lifting heavy objects in the workplace and at home:



- Keep a wide base of support. Your feet should be shoulder width apart, with one foot slightly ahead of the other.
- Squat down, bending at the hips and knees only. If needed, put one knee to the floor and your other knee in front of you bent at a right angle (half kneeling).
- Look straight ahead, keep your back straight, chest out, and shoulders back. A slight arch in your lower back and a straight upper back helps keep good posture while you lift and prevents injury.
- Keep your back straight as you lift, do not twist your body, and lift by straightening your hips and knees rather than your back.
- Hold the heavy object close to your body as you walk and make sure to set it down carefully, keeping your posture in mind, and squat with the hips and knees only.

Communication Tip:

CONFLICT RESOLUTION

Many workplace conflicts are due to misunderstandings because of different communication styles and how words are interpreted differently. There are a myriad of ways to improve conflict resolution in the workplace.

- First, make sure to meet face to face. While it might seem easier or more efficient to have a conversation over the phone or by email, it is important to have confrontational conversations face to face. Both body language and tone of voice play an important part in any conversation.
- Forget about being right. The only victory when it comes to conflict at work is a mutual one that results in de-escalation, new common ground, and resolution.
- Rather than looking for a person to blame, look for a root cause. Did the individual have the right information to do their job correctly? Did the checks and balances in your process act as they should? Was there a miscommunication? Concentrate on the individual's mistake, without placing blame.
- Collaborate with the other party on how to resolve the conflict and keep the conversation goal-oriented. Set goals before the conversation takes place, and discuss ideas on how to prevent further complications by implementing ideas that improve the current situation and the future process. Allow the other party to give suggestions on how to resolve the conflict to show them that you are willing to listen, their concerns are validated, and there is an attempt to meet their needs.
- Find an opportunity to admit what could have been done better with clear takeaways. The conversation should leave everyone with a way to improve future team dynamics, process, and culture. By offering an example of something that can be changed that would benefit future situations, it opens the door to allow others to feel comfortable evaluating their own behavior.

Office Renovations

This summer we are making some changes around the office. The MVP board has been updated to show our excitement for the summer. After some time in construction, the corporate bathrooms are newly remodeled and looking great. Next step - the presort restrooms are being completely rebuilt!



DIRECT Hit



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

PRESORTED
STANDARD
U.S. POSTAGE
PAID
MWD

Inside This Edition...

Fruit Kabobs!

*There's a new
policeman in town!*

Fun Facts!



Gearing Up for Your USPS 2019 Informed Delivery[®] Promotion

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.