

# DIRECT

# Hit



## The **SUCCESS** *Spotlight*

### **NAME TO A GOOD LOOKING FACE: MIKE DAILEY**

Mike Dailey has been at Midwest Direct about a year. As Assistant Manager of the Lettershop, he's very busy! He is well equipped for the job since he has been in the print and mail industry for 14 years.

#### *Do you have any fun holiday traditions?*

Nothing special really, we go to midnight mass every year then go out to Denny's afterward. My kids love it.

#### *What would your dream vacation be?*

Ten days at Hilton head – spending time on the beach, golfing, fishing, drinking margaritas, and eating surf and turf. I really just want to spend time relaxing with my family.

#### *Describe your family.*

My wife Jennifer and I have been together since 7th grade. We have two boys, Mitchell and Nicholas, and my daughter Carli Jo, who is indisputably my favorite – everyone knows it. We also have two cats, Cleopatra and Cooper.

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

Christmas Story – I can watch that movie any time of the year and I still love it.

#### *You were in the industry before joining us at Midwest. What has changed during your time in this industry?*

The technology is the biggest change, especially ink jetting. The print head and ink technology developments are amazing – inks can adhere to coated stocks. I'm also really glad Midwest has invested in the ColorStream® 3900 to stay up to date with print technology.

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

There are no typical days. The morning is always planned and then adjustments are made throughout the day based on deadlines. There is a continuous management of

people and machines.

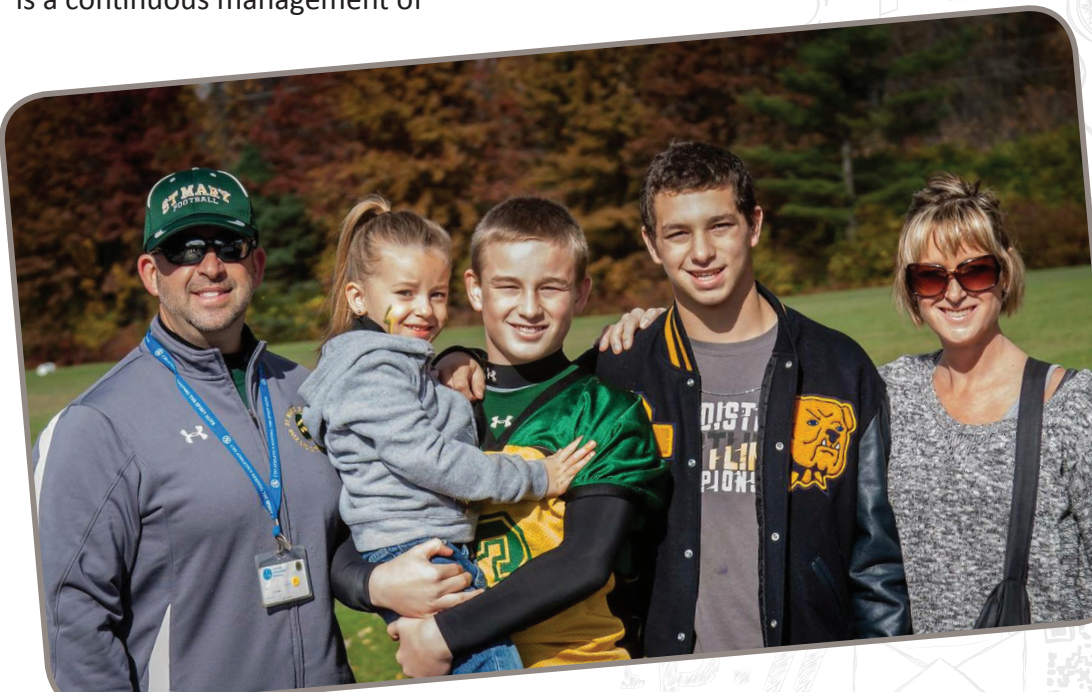
That is what I love about Letter Shop. No day is boring and the time goes by very fast.

#### *What parts of your job do you find challenging?*

Learning the Midwest process and having the ability to prioritize and proactively plan upcoming job runs.

#### *What is one recent success that you are proud of?*

I don't have one specific success, but I love helping others. My biggest goal in life is to make sure my children grow up to be good people. I demonstrate this by volunteering and helping out anywhere I can.



## Team Treats



### Homemade Eggnog!

As Eggnog Day is December 24th, we feel the need to share this wonderful homemade eggnog recipe with you to share with family and friends. *(If you make this, send some our way!)*

#### INGREDIENTS:

- 4 cups milk
- 5 whole cloves
- ½ tsp vanilla extract
- 1 tsp ground cinnamon
- 12 egg yolks
- 1 ½ cups sugar
- 2 ½ cups light rum (optional)
- 4 cups light cream
- 2 tsp vanilla extract
- ½ ground nutmeg

#### DIRECTIONS:

1. Combine milk, cloves, tsp vanilla, and cinnamon in a saucepan; heat on low for 5 minutes. Slowly bring to a boil.
2. In a large bowl, combine egg yolks and sugar. Wisk together until fluffy.
3. Wisk hot milk slowly into the eggs. Pour mixture into saucepan. Cook over medium heat, stirring constantly for 3 minutes, or until thick. Do not let mixture boil.
4. Strain to remove cloves and let cool for about an hour.
5. Stir in rum (optional), cream, 2 tsp vanilla, and nutmeg. Refrigerate overnight before serving.

## FUN FACTS:

### WHAT'S HAPPENING IN DECEMBER

December is known as holiday season since it has multiple religious holidays happening throughout the month. However, here are a few thing that happen in December that might surprise you.

- Nobel Prizes are awarded on December 10th
- International Monkey Day is on December 14th
- Bill of Rights Day is on December 15th
- The Winter Solstice is December 21st
- **National Eggnog Day is December 24th**
- Midwest spent the year being 35 years in business

**Bring on 36!**



Melinda's

#### MOTIVATIONAL MOMENT

For December, Melinda chose a beautiful and fitting quote from St. Francis of Assisi

*"For it is in giving that we receive."*

*Happy Holidays*  
from *Midwest Direct*



## Health & Safety Tip of the Month: DECORATING DANGERS

Decorating for the holidays is almost a given--no matter what holiday you celebrate. However, the process of decorating can be dangerous. Here are a few tips to keep you and your family safe this holiday season.

- Keep trees away from heat sources and keep them hydrated so they don't catch fire.
- Put fragile or sharp ornaments higher up on the tree so kids and pets can't get them.
- Prevent electrical fires by double checking lights for frayed wires or cracks.
- Keep ladders and decorations away from powerlines and make sure your ladder is secure.
- Prevent tripping by placing cords and decorations in low traffic areas where they won't be stepped on.
- Turn off the Christmas lights before going to bed or leaving the house to avoid them shorting out and causing an electric fire. It will save on your electric bill, too!
- Work with others to get your lights up, the buddy system applies to almost everything.
- Don't put candles anywhere where they might get knocked over, and make sure they get put out before you leave the room.

## Communication Tip: HOLIDAY CARDS

Almost everyone sends or receives holiday cards each holiday season. Make sure you're sending the right message with your holiday cards and letters:

- Start off on a positive note – “We’ve had a happy, busy year here at Midwest Direct”.
- Shorter is sweeter – hit on the year’s high points, not the day by day.
- Write in your own voice – you’re family and friends don’t want to read Shakespeare. They want to hear from you.
- Be selective about photos – you don’t need to include every picture of your pet.
- Make it personal – sign it by hand or add an extra little note in your own handwriting.

## Jack's Print Puzzles

Millennials love print with textures and “special effects”, but are you up to speed on how to source the newest and coolest print products?

Contact us and we'll share samples with the newest techniques sure to capture interest and drive traffic.



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## Knowing the Lifetime Value of Your Customers Will Grow Your Business

Read about it on [mw-direct.com/know-lifetime-value-customers/](http://mw-direct.com/know-lifetime-value-customers/)

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Questions or comments?  
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