

# DIRECT

# Hit



## The **SUCCESS** *Spotlight*

### **NAME TO A GOOD LOOKING FACE: PHIL POREMSKI**

Phil Poremski has been with Midwest for twelve years as one of our drivers. As a driver, he is one of the faces our clients see the most. We are very lucky to have Phil as part of the Midwest family!

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

I've always wanted to go to Newfoundland Island in late spring, early summer. I've heard the scenery is gorgeous and they have a puffin hatchery and whale watching. There is also a railroad trip that goes from Vancouver to Halifax that would be nice. It's a two or three week trip of just sightseeing through Canada.

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

My wife and I have been married for 42 years. In that time we have had five kids, one son and four daughters. I also have nine grandkids that keep me young and pretty busy.

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

There are so many, it's hard to pick just one. I guess I'd choose the time I spent with my kids as they grew up. When we lived in Maine, we spent a lot of time exploring the outdoors, going to the beach or streams around us. In general, we spent a lot of their childhood hiking and exploring, and it's nice to see them doing the same thing with their kids now.

#### *Where do you live?*

I've lived all over the east coast; Maine, Tennessee, and West Virginia. Now I live in Sheffield Lake.

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

My favorite by far is "On Golden Pond" with Henry Fonda and Kathryn Hepburn. They were both great in that movie; both won Academy Awards for Best Actor and Actress.

#### *Do you do anything for April Fool's Day or have any fun April Fool's stories to tell?*

I avoid it like the plague! Especially when my grandkids are around. I don't know who will be pranking me.

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

I did the bank route for about ten years. Now I have a set pick up route that I go on every day, but there are always changes. I make special stops for pick up and deliveries – I do what the clients need me to do.

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

This place is in a constant state of change. The machines are constantly changing and my route changes up from time to time, but not much really changes for me.

#### *What are you proud of?*

I just do my job as well as I can. I do my best to maintain good relationships with customers since the drivers are the face of Midwest clients see most.

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

Exercising patience with traffic, and other people on the road. I always have to watch out for hazards, especially when the weather is changing. I also have to think about what type of truck I'm driving in relation to the road conditions and how other people are driving. Every truck is different and you can't predict what other people are doing so you have to pay attention to what is going on around you.

#### *What is your favorite part of working at Midwest?*

I like that I'm not stuck in one place and that I get to interact with different people all the time. I love being able to build relationships with our customers and getting to know them.



## Team Treats



### BUNNY CUPCAKES!

*Try this adorable Pillsbury recipe for bunny cupcakes for Easter and spring!*

#### INGREDIENTS:

- 1 (15.25 oz.) package Pillsbury™ Funfetti® Premium Cake Mix
- Additional ingredients to prepare cake mix per package instructions
- 2 containers Pillsbury™ Creamy Supreme® White Frosting
- 24 marshmallows
- Pink decorator sugar
- 24 miniature jelly beans (select your favorite colors)
- 48 black sugar pearl sprinkles

#### DIRECTIONS:

1. Prepare cake mix according to package instructions using water, oil, and eggs to make 24 cupcakes. Cool completely.
2. Place frosting in large decorating bag fitted with a round tip with a wide round opening. Pipe a 1 and 3/4-inch diameter mound of frosting on top of each cupcake.
3. Cut each marshmallow in half diagonally into 2 pieces. Dip cut side of each piece into pink sugar to coat. Place on cupcakes, sugar side up, to resemble ears.
4. Insert one jelly bean into each frosting mound to create noses. Use clean tweezers to place black sprinkles to create eyes.

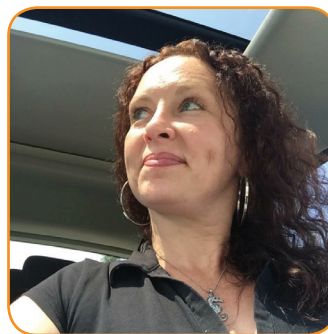
*PS. If you make these, pleeeez send us your pics! We just may publish them on social media.*

## FUN FACTS:



April Fool's Day is fun for pranksters and may be a bit trying for those being pranked. However, it has a long history that many don't know about. Here are a few fun facts about the origins of April Fool's Day:

- It dates back to 1582 when France switched from the Julian calendar to the Gregorian calendar.
- People who didn't realize the switch still celebrated the New Year in April causing them to make "fools" of themselves.
- One of the first pranks pulled was putting paper fish on peoples backs to symbolize an easily caught fish or gullible person.
- It has also been linked to Ancient Roman festivals such as Hilaria where people dressed in disguises.
- Some believed it was tied to the spring equinox when Mother Nature fooled people with changing, unpredictable weather.
- In 18th Century Scotland April Fool's Day was a two-day event when people were sent on fake errands and had tails and "kick me" signs pinned to their backs.



*Melinda's*

### MOTIVATIONAL MOMENT

With spring upon us, Melinda wanted to share a beautiful, spring-themed quote with us from Laurie Jean Sennott:

*"Every flower must grow through the dirt."*



## Health & Safety Tip of the Month:

### DRIVING IN THE RAIN

April showers bring May flowers and rough driving conditions. Wet roads can lead to accidents but our drivers (like Phil) are experts when it comes to rough weather. We spoke with our drivers and had them help us put together some tips so you can avoid accidents this rainy season.

- Take your time - One of the biggest mistakes drivers make is to try to rush to their destination on slippery roads. If conditions are bad, leave early and take your time.
- Turn on your headlights - By law in Ohio, if your wiper blades are on your lights must be on, but that is not the case everywhere. However, turning on your headlights, regardless of the state, will help other cars see you and help you see the road.
- Leave more space - Give yourself more space between you and the vehicle behind you when you are moving and when you are stopped.
- Beware of hydroplaning - hydroplaning can occur no matter what car you are driving. If you start to hydroplane, slowly let off the gas and steer straight until you regain control.
- Avoid cruise control - Surprisingly, cruise control could actually make you lose control if you start hydroplaning and make your car go faster.
- Think about what you're doing - People often drive on "auto pilot" without truly paying attention to what they are doing. Making a conscious effort to pay attention to the road can help you stay on the road in bad weather.

Michelle's  
MARKETING  
MINUTE



### Developing A Strategic Marketing Campaign

A Strategic Marketing Campaign involves much more than just scheduling social media or developing a flyer. Before you jump into developing your plan, you need good answers to the following questions:

- Who is your audience?
- Why are you developing this campaign?
- What is the mission of this campaign?
- How will you get your message out?

Learn how to answer these questions and more at [mw-direct.com/develop-strategic-marketing-plan](http://mw-direct.com/develop-strategic-marketing-plan)



## Communication Tip:

### DISCONNECT WITH SOCIAL MEDIA

With technology at our fingertips, it is becoming increasingly more difficult to set down the phone and close the laptop.

However, a digital break might be what you need to keep you motivated and help you connect with those around you. So, whether you're shooting for an hour or a week away from technology, use these tips to break the cycle of turning to technology just because you're bored.

- Turn off your push notifications from unimportant applications so you are only prompted to check your phone when it is important or you choose to do so.
- Keep your phone in a drawer while working so you're not tempted to check.
- If you're trying to take bigger breaks from technology, give yourself 30 minutes to an hour to stay connected and answer texts and emails.
- Take the first and last hour of your day without your phone to spend quality time with your thoughts or loved ones.
- Don't use your phone as your alarm, so you're not tempted to check your notifications before bed or when you wake up.
- Put your phone away when you're with other people so you're not tempted to grab it instead of interacting with those around you.

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## Learn How To Commingle Mail With These Easy Steps

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