

DIRECT

Hit



The **SUCCESS**
Spotlight

NAME TO A GOOD LOOKING FACE: Austin Lenhard

Although Austin Lenhard, our newest Customer Service Representative, has only been with us since January of this year, he has become part of our Midwest Direct family in no time flat. He primarily helps his team keep track of mailing jobs to make sure production is on target and keeps clients updated throughout that process, among many other things. We are so glad to have Austin as part of our team!

Do you have any fun plans for the summer?

The part of my summer I am most excited about is celebrating my 21st birthday with my friends.

Editor's Note: Austin's birthday is in August, make sure you wish him a happy birthday!

What would your dream vacation be?

My dream vacation would be to spend a few weeks in Hawaii.

What are your hobbies?

My main hobbies are reading, playing video games, and hanging out with my friends. I also recently started buying stocks and that has been fun. I am trying to learn more about that.

What's your favorite food?

My favorite food is any seafood really, but mostly shellfish.

What's your favorite movie or TV show?

My favorite movie of all time is Wedding Crashers.

Editor's Note: Did you know the opening montage of weddings took about a week to film and a wedding consultant was hired for authenticity?

What was the training process like at Midwest?

I am still currently in the training process. I was trained primarily by Gary Close, our Customer Service Representative Manager, and Karla Hodges, one of our Customer Service Representatives with many years of experience. However, I have learned a lot from the whole team. The amount of information to learn about what we do and the industry we are in made it challenging at times, but I learn something new every day.

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

I have a daily 10 am production meeting and sometimes other meetings throughout the week. Most of my daily activities change based on what jobs I have for the week and what we have going on. I generally spend most of my day keeping track of the jobs I am working on. I also spend time continuing the training process and communicating with our other departments to keep everyone on the same page.

What parts of your job do you find challenging?

Processing all the new information I continue to learn about the industry and business is the most difficult part. I also like to make sure I am on track and doing a good job with my daily tasks — but that can be challenging at times.

What is one recent success that you are proud of?

I am still relatively new, but I am most proud of being able to understand a bit more of what our company does and getting to know who everyone is and what they do here.

Editor's Note: New things are happening at Midwest every day, there is always something to learn!



Team Treats



REUBEN DIP

With summer coming to a close, here is an appetizer dish by AllRecipes for Reuben Dip — a perfect warm up for the coming cool nights.

INGREDIENTS:

- ½ cup mayonnaise
- ½ cup thousand island dressing
- 16oz sauerkraut, rinsed and squeezed dry
- 8oz shredded corn beef
- 16oz shredded swiss cheese

DIRECTIONS:

1. Preheat the oven to 350°F.
2. In a small bowl, combine mayonnaise and dressing.
3. Spread sauerkraut into a 9x13-inch baking dish. Layer corned beef, swiss cheese, and the mayonnaise-dressing mixture on top of the sauerkraut.
4. Bake for 20 to 25 minutes. Serve and enjoy!

Communication Tip:

TIPS FOR MANAGING YOUR TEAM EFFECTIVELY

When it comes to effectively managing a team, there are a lot of factors that come into play. Some of these factors are communication styles, personality styles, strengths and weaknesses, and individual goals and visions. Here are some tips on how to manage your team effectively, while keeping group dynamics in mind:

- **Maintain good communication.** It is essential to keep a flow of communication about goals and deadlines and encourage feedback while making sure that your employees or team members feel that you are approachable.
- **Build positive working relationships.** It is important to get to know the members on your team at an individual level (their strengths, weaknesses, goals, and visions) which will build a much better rapport among the team.
- **Acknowledge good work.** Employees thrive on recognition. Providing your staff with feedback and acknowledging their achievements will help build their confidence and encourage them to get more involved in the future.
- **Manage conflict.** Turning a blind eye to conflict can lead to a negative atmosphere and have implications for staff productivity and a lack of communication within the team. Conflict should not be ignored, but communicated professionally.
- **Set a good example.** Your staff will look to you for guidance and inspiration, so you must set a good example to gain their respect. Your staff needs to know when you need help or when things are not going the way you wanted to. This will allow your staff to get to know you better and it makes you seem more approachable.

Read more at: <https://tinyurl.com/y9z9vmtp>



Health & Safety Tip of the Month: TIPS TO HELP YOU GET ORGANIZED

Good organization helps you to manage your time so you can plan and achieve your goals and be successful in the workplace. Here are a few tips that will help you get organized at work to achieve ultimate success:

- **Make lists.** Making weekly, monthly, or even daily to-do lists help you to stay on track and prioritize your tasks so that you can reach your deadlines and stay organized.
- **Reduce clutter.** Clear your workspace. Keep only the most critical items you have on your desk or close by, while taking advantage of your drawer or cabinet space. Throw away any useless materials. Clutter in your workspace will clutter your brain. Cleaning and organizing it will help you stay focused.
- **Delegate.** When possible, delegate any tasks that are not on your level of expertise and only overwhelm you. However, make sure to provide training and feedback on assigned tasks.
- **Use calendars.** Check your work calendar regularly to avoid conflicting meetings and activities. You can do this by purchasing a paper planner or using online calendars and planners to your advantage.
- **Focus on what is important.** Remind yourself of your short-term and long-term goals and revise them as necessary. Set realistic priorities and deadlines to meet your goals and achieve them over time.

FUN FACTS:

BACK TO SCHOOL

August is known across America as the time of year when kids start heading back to school, which means it is time to head to the store and stock up on some much-needed school supplies. Here are some fun school supply facts:

- Play-Doh was originally wallpaper cleaner. In the early 18th century, home heating systems relied mainly on coal. Unfortunately, the coal left a dirty residue on the walls. Noah McVicker, a soap manufacturer at the time, invented a cleaning putty to rub away this soot.
- The first eraser was a balled-up piece of damp bread.
- Glue sticks were designed like a woman's lipstick in 1969. A German chemist, Wolfgang Dierichs, was onboard a plane and noticed a woman touching up her lipstick. It was the lipstick that inspired him.
- The first playground was built in Manchester, England in 1859.
- Pencils have been yellow since the 1800s. At the time, most other pencils were either painted in dark colors or not at all. To stand out from their competitors, the L. & C. Hardtmuth Company decided to paint their special pencils a distinct yellow.



Michelle's MARKETING MINUTE

Five Important Tips When It Come To Direct Marketing

Direct marketing can be tricky if you have never done it before. Here are a few tips to help you figure it out:

- **Get a great list.** One of the most annoying things to get in the mail is a piece that is addressed to the wrong person or "to current resident." It shows that the company that sent the mailing purchased a bad list, or worse, just doesn't care. Lucky for you, our data team is experienced at defining and purchasing lists and would be happy to help you compile the best list for your marketing.
- **Copy is king.** The best direct marketers typically start with copy and build around it. First things first - write out the mail message and make sure it's readable and not too long. Less is more - especially when you can put the details on a landing page or your blog.
- **Get personal!** Variable data printing and segmentation allows you to create a personalized message for every prospect. This targeted form of communication - done in moderation - creates a feeling for your reader that you already know them and their preferences. It's the same great feeling you get when NETFLIX offers you a bunch of movies you may like.
- **When designing, less is more.** Choose artwork carefully, and try to build your design around a standout image or theme. Remember that white space is your friend! Make sure to keep in mind that stock photos stick out as having a canned feel. We recommend investing in your own pictures and adding a tagline under the images to draw more interest.
- **Integrate emails with print.** Did you know you can target your list with emails triggered to arrive in the inbox when your printed piece is scanned for delivery? Marketers are now sending an announcement email (such as: look for it in your mailbox!) and a reminder email "You should have received..."

If you're still unsure about how to get started with direct marketing, give us a call at 1.800.686.6666 and we can help you find the right list to integrate your mailings with omnichannel marketing and more!

DIRECT Hit



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A stack of several books is shown, with several pencils resting on top of them. The books are in various colors, including blue, red, and white. The pencils are also in various colors, including blue, red, and white. The background is a dark blue gradient.

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