

DIRECT

Hit



The **SUCCESS** Spotlight

NAME TO A GOOD LOOKING FACE: **Philip Hodges**

Philip Hodges is one of the key pieces to keeping Midwest Direct running smoothly. For the past four years, he has been working in our Print Mail Production department as an Operator and Technician. He is well loved here at Midwest and we are happy to share a little bit about Philip.

What would your dream vacation be?

I would love to go to Ireland. I think the culture and landscape are fascinating and beautiful.

Tell us about your family.

I have my mom, two sisters, my brother-in-law, a niece, and a nephew. The rest of my family is back in Niagara Falls, New York — where I'm from.

What is your favorite family memory?

I would have to say Christmas when all my family is together. We're all busy and scattered between Ohio and New York so it is nice to have everyone in one place.

Do you have any family traditions for Thanksgiving?

We don't really have any traditions — we just get together as a family and eat.

What's your favorite movie or TV show?

Fear and Loathing Las Vegas — I don't really know how to describe it, you'll just have to see it.

Editor's Note: You have us really curious now... We might just need to go watch it.

Please take us through your journey here at Midwest.

I started as an operator in Lettershop running the machines and made my way to become a technician fixing the machines.

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

I set up the machines in Letterhop, and repair and maintain them as needed.

Editor's Note: We often see Philip doing whatever needs to get done in Lettershop, whether that is maintenance on a machine or running a Flowmaster.

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

The Flowmaster inserters have made a big difference in production. We have had a big increase in volume since I started, so those have helped us keep up.

What keeps you coming back?

I like working on the machines and troubleshooting problems.

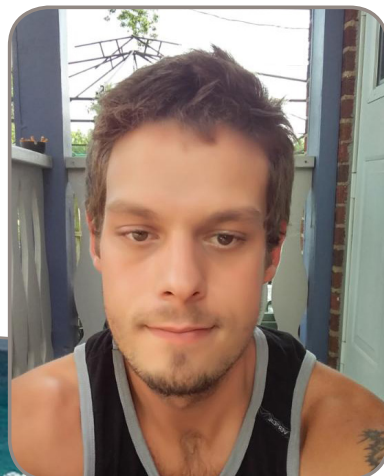
What is one recent success that you are proud of?

I went to MBO America Fold School where I learned troubleshooting and problem-solving techniques for the machines. I also went to Spedo training for some of the specific equipment we have here.

Editor's Note: We're happy Midwest Direct could be a part of something you're so proud of!

What parts of your job do you find challenging?

Figuring out uncommon problems for machines is frustrating, but once you figure out and fix the problem it's rewarding.



Team Treats



SWEET POTATO CASSEROLE

With the holidays just around the corner, this classic sweet potato recipe, from Allrecipes, is sure to impress your guests:

INGREDIENTS:

- 5 sweet potatoes, sliced
- ¼ cup of reduced fat margarine
- ½ cup of packed brown sugar
- 3 tablespoons of orange juice
- 1 teaspoon of ground cinnamon
- 1 (10.5 ounce) package of miniature marshmallows

DIRECTIONS:

1. Preheat oven to 350 °F.
2. Place sweet potatoes in a large saucepan with enough water to cover. Bring to a boil, and cook until tender, about 15 minutes. Remove from heat, drain, and mash.
3. Place mashed sweet potatoes in large bowl, and use an electric mixer to blend with the margarine, brown sugar, orange juice, and cinnamon. Spread evenly into a 9x13 inch baking dish. Top with miniature marshmallows
4. Bake for 25 to 30 minutes in the preheated oven, or until heated through, and marshmallows are puffed and golden brown.

FUN FACTS:

NATIONAL OHIO DAY



Ohio has been home to many monumental people and inventions. On November 2nd we celebrate National Ohio Day! Here are some fun facts that you might not have known about the Buckeye state:

- The first airplane was created by the Wright Brothers in Dayton, Ohio.
- The Cincinnati Reds were the first professional baseball team.
- The very first Wendy's establishment was located on the corner of 5th and Broad in downtown Columbus in 1969.
- The first ambulance service was established in Cincinnati in 1865 and the first traffic light was created in Cleveland in 1914.
- Cleveland inventor Charles Brush brought the first public demonstration of street lighting to Public Square in 1879.
- Oberlin College became the first college in the United States to admit women in 1833 and African-Americans in 1835.
- Ohio is home to many important people including: Thomas Edison, Neil Armstrong, John Glenn, William Howard Taft, and Steven Spielberg.

Michelle's MARKETING MINUTE

NCOA (National Change Of Addressing) is a nationwide system allowing mailers access to updated addresses that are filed with the USPS®. The Post Office requires all Marketing Mail (including letters, flats and parcels) and Presort-rate First-Class Mail® to be updated within 95 days of a mailing. If your mail service provider doesn't follow the Move Update Standard, you may be penalized by the Post Office.

Benefits of NCOA include:

- Increased ROI on your mailings.
- Reduction in undeliverable or delayed mail.
- Real-time address updates.
- Postage, prep, and printing savings.
- USPS®-compliant mailings.
- Keeping customer communications relevant and current.

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

A Note of Thanks from Our President

Although we hum at a very steady pace most days of the year, and everyone works hard to complete everything daily, I wanted to send a special note of thanks to all who worked extra hard over the last few weeks to accomplish much more! As you know, we occasionally have a client that needs an “all hands on deck” approach to ensure high quality, timely delivery of their work. Speaking for myself and the executive team, I greatly appreciate the extra effort shown by our entire team to complete the special projects in October. The print and lettershop teams were joined by members from the entire company to ensure we maintained the quality and customer service our accounts deserve. We are so proud of the work accomplished and the true teamwork shown. Having an environment that fosters the willingness for departments to jump in and ask “how can we help” is one thing that I am very proud. Thank you to everyone in the Midwest family who jumped in to help!


Sean Gebbie, President



Melinda's

MOTIVATIONAL MOMENT

This month Melinda would like to share this inspirational quote from Jonathan Mead: “Sometimes the easiest way to solve a problem is to stop participating in the problem.”

Health & Safety Tip of the Month: SURVIVING BLACK FRIDAY SHOPPERS

Black Friday shopping can be a stressful, yet exciting time for most. If you are a dedicated Black Friday shopper, you probably have experience with the insane crowds and fights over desirable items. Here are some funny tips for dedicated Black Friday shoppers when it comes to grabbing the last item on the shelf:

- **Move slowly and decisively toward the front without appearing too aggressive.** Shoving or cutting people off will provoke flying elbows and closed ranks.
- **Keep your eyes on the other shoppers** so you can anticipate their movements.
- **Maintain a calm demeanor as you close in on the target item.** Breathe evenly and slowly. Avoid signaling your urgency, which might alert the crowd to the desirability of the toy or other target.
- **Avoid stepping on toes or panicking other shoppers** which may cause a stampede.
- **Smile and grab the item**, tucking it under your arm as you would a football to prevent it from being knocked or torn loose.
- **Proceed to the nearest cash register.** Continue to move with the crowd until you are able to slip down the aisle unnoticed.

This excerpt is taken from “The Complete Worst-Case Scenario Survival Handbook” by Joshua Piven and David Borgenicht.

Communication Tip:

SKILLS OF A GREAT LEADER

When it comes to being a great leader, how you communicate both in verbal and written form and how you listen is incredibly important. Here are five communication skills that make good leaders great:

- **Interpreting body language.** If you are able to read thoughts that aren’t revealed by a person’s words you gain a big advantage.
- **Listening carefully.** Keep verbal pauses, voice inflections, and eye contact in mind and remember that skillful listening enables you to catch details that others miss.
- **Video skills.** How you present yourself in video form, while not really being a communication skill, is incredibly important. Confidence and clarity is what makes you stand out.
- **Crystal clear verbal communication.** It is essential to speak as clearly and effectively as possible when communicating and remember that preparation always pays off.
- **Writing skills.** Similarly to video skills, writing skills are a critical skill in a day-to-day job. Learning to be clear, concise and direct will turn you into a better communicator.

DIRECT Hit



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Marketing Minute!

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