

DIRECT

Hit



The SUCCESS Spotlight

NAME TO A GOOD LOOKING FACE: TINA ORSAGOS

Tina Orsagos has been a big part of the Midwest Direct family since she was in high school. She has tried her hand at almost every part of the company before landing in the data department. She now works as Master Scheduler and QC Manager for our data, print, and mail departments. We are lucky to have Tina, and her watchful eyes, as part of our Midwest team.

How long have you been at Midwest? Twenty-one years (consecutively). I also worked here evenings and summers while in high school and at our Akron facility while in college.

Do you have any tricks for surviving the cold winter months in Cleveland? Sweaters and lots of coffee!

What would your dream vacation be? Biloxi, Mississippi. My grandmother took a train all the way there to marry my Grandfather at the Air force base. I think it would be awesome to travel the same way and see where they were married. *Editor's Note: Tina, we're coming with you. Mardi Gras parades, the Ohr- O'Keefe Museum of Art, Beauxvoir and lots of water... we're in!*

Do you have a family? I have two daughters, Sky (19) and Zoey (15), a puppy, Daisy (she's 12, but she'll always be my puppy), Jar Jar (1) my cat, my dad, Rich, my mom Lois, my sisters RoxAnn and Dawn and my best friend Tete.

What is your favorite family memory? I have a lot, but summer vacations always give me the best memories. These are the moments when I get to have my children without outside influences and we really get to have fun! It's during these times when I realize how truly blessed I am.

Where do you live? Beautiful Parma, Ohio.

Editor's Note: The second largest city in Cuyahoga county is famous for the Ukrainian Village, Polish Village, Drew Carey, and of course, pierogis!

What's your favorite movie or TV show? Criminal Minds

What's your favorite food? Pizza - *Editor's note: Pizza will always be a favorite for us too-- but it will never be as good as parma pierogis!*

Please tell us about your time at Midwest. What did you do when you first started? What do you do now? In high school and college I hand sorted mail. Once I started full time, I helped out as the sales secretary, presort billing clerk, lettershop secretary, customer service representative, accounts receivable clerk, and receptionist (not all at the same time!) I was then asked to help start our current QC program and schedule the jobs that come through. I moved into our Data department a few years back when there was a need for a manager and still help out there.

Describe what a typical day is like for you at Midwest. I spend my time switching between keeping our schedule up to date, QC and helping our data department.

What changes have you seen in the company in your time here? What keeps you coming back? I have watched our company transform from the mail being processed manually to what everyone sees today! It has been amazing.

What is one recent success that you are proud of? I am proud of the addition of our CTRAC team! Everyone has done a great job of embracing them and they make us better at what we do.

What parts of your job do you find challenging? Keeping up with our schedule. I do my best to update as quickly as possible so the production team knows what's happening in real time.



Team Treats



BUFFALO CHICKEN DIP!

***March Madness calls for party snacks!
One of the staples you always need is
buffalo chicken dip.***

INGREDIENTS:

- 1 large can of canned chicken
- ½ cup hot sauce
- ½ cup ranch or blue cheese dressing
- 8 oz. cream cheese
- ¼ cup shredded cheddar cheese

DIRECTIONS:

1. Preheat oven to 350 F.
2. Combine all ingredients in a large bowl.
3. Dump mixture into pie or casserole dish.
Bake for 30-35 minutes.
4. Serve with carrots, celery, and tortilla chips. Enjoy!

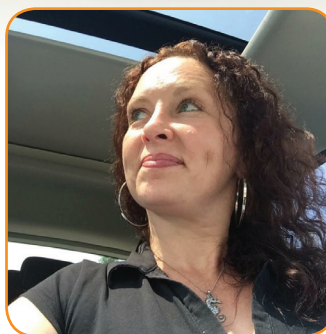
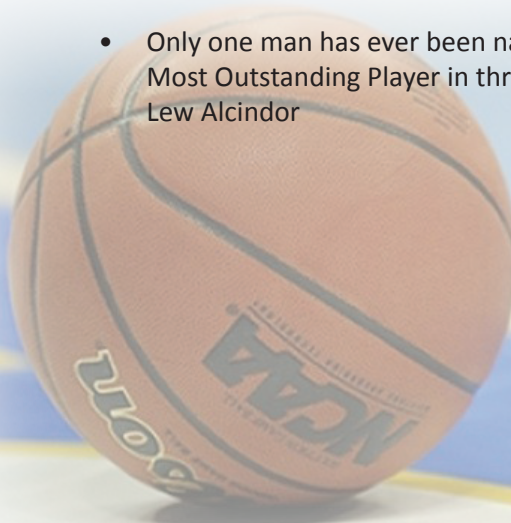
**If you don't want to bake in the oven - you can microwave covered for 2-4 minutes in 30-second increments until hot.*

FUN FACTS:

MARCH MADNESS!!!!

March Madness is here and is always interesting to watch, but how much do you really know about the event? March Madness has intriguing origins, so we thought we would share a few with you.

- The National Invitation Tournament (NIT) predates the NCAA by one year
- There were only eight teams in the first NCAA tournament
- Kansas City, Missouri, has hosted the Final Four more times than any other city
- The tournament allows no ties
- Only three men have won an NCAA championship as both player and coach: Joe. B. Hall at Kentucky, Bob Knight at Ohio State and Indiana, and Dean Smith at Kansas and North Carolina
- Though the men's tournament got its start during World War II, the women's tournament would be another four decades in the making
- Only one man has ever been named the tournament's Most Outstanding Player in three consecutive years - Lew Alcindor



Melinda's

MOTIVATIONAL MOMENT

"Music has healing power. It has the ability to take people out of themselves for a few hours."

- Elton John

Health & Safety Tip of the Month:

POST WORK-OUT TIPS

With March Madness upon us, people are jumping on to the courts to start their own game. However, any sport can lead to injury if you don't take care of yourself after the game.

Here are some post-workout tips to help you keep yourself from injury

- Don't skip the cool down and stretch or your muscles will be hurting later
- Don't forget to drink water and replenish your hydration levels
- Drink a post-workout protein shake to help rebuild muscle
- Get some potassium and sodium in your system to help your muscles relax
- Take a cold shower or an ice bath to calm your muscles down

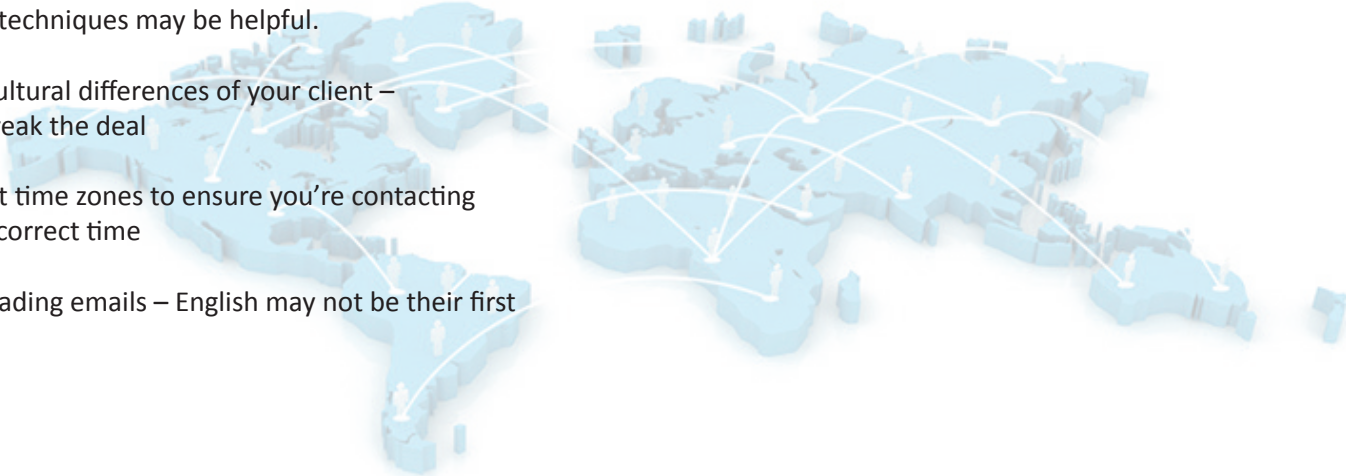


Communication Tip:

INTERNATIONAL BUSINESS COMMUNICATIONS

Working in the business world today may mean working in international business. However, the international business world has different communication conventions everywhere. If you are not familiar with communicating with people outside of the United States, these tips and techniques may be helpful.

- Pay attention to cultural differences of your client – this can make or break the deal
- Know the different time zones to ensure you're contacting your client at the correct time
- Take extra time reading emails – English may not be their first language



Print Puzzles:

Variable Data Print

Variable Data Print (VDP) is a great thing to offer when mailing mass quantities of customized print.

However, we get questions about the basics regularly. So, what is VDP?

In a nutshell, VDP is mass-producing customized documents using digital printing technology to create variable messages and images within one print run. Instead of printing the same boilerplate messages, our digital printers can get very specific with individualized messaging and designs, empowering your clients to send a customized mailing to each recipient. Ask us how we can help you use these print capabilities.

Upcoming Events:

Join us at the 2019 National Postal Forum May 5th to 8th!

DIRECT Hit



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