

# DIRECT

# Hit



Happy  
Holidays

Edition

"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is New Year's Day." - Edith Lovejoy Pierce

For many, the year 2020 coming to an end is a positive thing. It has been a year full of unexpected hardship, and many of us have had to learn to overcome extreme adversity. It's important to remember that real growth comes not during easy times, but when facing challenges that seem impossible to overcome. The beginning of a new year is the time to reflect on those challenges and embrace the future while setting goals to help you grow along the way. Do not focus on what is behind you, but rather what is ahead of you and embrace a new year full of unexpected opportunities and joy.

Whether your New Year's resolution is to focus on others (or simply to avoid sweets!), we wish you a year filled with joy, peace, and success. Happy New Year from all of us at Midwest Direct!

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## Team Treats



## CREAM CHEESE PENGUINS

Here is a recipe for Cream Cheese Penguins by AllRecipes that is sure to wow your guests this holiday season.

Find the recipe here: [tinyurl.com/yynjy5vo](http://tinyurl.com/yynjy5vo)

### INGREDIENTS:

- 18 jumbo black olives, pitted
- 1 (8 ounces) package cream cheese, softened
- 18 small black olives
- One carrot
- 18 toothpicks

### DIRECTIONS:

1. Cut a slit from top to bottom, lengthwise, into the side of each jumbo olive. Carefully insert about one teaspoon of cream cheese into each olive.
2. Slice the carrot into eighteen 1/4 inch thick rounds; cut a small notch out of each carrot slice to form feet.
3. Save the cutout piece and press into the center of a small olive to form the beak. If necessary, cut a small slit into each olive before inserting the beak.
4. Set a big olive, large hole side down, onto a carrot slice.
5. Set a small olive onto the large olive, adjusting so that the beak, cream cheese chest, and notch in the carrot slice line up. Secure with a toothpick.



## Communication Tip:

### MASTERING SMALL TALK

With all of the family gatherings, company parties, and events that come with the holiday season, it is reasonable to be stressed about interacting with family members, friends, and coworkers. The best thing you can do to prepare yourself for the holiday parties to come is to master the art of small talk. Here are some tips that may help you when it comes to small talk and interacting with the people around you this holiday season:

- **Look approachable.** People want to talk to people who seem friendly and positive. Although we all think we look approachable, sometimes our facial expressions and body language say differently.
- **Lead the conversations.** Look for groups of people who seem approachable and start some small-talk, keeping the conversation about things you are knowledgeable about and comfortable with.
- **Listen to understand.** Try not to interrupt the people who are talking and be present during the conversation. It is much easier to connect with people when you are present and open in a conversation, and you might even find someone with similar interests to you.
- **Seek out the extroverts.** If you are an introvert or a slow-to-warm-up extrovert, finding a friendly extrovert who leads the conversation and is the center of the circle takes the pressure off of you.
- **Eliminate the negative self-talk.** Make sure that you are always thinking positive. After all, moods are contagious! If you allow negative thoughts in your head, such as telling yourself you are bad at small talk, you likely will be! Keep your thoughts positive, and the situation will be positive.

## FUN FACTS:

### GINGERBREAD HOUSES

Making gingerbread houses has been a popular tradition among American families since the 19th century, but their history originates from way before then. Here are some fun facts about the famous Christmas treat that has become a worldwide holiday tradition:

- Although believed to originate in Europe, gingerbread houses can be traced back to Ancient Greece and Egypt.
- Queen Elizabeth I of England is believed to have created the first gingerbread men as gifts to visiting officials.
- The largest gingerbread house in the world is 60 feet by 42 feet and is worth 35,823,400 calories.
- The popularity of gingerbread houses skyrocketed in Germany after the Brothers Grimm published Hansel and Gretel.
- In Norway, the town of Bergen creates an entire city made from gingerbread houses each year.



## Use Color to Impact Engagement With Your Next Holiday Campaign

Around the holidays, marketers have to strategize on how to stand out and use festive marketing tactics to influence consumers. Everyone is familiar with Starbucks' green and white coffee cups and how they change their cups' colors during the holidays. This tactic, changing packaging to fit holiday colors, gets consumers into the holiday spirit by convincing them to buy their holiday-themed product. So how does something as simple as changing the color of a coffee cup end up with more purchases during the holiday season? This is because color has psychological effects on the human brain and behavior. Here's what you need to know to make sure you can take full advantage of color when marketing.

- **The color red is often associated with fire, danger, violence, and warfare.** However, it can also be associated with love, passion, importance, and hunger. During the holiday season, red is closely associated with berries, fire, and Santa, which leads to those feelings of warmth, love, and hunger.
- **The color green often represents new beginnings, wealth, growth, nature, renewal, and abundance.** It can also represent envy, jealousy, or a lack of experience. Around the holidays, green is used to represent Christmas trees and mistletoe and is often used alongside the color red to balance the power that comes with red.
- **The color blue is often associated with sadness, calmness, and responsibility.** It can also be associated with reliability, peace, and religion. Blue often represents royalty and calmness during the holiday season and is used to celebrate many holidays since it is a symbol of peace and religion. We love using our "Midwest blue" in all our designs!
- **The color gold represents success, achievement, and triumph.** It can also be associated with abundance, luxury, sophistication, value, and elegance. Around the holidays, gold represents prosperity and gifts.
- **The color white can work well with almost any color.** Around the holidays, white represents snow. Speaking of snow, Santa -- please go easy on us with the snow this year! (Sincerely, all the kids, big and little, from Ohio.)

If you have concerns or questions about your holiday marketing campaign and how you can enhance your efforts, our Strategic Marketing Team may be able to help. **Contact us at 1.800.686.6666 or email [marketing@mw-direct.com](mailto:marketing@mw-direct.com) to learn more.**

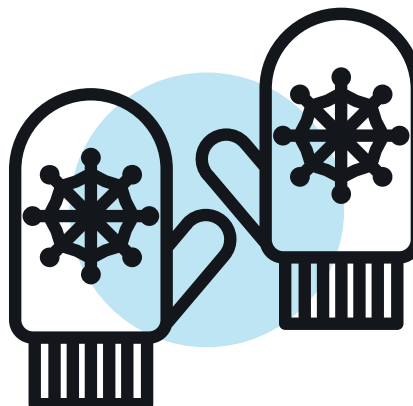
## Health & Safety Tip of the Month: FROSTBITE

As much of the US is heading into winter, and our drivers are on the road every day, it is essential to prepare for what comes with our region's intense snow season.

Frostbite, an injury to the body caused by the freezing of skin tissue, is one of the most common cold-related injuries. It causes a loss of feeling and color in the affected areas and can result in

hypothermia, a more serious medical condition requiring emergency medical assistance. If you experience evidence of frostbite, but no sign of hypothermia and immediate medical assistance is not available, here are a few tips you can follow in the meantime:

- **Get into a warm room as soon as possible.** It would be best if you got out of the cold quickly before the frostbite worsens.
- **Unless absolutely necessary, do not walk on frostbitten feet or toes.** This can increase damage to the affected area. Try not to touch the affected area unless necessary.
- **Immerse the affected area in warm (not hot) water.** The temperature of the water should be comfortable to the touch of the unaffected parts of the body. Or warm the affected area using body heat.
- **Do not rub or massage the frostbitten area** as this can cause more damage than you originally had. The best thing for it is to be extremely gentle.



- **Do not use a heat pad, heat lamp or fireplace for warming.** The affected areas are numb and can be easily burned.

It is always better to err on the side of caution and consult with a medical professional before taking matters into your own hands.



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## Inside This Edition...

*Happy New Year!*

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Midwest Direct in 2020  
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