

DIRECT

Hit

The **SUCCESS** Spotlight



NAME TO A GOOD LOOKING FACE: GARY CLOSE

Gary Close has been with Midwest Direct for eight and a half years. He celebrates his ninth season with us this September! As Customer Service Manager, it is his job to keep projects running -- so we often see him running around the building doing many things at once. Gary keeps Midwest in check and running smoothly!

What is your dream vacation?

Two years ago, we spent eight days in Hawaii and only scratched the surface. It would be a dream to go back and see the islands we didn't have time to reach -- and explore all of them more.

Tell us about your family.

My wife, Sue, is a librarian at an elementary school in Brunswick. My son, Jason (25) is in his 3rd year at Northeast Ohio Medical University and daughter, Brittany (20) is in her second year at Ashland University double majoring in Math and Business.

What is your favorite family memory?

Camping and vacations. Growing up, my family spent every weekend for seven months at our trailer "camping". This was 12 years of fun memories. Now, fast forward to 2002. Since then, for five days every July, my wife and I have taken our kids to make the same kind of "family memories" in Indiana with sixteen of my wife's family members.

Editor's note: WOW, Gary. That's A LOT of camping. We'll call you next time we need a tent pitched...

Where do you live?

I have lived in Brunswick since August of 1997.

What's your favorite movie or TV show?

Amazing Race.

Editor's Note: We love that show too! It's so cool to see so many places around the world from the comfort of your couch!

What's your favorite food?

Cheeseburger -- even if someone is on a diet. Ask Sean Gebbie for the story. *Editor's Note: We'll work on Sean Gebbie for that story in the next issue!*

Tell us about your journey here at Midwest.

When I was first hired, it was in the role of customer service for our mailing services. Then (four months later), I was moved up into the role of manager.

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

There is no typical day. I spend time entering new orders, invoicing those that have been completed or answering questions as the projects move through the building. While working on these, I will be asked about ordering paper, lending a hand on working on a quote for something new or just answering questions from multiple departments -- plus emails and helping with customers.

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

Expansion and reinvestment. As a company, we are diversifying and looking at alternate ways to communicate. All points of contact help strengthen our bonds with our customers. Plus, if you still use the traditional methods, the upgrades in the production areas help improve the timing from concept to receipt in mailboxes.

What is one recent success you are proud to highlight?

The biggest success is the color imaging in our Print Department. Six years ago I helped bring color imaging back into the Print Department. We installed a color cut sheet laser, which is used to print the hard copy of the newsletter and many postcards. Then last year we installed a color continuous inkjet printer. Feeding the printer roll material was a fun learning (remembering the experience...)

Editor's Note: We love our color printers! They help us get Direct Hit out to our readers. Learn more about them at mw-direct.com/blog.

What parts of your job do you find challenging?

One of the most challenging is the shifting of gears. As no day is typical, my staff and I make frequent starts and stops in the workflow process to answer questions on the phone from the production floor or people walking up to "ask a quick question."

Editor's Note: Oops! We wanted to fix a typo on last month's Success Spotlight, Phil's last name is Poremsky with a "y" not an "i". Sorry for the mistake!



Team Treats



BERRY PIE!

Spring is berry season - - so we think you need this berry pie recipe!

INGREDIENTS:

- 1 package refrigerated pie crusts (or the ambitious cooks can make your own)
- 12 oz. blueberries
- 6 oz. raspberries
- ¼ cup sugar, plus a little for sprinkling
- 4 tsp cornstarch
- 1 tsp lemon juice
- 1 large egg

DIRECTIONS:

1. Unfold pie crusts on work surface. Using the top of a 3-inch aluminum pie tin as a template, add 1/4 inch all around and use a knife to cut out six rounds. Make a vent in the center of each round with a 1/2 inch heart-shaped cutter. Set crusts aside.

2. Stir together berries, cornstarch, sugar, and lemon juice in a medium bowl. Divide mixture among seven 3-inch aluminum pie tins. Top each with a crust; use fingers to crimp sides so they stop just before the edge of the tin. Beat egg with 1 teaspoon water. Brush crusts lightly with egg wash; sprinkle with sugar. Freeze pies 20 minutes.

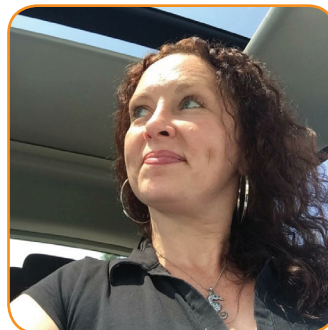
3. Preheat oven to 375 degrees Fahrenheit. Bake until golden and juices are bubbling, about 25 minutes. Let cool completely on a wire rack.

FUN FACTS:

Spring is puppy season, so we thought we would take this time to share some adorable facts about puppies.



- Puppies are blind and deaf at birth
- They have baby teeth that fall out when they are around 12-16 weeks old
- Dalmatians are born without spots
- A dog's sense of smell is 1 million times stronger than a human's
- Dogs are mentioned 14 times in the bible
- A female dog carries her puppies for about 60 days before they are born
- Puppies double in weight within a week of being born



Melinda's

MOTIVATIONAL MOMENT

Spring is a time of rebirth and Melinda reminds us it can be a time of forgiveness as well,

"If you never heal from what hurt you, you will bleed on people who didn't cut you."

Health & Safety Tip of the Month:



ALLERGY SEASON

Allergy season and its impending sneezes are on their way, if not already here. The common symptoms of sneezing and watery eyes are caused by pollen from blooming grass, weeds, trees and flowers. Though there is no real way to prevent or get rid of seasonal allergies these things can help the symptoms:

- Antihistamines are the go-to for help with allergy symptoms
- See your doctor if the over-the-counter allergy meds aren't cutting it for you
- Wear a mask when doing yard work to prevent excess pollen from getting to you
- Wash up throughout the day to keep pollen away from your eyes and nose
- Know what causes your allergies and try to avoid those things

Michelle's MARKETING MINUTE



How Does Presort Work?

Presorting your first class mail can save you on postage. It can also save you time. It's consolidated and touched less (keeping the mail piece's integrity, to boot). It ships deeper into the USPS system from the outset. Your mail can get out more efficiently saving you both time and money. With Midwest Direct's First Class presort you get:

- **No Delays**
- **Same Process You Use Today**
- **Cheaper, Better, Faster Mailings**
- **Midwest As A Liaison Between You And USPS**

Switch over to presort service with Midwest Direct. Contact us at 216.251.2577 to talk to one of our presort experts.

Communication Tip:

SHOW YOU ARE LISTENING FOR BETTER SALES

Most salespeople want more sales, but how many are willing to really listen in order to achieve that goal? Here are a few tips to listen for better sell-through:

- Seek to understand - your first meeting should be about learning what your client's needs are rather than trying to sell them everything in your arsenal
- Eye contact - it conveys trust and understanding as well as showing you are paying attention
- Mirroring - take what your client is saying and repeat it back to them in different words so they know you understand
- Ask the important questions - asking questions such as "Why did you ask us here today?" will help you get straight to the point and learn more about what your clients truly need
- Ask "why" - don't be afraid of asking why if you don't understand, this will help you better understand why your client is doing something and make them feel better understood

Mischief in the Office!



When our Pittsburgh facility needed a new table, our Cleveland team members were happy to help

...Go Browns!!



DIRECT Hit



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PRESORTED
STANDARD
U.S. POSTAGE
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Spring Fun Facts!

Office Mischief!

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