

# DIRECT

## The **SUCCESS** *Spotlight*

# Hit



## NAME TO A GOOD LOOKING FACE: Jason Hartman

Jason Hartman, our second shift supervisor, has been at Midwest for 20 years. He is responsible for many tasks including loading trucks, analyzing data at the end of each pass, completing reports, and working with operators on the mail sorters to ensure they meet their dispatch times. We are so glad to have Jason as part of our team!

### *Do you have any fun plans for the summer?*

I might be going to South Carolina this summer to visit friends. I have been going there for the 4th of July for the last few years.

### *What would your dream vacation be?*

I would like to visit Ireland someday.

*Editor's Note: Good choice. We hear it is beautiful there!*

### *What is your favorite family memory?*

When I was younger, we would go down to Seneca Lake and water-ski every weekend.

### *Tell us about your family.*

My mother lives in Cuyahoga Falls, my father lives in Green, and my brother lives in North Carolina.

### *What's your favorite movie or TV show?*

I like a lot of movies in the Halloween franchise.

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

Most days start for me by getting the daily reports started and reviewing data to ensure all profiles were processed correctly. This is done until the first pass is completed. I also work with operators on the sorters and check set-ups and profiles. Close to the end of pass one, I start getting the data ready for the second pass by finding the most efficient way to combine bins for second pass production. At the end of pass one, I analyze the data, do reports, and prep everything to generate the data for the Post Office. After the production crews leave, I work with the Warehouse staff and load the trucks at the end of the night.

### *Please go through your journey here at Midwest.*

I started working in Akron in 2000 as a driver for a few months. Then, I was an operator for about a year before I became a lead. Finally, I became a supervisor in 2003. In 2004, the production part of Akron was consolidated to Cleveland. I was a transportation supervisor in Akron for a few months before coming to Cleveland as the second shift supervisor.

### *What is one recent success that you are proud of?*

I would have to say the way the second shift in presort has transitioned the last few years is a big success. Everybody works as a team and we have a very productive shift.

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

The technology has changed dramatically since I started in 2000! When we used to transfer data from Akron, we used floppy disks to get data from the sorters. When I started working in the Cleveland plant in 2004, all of the sorters were 117 bin PTI sorters and now all the sorters have been upgraded.

### *What parts of your job do you find challenging?*

Probably the most challenging part of my job is now behind me. It was challenging at times when we had an in-house postal unit. Now, the most challenging part of my job is handling questions with data, or a truck that breaks down -- and we still have to get all mail out by our dispatch times.

*Editor's Note: Jason mentioned that the scariest moment of his job was showing Sean Gebbie how to drive a box truck. He said Sean hit every curb from the Akron plant to the Post Office.*





## Team Treats



## CHILI MAC AND CHEESE

July is a popular month for summer cookouts. If you need a recipe to take with you to one of your cookouts this month, consider making this recipe by Delish for chili mac and cheese that will surely be a hit at any party this summer:

### INGREDIENTS:

- 1 tbsp. canola oil
- 1 large white onion, chopped
- 3 cloves garlic, minced
- 1 lb. ground beef
- 1 (15-oz.) can fire-roasted diced tomatoes
- 1 (15-oz.) can kidney beans, drained and rinsed
- 1 tbsp. chili powder
- 2 tsp. cumin
- 1/4 tsp. cayenne pepper
- 3 c. low-sodium chicken broth
- 12 oz. pasta, such as orecchiette or shells
- 2 c. shredded cheddar
- Freshly chopped chives, for garnish

### DIRECTIONS:

1. In a large pot over medium heat, heat oil. Add onion and cook until tender, then add garlic and stir until fragrant, 1 minute.
2. Add ground beef and cook until no longer pink, about 5 minutes. Drain fat.
3. Return pot to heat and add the diced tomatoes, kidney beans, chili powder, cumin, cayenne, chicken broth, and pasta and bring to a simmer. Simmer until pasta is al dente, 14 to 15 minutes.
4. Remove from heat and stir in cheddar until just melted. Garnish with chives and serve.

(recipe: <https://tinyurl.com/yawso2q6>)

## Health & Safety Tip of the Month:

### SUN SAFETY

When it comes to sun safety, most people do not take it seriously. Those of us that live in Ohio want to get every bit of sun we can in the few short months we have it. However, not protecting yourself from the sun can cause things like dehydration and heatstroke. Here are some tips on how to protect yourself from the sun this summer:

- **Make sunglasses a summer staple.** Sunglasses shield your eyes from UV rays that can cause eye problems, such as cataracts. Look for a pair that says it blocks between 99% and 100% of UVB and UVA rays.
- **Limit your sun exposure when the sun's rays are at their strongest.** Between 10 am and 4 pm is the time that you want to find shade by the pool or stay out of the sun completely.
- **Use sunscreen correctly.** UV rays can damage your skin in under 20 minutes. Put on a sunscreen that is SPF 15 or higher at least 15 minutes before going outside. Remember that you need to reapply sunscreen every two hours and after swimming or sweating.
- **Say no to tanning.** It is a complete myth that indoor tanning is a safer alternative to sun tanning. Tanning beds expose you to intense UV radiation, which increases your risk of skin cancer and skin damage. And no -- getting a "base tan" is not a healthy method of protecting your skin from the sun.
- **Drink lots of water.** This should be common sense. However, many people do not understand why they feel sick or lethargic in the heat of the summer while outside or at work. Dehydration is caused by not enough water and excessive heat exposure. This leads to heat cramps, exhaustion, and even heat stroke. Drink plenty of water, especially on those extra hot days!



## Communication Tip:

### BUSINESS EMAIL ETIQUETTE

Knowing the right etiquette when it comes to writing and sending a business email is extremely important. Here are some tips that will help you write and send a clear, concise, and professional email:

- **Get to the point.** Do not deviate from the message. Know your audience and make sure not to add too much fluff that will make the recipient lose interest before getting to the important part.
- **Be cautious of your tone.** The tone changes based on your audience. An incorrect tone can come off as disrespectful or inappropriate.
- **Choose the correct format.** Emails are usually skimmed. Adding whitespace, headers, bullet points, and easy-to-read fonts will make sure that the recipient does not skim over the important parts of the email.
- **Choose a subject line that grabs the recipient's attention.** The subject line provides the biggest opportunity to ensure that your email gets read. If you have a concise subject line that portrays what the email will be about and is written in a descriptive way to grab attention, your email is less likely to get lost in the recipient's inbox.
- **Make sure that you have a call-to-action and closing message.** Near the end of the email, include a specific call to action. The email is being sent to accomplish one task: the call to action.

Read more at: <https://tinyurl.com/y53oadn3>

## Michelle's MARKETING MINUTE



### What Not To Do: Data Edition

If you're new to data for mail (or you've got a lot of data that needs a lot of help), here is a basic checklist you can use to prevent wasted postage fees and get your data in shape for better marketing results:

- **Do not mail multiple of the same documents to the same address.** If you have trouble cross-referencing multiple databases to clean up the list, get a professional, like the data team at Midwest Direct to help.
- **Make sure to update your list for deceased records.** There is nothing worse than sending mail to someone who has been gone a while - not to mention the effect on the family and your reputation.
- **Not updating NCOA is a rookie mistake.** Seventy-five million Americans move every year. What are the odds you're wasting money on postage - not to mention losing valuable prospects - if you don't update?
- **Returned mail** (Mail you pay the USPS to receive as a "return to sender") is usually treated as dead, and data managers remove that address from the list. However, if you compare the price of updating your records with an NCOA run vs. the price of acquiring new prospects, you'll find the NCOA is often a much better investment.
- **Not seeding your mailing** with the names and addresses of insiders (like yourself and your marketing team) is a pennywise and pound foolish move. Always seed your list for better insight.

**If any of these data strategies are outside your scope or you just want more information, contact us at 1.800.686.6666 or [info@mw-direct.com](mailto:info@mw-direct.com) to get started today!**

## FUN FACTS:

### GUMMY WORMS

July 15th is national gummy worm day. Here are some fun facts about the sweet treat that American children have come to love:

- Gummy worms were first developed in the early 1980s.
- Gummy worms were invented to intrigue children and gross-out their parents, which is where the worm shape came from.
- In production, beeswax is added to make the worms less sticky.
- Most gummy worms are a combination of 2-3 flavors.
- The largest gummy worm you can buy is 2ft long and about 3lbs from Amazon.





# DIRECT Hit



2222 West 110th Street • Cleveland, Ohio 44102-3512  
[www.mw-direct.com](http://www.mw-direct.com)

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
MWD

## Inside This Edition...

*Gummy Worms!*

*Sun Safety!*

*Data Tips!*

**Determine the best  
solution for your next First  
Class Mailing project with  
Midwest Direct**

Read about it on [mw-direct.com/blog](http://mw-direct.com/blog)

Tell us what you think. Email your comments and give us  
your feedback on what you enjoy about Direct Hit!



Questions or comments?  
Email us at [marketing@mw-direct.com](mailto:marketing@mw-direct.com).