

# DIRECT

# Hit

The **SUCCESS** *Spotlight*



## NAME TO A GOOD LOOKING FACE: Dana Fowler

Dana Fowler, our Internal Marketing Coordinator, started at Midwest about two years ago. She is responsible for managing how Midwest is perceived by the general public by making sure our social media posts, blogs, podcast, etc. stay in brand and say the right message to our audience. We are so glad to have Dana as part of the Midwest family!

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

I have 5 weddings to go to this summer and I am a bridesmaid in two of them!

*What would your dream vacation be?*

I've recently been interested in Disney Cruises. I am a huge Disney fan and would love the chance to go on a ship with Mickey! I would also always go to Disney World or Disneyland any day of the year.

*Tell us about your family.*

I live with my boyfriend of 6 years, and our two adorable cats, Rae and Ridley. My mom and grandma live about 10 minutes away from me so I see them a lot, they're the best. My dad and sister live in Florida, so I don't see them as often but I always have an excuse to leave Ohio when it gets cold in the winter.

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

I am a huge Marvel and Disney fan. I can pretty much watch any of those movies on repeat without getting bored.

*Please go through your journey here at Midwest.*

I started in the summer of 2018 as a marketing intern, primarily working on social media, blogs, and the newsletter. When I went back to school in the fall, I stayed on part time remotely and worked on the same things and other special projects until I graduated in May. When I started on full time, I was thrown a bunch of other projects like helping rework the website, launching the podcast, and a lot more fun projects.

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

The main change I have had a big part in has been the website rebrand we did last year. That has made a HUGE difference on how we communicate with those outside of Midwest and the efficiency of those communications. On the other side of things, our building is constantly getting upgrades. It seems like every week I am being asked to go to a different part of the building to take pictures because we got a new piece of equipment!

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

Most days I am working on the "persona" of Midwest Direct. That could be writing emails or blogs, scheduling social media posts, figuring out what the next podcast is, working on sell sheet layouts, or planning for events and tradeshow. Every day is a little different depending on what projects come across my desk that day.

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

I am really proud of "The Plus Podcast" that we started last August. It started out as a hint of an idea and we have turned it into a really successful and fun channel for Midwest Direct. I also taught myself how to record, edit and publish podcasts in the process, so that is pretty cool.

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

My job is very project based, so some days I don't have a lot to work on and those days can be slow, and other days I have so much to work on it's hard to keep up. Finding the balance is difficult, but I feel like I am getting there.





## Team Treats



# HAM AND CHEESE SLIDERS

These ham and cheese sliders by Delish are a perfect party dish for any spring or Easter celebrations you have coming up.

## INGREDIENTS:

- ¼ cup mustard
- 1 tbsp honey
- ¼ cup melted butter
- 1 tbsp poppy seeds
- ¼ cup mayonnaise
- 12 slider buns
- 12 slices deli ham
- 12 slices swiss cheese

## DIRECTIONS:

1. Heat oven to 350° and line a large baking sheet with parchment paper. In a small bowl, combine mustard and honey. Whisk to combine.
2. Make poppy dressing: In a medium bowl, combine butter, poppy seeds, and 1 tablespoon of the honey-mustard mixture. Whisk to combine.
3. Split slider buns in half horizontally and place the bottom half on a baking sheet. Spread mayo in an even layer on the bottom layer of slider buns, then top with an even layer of ham and cheese. Spread top buns with honey-mustard mixture, then place on top of the cheese layer. Pour poppyseed dressing on tops of buns (using a pastry brush to spread if necessary) until all buns are coated.
4. Place in the oven and bake until cheese is melty and the buns are golden, 10 to 12 minutes. Slice and serve.

## FUN FACTS:

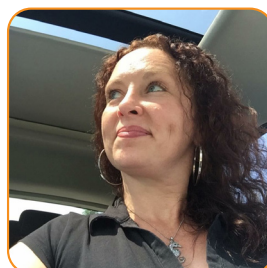
### JELLY BEANS

April 22nd is National Jelly Bean Day! Time to grab a bag of the popular treat and learn facts about the most popular jelly bean brand — Jelly Belly. Just maybe stay away from the earwax flavor...

- Blueberry flavor was created for Ronald Reagan's presidential inauguration in 1981, when over three tons of Jelly Belly beans were consumed during the festivities.



- It takes 7-14 days to make a single Jelly Belly jelly bean.
- Enough Jelly Belly beans were eaten in the last year to circle the earth more than five times.
- Jelly Belly jelly beans became the first jelly beans in space when they traveled aboard the 1983 Challenger Space Shuttle.
- They were the first candy to be sold by weight rather than by piece.



## Melinda's MOTIVATIONAL MOMENT

*"The person who says it cannot be done should not interrupt the person doing it."*

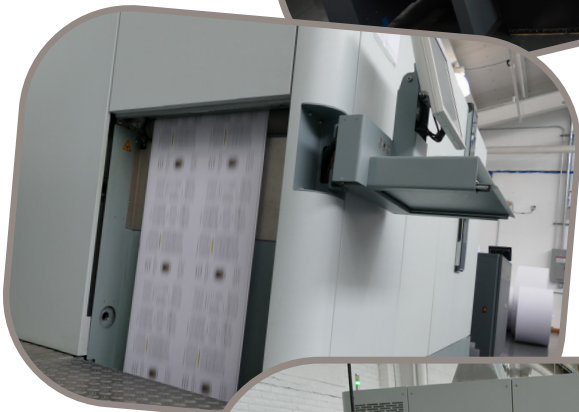
## Print Puzzles

### CANON COLORSTREAM® 3900

Whether you're a current print-mail client considering the transition to digital color, or a future client evaluating technologies of potential outsourcing partners, here are a few facts about our Canon ColorStream® 3900 digital color printing system:

- Our Canon ColorStream® 3900 features Inkjet DigiDot technology that produces consistently crisp, pixel-precise registration, with the perceived output of up to 1200 dpi. This is full color and high speed.
- Our Canon ColorStream® 3900 is a continuous feed digital press with a maximum print width of 20.5 inches. The fast, high volume engine delivers up to 56 million full-color impressions per month – or nearly 2,000 letter-length impressions per minute.
- This printer reduces waste and enhances production control, increasing print efficiencies and paper usage to create a more cost effective and environmentally responsible printed product.

Contact us at  
1-800-686-6666  
before your next  
print/mail project  
and learn more  
about high speed,  
high quality, digital  
color printing with  
Midwest Direct!



## Health & Safety Tip of the Month: TORNADO SAFETY

There are an average of 19 tornadoes per year in Ohio. Tornado season is upon us, falling between April and July. Take time now to prepare for one. Here is a list of things to get together that may come in handy in an emergency:

- Fresh batteries and a battery-operated TV, radio, or internet-enabled device to listen to the latest emergency weather information.
- An emergency kit (including water, non-perishable food, and medication).
- Important documents, including birth certificates and social security cards.
- Remember to make sure everyone has shoes, wallets, and car keys.
- Most importantly, your family and your animals. Make sure you have a plan before so that everyone knows where to go and how to deal with an emergency situation.



## Communication Tip: DELIVERING NEGATIVE NEWS

No one likes giving or receiving bad news, but often times it is something that needs to be done. There is a right way to deliver that negative news that your listener may not want to hear, read, or receive. Here are a few goals to keep in mind when delivering negative news.

- Be clear and concise in order not to require additional clarification and help the receiver understand and accept the news.
- Maintain trust and respect for the business or organization and for the receiver.
- Avoid legal liability or erroneous admission of guilt or culpability.
- Reduce the anxiety associated with the negative news to increase comprehension.
- Achieve the designated business outcome.



# DIRECT Hit



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PRESORTED  
STANDARD  
U.S. POSTAGE  
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MWD

## Inside This Edition...

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**In 2019 Midwest Direct  
created, produced,  
and delivered over  
two million ballots!**

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).