

# DIRECT

# Hit

The **SUCCESS**  
*Spotlight*



## **NAME TO A GOOD LOOKING FACE: DAVE PICKERING**

Dave Pickering has been part of the Midwest family for 11 years now. As he puts it, he is our “Senior Big Truck Driver”; in other words, he is one of our Semi Truck Drivers. He is one of the faces our clients see the most and he does his best to make sure they get the best experience. We are happy to have his smiling face on our team!

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

I went to South Carolina in August. My wife and I go every year for our anniversary.

**What would your dream vacation be?**

A motorcycle trip across Europe to Scotland, England, France, all of those great places.

**What is your favorite family memory?**

The family reunions every year - from when I was a kid until now.

**Tell us about your family.**

I am the youngest of eight. One of my brothers lives in Houston, Texas; one is in Loveland, Colorado and two brothers and one sister live here in Cleveland. I have my lovely wife, 8 children, and 13 grandbabies that are growing up way too fast.

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

I am a Star Wars geek – I love all the movies. Every year for Christmas, my family gives me Star Wars figurines, lightsabers, mugs; you name it and I probably have it.

**Take us through your journey here at Midwest.**

I have been driving for most of the time here. I was at Pittsburgh for the first year then moved to mid-shift here in Cleveland. Now I see our higher volume customers in one of our semi-trucks.

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

I don't have as many stops as some of the other drivers since I have the higher volume clients and a bigger truck. I do my best to give clients great service. I give them 105% of our company hospitality. I make sure our clients feel like they are getting the best service.

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

Growth! We've gone from one CDL driver to three since I have been here. Our mail volume has gone up, but we have still maintained the family atmosphere. It still feels like a family with the way the managers treat everyone else.

**Editor's Note: When we say “Midwest Family” we truly mean it. We're all a family here.**

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

After 40 years of smoking, I can proudly say I have quit — cold turkey. It has been 8 weeks!

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

Mostly the elements and having to deal with other drivers on the road.

**Editor's Note: Phil said the same thing when we interviewed him in April!**





## Team Treats



## MACARONI & CHEESE

Here is the recipe for the most delicious homemade macaroni and cheese from the blog Picky Palate.

### INGREDIENTS:

- 3/4 pound cooked small pasta
- 1 stick unsalted butter
- 1/2 cup all-purpose flour
- 1 teaspoon kosher salt
- 1/2 teaspoon freshly cracked black pepper
- 2 cups milk
- 2 cups finely shredded mild cheddar cheese

### DIRECTIONS:

1. Melt butter into a medium saucepan over medium heat. Once melted, whisk in flour, salt, and pepper. Stir and cook for 3-4 minutes until the color of roux gets slightly darker.
2. Slowly whisk in milk, stirring continuously until thickened, about 2 minutes. Reduce heat to a simmer and stir in cheese until melted.
3. Transfer cooked pasta to large dutch oven or pot over low heat. Pour cheese sauce over top, stirring to combine. To thin the sauce, add a few tablespoons of milk at a time until desired consistency.



*Melinda's*

### MOTIVATIONAL MOMENT

Put yourself to the test with Melinda's favorite quote for this month:

*"The real test is being kind to unkind people."*

## Our Team is Award Winning!

This summer the Midwest team has been hard at work and hard at play. Here are a few of the fun things that we did this summer:

- After years of honing his logistics and transportation skills, Rich Gebbie put his expertise to good use at the 2019 Hemmings Motor News Great Race! See him fly by in the candy apple Corvette, number 127 (time 7:30 in this video <https://tinyurl.com/rich127> )
- Jean Depalma and Gina Greco from our Data Department took on the Warrior Dash on one of the hottest days of the year (94°F) and got a little muddy. They are trying to recruit a Midwest team for next year. Any takers? (PS. The Marketing Department is committed!)
- We said Happy Retirement to two of our tried and true, Doug Haemmerle, after 36 years of service, and Buddy Crook after 10 (almost 11) years. They will be sincerely missed here at Midwest!
- The Marketing Department was joined by intern Charlie Brock, who has helped us put together Direct Hit, and much more, over the summer. We were very happy to have her on the team and wish her the best of luck at Baldwin Wallace this year!



## Health & Safety Tip of the Month:

### HOW SLEEP CAN HELP YOU BE MORE PRODUCTIVE AT WORK

The kids are back-to-school when stressful mornings and an even greater lack of sleep begins. Here are some tips on why it is important to make sure you are getting the right amount of sleep to help you stay productive and survive your workday:

- You will recover from distractions faster. When you're sleep deprived, you'll have more trouble focusing on the task at hand after a disruption, compared to someone who is well rested.
- Your memory will improve. If you're sleep-deprived, you have a higher chance of having a poorer working memory, compared with those who are getting an ideal amount of sleep.
- You will make fewer mistakes. Even if you're moderately sleep-deprived, you'll have a 50 percent slower response time and a lower accuracy rate on simple tasks than someone who is under the influence of alcohol.
- You will help prevent burnout. Sleeping less than six hours each night is one of the best predictors of on-the-job burnout. Get into the habit of snoozing more now to raise the odds of having a better career and enjoying your job.
- You will make better decisions. Sleep improves your ability to make more accurate split-second decisions by about four percent.

Michelle's **MARKETING MINUTE** 

### Window Envelopes: Choosing the Right Material

Using a window envelope is an easy way to let your recipient get an idea of what your message contains. The material used for the window is just as important as the window itself. Here are some common material choices for window envelopes:

- Cellophane: Exceptionally clear, but expensive.
- Colored film: Polystyrene film with color added to it which is perfect for creative direct mail purposes.
- Polyester film: High quality, durable, and resistant to high temperatures.
- Glassine: Made of a vegetable-based material with no petroleum products. It's a bit hazy, but this actually is a benefit when it comes to USPS optical readers where glare can sometimes be an issue. If you own an environmentally-conscious business, a glassine window makes the entire envelope recyclable.
- Polystyrene: The most popular choice because of its flexibility and ability to resist changes in humidity.

At Midwest Direct, our team of experts can help you determine what type of envelope and window is best for your direct mail needs. Contact us today at 1-800-686-6666 to get started!

## Communication Tip:

### BODY LANGUAGE SIGNALS THAT ONLY THE BEST SALESPEOPLE CAN READ

The best salespeople actively seek to "hear" their prospect's body language, as much as they listen to the words they're saying. The ability to read and respond to body language signals is essential as a salesperson. Here are some things to look for when attempting to read a prospect's body language:

- If a prospect is looking at you, they are thinking about what you are saying. If they are looking at a product or paperwork, they have disengaged. You may want to ask them if they have questions. If they are looking at the door or a clock, they are probably thinking about how they want to leave.
- Often, a prospect's eyes will move about the room but will continue to return to the thing they are thinking about. Track where they are looking and you'll know where the conversation is leading.
- If your prospect is drumming their fingers, it suggests impatience. If they are playing around with things on the table, it suggests annoyance or boredom. If they are resting their arm on the armrest and leaning into it, they may be showing that they have a desire to leave the meeting.
- If their shoulders are aligned with yours and hands are open, they are interested and engaged in what you are saying.
- During negotiation, bouncing or tapping feet can indicate that a person feels they have the upper hand.
- Typically, if someone's feet are pointed towards you, they are open to your ideas. If they are pointed away, the person is most likely closed off to hearing you out.



September 3rd is Labor Day in the United States. Families across the country will celebrate with barbecues, picnics, sporting events, and activities on the beach. Here are some fun facts you might not have known about the holiday:

- The first Labor Day occurred on September 5, 1882, in New York City.
- Oregon was the first state to make Labor Day an official holiday in 1887.
- The holiday's origins stem back to the 1800s when the average American worked 12-hours a day, 7-days a week. Children ages 5-6 worked in factories and mines.
- Labor Day began as a demonstration for workers rights.
- The first Waffle House opened on Labor Day in 1955! (Let's go for waffles!)



# DIRECT Hit



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## Inside This Edition...

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# Generate Insights From Your Data With Midwest Direct

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