

DIRECT

Hit

The **SUCCESS** *Spotlight*



NAME TO A GOOD LOOKING FACE: The Dogs of Midwest Direct

The past few months have been pretty tough for everyone except our fur babies who are happy that some of our employees have had the chance to spend more time at home. Since our fur babies bring us so much happiness, we thought we would share them with you in hopes they can bring you a smile too! **Can you match the pups to their owners?**

**Hit: Check our Facebook, Instagram and Twitter.*



Mike Ruffing

Chris Lightner

Baylee and Willow

Mandy Clayton

Molly and Eva

Archie

Sean Gebbie

Jules Verne

Melinda Kirk

Mylo

Mr. Bun

Will Ulrich

Archie belongs to Mike Ruffing, Baylee and Willow belong to Mandy Clayton, Jules Verne belongs to Melinda Kirk, Mr. Bun belongs to Chris Lightner, Mylo belongs to Sean Gebbie and Molly and Eva belong to Will Ulrich.

Team Treats



SLOW COOKER ITALIAN BEEF SANDWICHES

Whether you are looking for a dish to take to a Memorial Day party, or a recipe to enjoy with the family, you will love this easy crock pot recipe by Iowa Girl Eats for Italian beef sandwiches.

INGREDIENTS:

- 3lb chuck roast, trimmed of visible fat and cut into large hunks
- 1 packet of Zesty Italian salad dressing mix
- 8oz Pepperoncini pepper slices and a splash of the juice (plus extra for serving)
- 8oz Giardiniera (Chicago-Style Italian Sandwich Mix,) drained (plus extra for serving)
- 14.5oz can beef broth
- Provolone cheese slices
- Hoagie buns

DIRECTIONS:

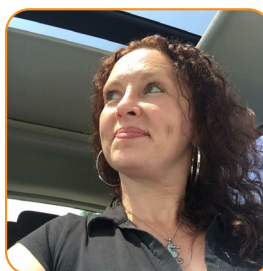
1. Place chuck roast into the bottom of a 5.5-6 quart crock pot then sprinkle with Italian salad dressing mix. Add pepperoncini peppers plus a splash of juice and beef broth then lift up chuck roast pieces to get broth underneath.
2. Place a lid on top then cook on low for 9 hours, or until meat shreds easily with a fork. Shred then place meat back into crock pot and cook on low for 1 more hour.
3. Split buns in half then scoop the shredded meat mixture on top and add provolone cheese slices. Top with additional pepperoncini peppers then serve.

Health & Safety Tip of the Month:

MOTORCYCLE SAFETY FOR CAR DRIVERS

May is Motorcycle Safety Month. With the weather starting to warm up in Ohio (just barely), we have listed some tips on things that drivers can do to share the road more safely with bikers:

- **Beware of your blind spots.** Motorcycles are smaller than cars so they can be doubly as difficult to see when turning or switching lanes. Be sure to make a visual check as well as use your mirrors when turning or merging.
- **Slow down behind motorcycles.** Motorcycles don't handle the road the same way as cars, and can be much more sensitive to changes on the road. Motorcycles can also maneuver much faster than cars, so slow your roll to make sure you have time to react.
- **Dim your headlights.** High beams are more blinding for motorcyclists, so it is important to be sure to dim them when you pass them on the roads at night.
- **Don't tailgate.** Leaving room between you and a motorcycle in front of you is essential to helping prevent accidents. Giving yourself room will give you time and space to react if the motorcyclist makes a quick, unexpected turn.
- **Make sure to use your turn signals.** Regardless of whether motorcycles are on the road or not, you should use your turn signals to help others on the road anticipate your next move.



Melinda's

MOTIVATIONAL MOMENT

"Never regret a day in your life. Good days give you happiness and bad days give you experience."

Communication Tip: LEADERSHIP STYLES

There are many correct ways to lead a group of people, and a great leader uses a little bit of every style of leadership. Here are the 6 different styles of leadership:

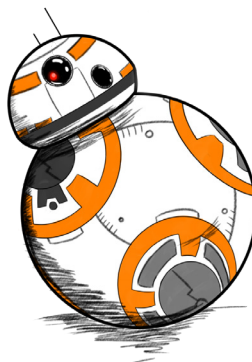
- **Visionary Leadership.** The visionary leader moves people towards a shared vision. It's not about how to get there, it's about getting your team to understand where you want to go.
- **Coaching Leadership.** Coaching leadership is not dictating what a person should do every step of the way, but rather guiding them towards an improved version of themselves so they can best contribute to the team, while also meeting their own personal objectives.
- **Affiliative Leadership.** Managers with this leadership style act as a branch, making connections throughout their organization. Their focus is to create a more harmonious workplace where everyone knows and works well with each other.
- **Democratic Leadership.** A democratic leadership style is all about creating group alignment towards a result.
- **Commanding Leadership.** These leaders typically come across as cold and emotionless and lead with fear. Most of the time, this style has extremely negative effects on company culture and is highly ineffective.
- **Pacesetter Leadership.** A pacesetter leader sets goals for their team that they expect will be reached no matter what. They demand a lot from their people and exemplify what is expected of the team.

FUN FACTS: STAR WARS

May 4th is known around the world as National Star Wars Day.

With the popularity of the franchise and the recent launch of Galaxy's Edge at Disney World, we thought we would share some mind-blowing facts about the original trilogy - and a few other fun facts for good measure:

- The trash in the Death Star garbage compactor scene was real. Apparently, the smell was so bad that Mark Hamill (Luke Skywalker) burst a blood vessel from trying to hold his breath.
- It took seven men to portray one Jabba the Hutt. The \$500,000 puppet required three puppeteers inside controlling the jaw, arms, tongue, and head and four people outside on radio controllers for the eyes and cigar smoke.
- The opening text crawl originally took 3 hours to shoot and used 2-foot-wide die cut yellow letters over a 6-foot-long black paper background.



- The tiny South Pacific island of Niue accepts limited edition Star Wars collectible coins as legal tender.
- Chewbacca's voice is comprised of dying animal recordings of bears, walruses, lions, and badgers.



Michelle's MARKETING MINUTE

Do You Know Why Your Competitors Are Using Print?

Many organizations have cut print and mail due to budget restrictions and difficulty in tracking. However, this strategy can have strong negative impacts on marketing results and sales. Here's why successful marketing teams use print strategically to bolster results.

- **People engage more with print.** Despite the growing popularity of electronic media, research shows that paper ads engage viewers for more time, while digital advertisements are processed more quickly.
- **Direct Mail Makes a Lasting Impression.** While both mediums achieve the goal of grabbing viewer attention, paper ads are found to give people the ability to quickly and confidently remember advertisements and their sources and engage the viewer more.
- **People Trust Print.** With the internet full of misleading advertisements and pop-up screens, viewers often consider print ads as a more credible source than digital ads and are more likely to read a printed ad than to click on a pop-up window online.
- **People Love Personalized Marketing Messages.** People respond more to marketing messages when they are more directly related to them. Achieving this goal is easy with direct mail that allows variable print options such as a person's name, variable art, and variable data to create a more personalized advertisement.

We have good news! Midwest Direct produces and distributes both digital and print ads. We can help you decide the best mix of ads to reach your target market best. **Contact us at 1.800.686.6666 to market better with Midwest.**

DIRECT Hit



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your feedback on what you enjoy about Direct Hit!



Questions or comments?
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