

SUMMER 2019
ISSUE 4

DIGITAL DOG DIGEST



POWER PLAYS

in SPORTS and BUSINESS

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MIKE TROUT: THE BIGGEST POWER PLAY IN BASEBALL HISTORY?



When Mike Trout of Millville, NJ was drafted out of high school in the first round of the 2009 Major League Baseball draft, everyone knew he was good. Nobody dreamed he would be this good.

Teams sometimes say they “hit the lottery” when they draft a superstar player. The Los Angeles Angels hit about five Mega Millions jackpots simultaneously when they called Mike Trout’s name — after 24 other players had been chosen before him.

The scouting report said Trout would show decent power: “He projects to hit 18-25 home runs annually.”

He’s averaging more than 30 home runs per season despite playing his home games in a pitcher-friendly ballpark. He can also hit for average, steal bases, draw walks and play a premium defensive position in centerfield.

In seven full seasons, Trout has won two Most Valuable Player awards and finished second four times. When he missed a quarter of the 2017 season due to injury, he still finished fourth.

We could rattle off stats and awards until we’re blue in the face, but there’s one metric — wins above replacement (WAR) — that comes the closest to measuring a player’s true value in all facets of the game.

Entering 2019, Mike Trout’s career WAR was 60.8. The only two players in MLB history with a higher WAR through their age-26 seasons are Ty Cobb (63.4) and Mickey Mantle (61.4). His WAR per 162 games trails only Babe Ruth.

That’s pretty exclusive company.

Trout’s status as the best player in the game today is undisputed. His career is already Hall of Fame-worthy as he enters his age-27 season. But if he continues at his current pace, Mike Trout could go down in history as the best player ever.

His on-field performance is one of the most impressive power plays not just in the history of baseball, but in all of sports. Then he put pen to paper on a contract with the Angels for \$426.5 million over 12 years — the largest deal in North American sports history.

The funny thing is, most baseball analysts agree that the contract is a steal for the Angels. The average annual value of about \$35.5 million will probably be beaten in the next two years, if not sooner. If Trout had reached free agency after the 2020 season, a bidding war surely would have led to a contract of more than \$500 million and possibly \$600 million.

That’s what makes Mike Trout’s power as the best and highest-paid player in baseball so unique. He could very well be the quietest superstar in sports.

He keeps a low profile. He didn’t want to go to free agency. He doesn’t seek out endorsement deals. When the season is over, he likes to retreat to his home in Millville, hang out with friends and watch the Eagles.

But make no mistake — Trout wants to win. Post-season success is the only thing missing from his resumé. That’s what he believes will shape his legacy more than individual accolades.

Get ready. You could be on the verge of witnessing a power play like you’ve never seen. 🐾

CROSS TRAINING in SPORTS and BUSINESS



In order to improve overall performance, athletes often train in other sports to work different muscle groups, develop a new set of skills, and reduce the risk of injury.

Cross training can also be beneficial in business. By learning about your colleagues’ routines and demands, you in turn will become more understanding, communicative, and efficient in your own role.

Here are ways that cross training will enhance your performance at work...

INCREASED

- Flexibility
- Versatility
- Endurance
- Agility
- Efficiency
- Teamwork
- Morale



It's DIGI'S Birthday!



DIGI'S CANINE CORNER



HAPPY BIRTHDAY DIGI!

Digital Dog Direct celebrated our mascot Digi's birthday in March. We did so by collecting donations for EASEL Animal Rescue League, & Pet

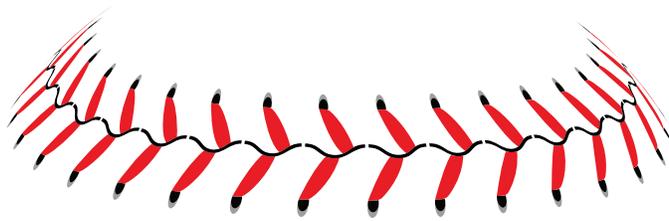


Adoptions located in Mercer County, New Jersey.

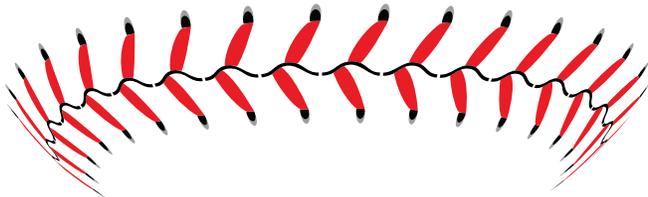
Digital Dog Direct collected everything from canned food to toys to leashes over the course of several weeks—even our clients chipped in. Then several employees—Stephanie, Dwayne, and

Jen (pictured above) delivered the donations to EASEL on behalf of the team.

Thanks to everyone who helped and made a direct, positive impact on our community! 🐾



MLB ALL STAR GAME PERSONIFIES THE POWER OF BRANDING



A celebration of stars and six-strings. That's the theme of the 2019 MLB All Star Game at Progressive Field in Cleveland, captured in a guitar-shaped logo bordered by baseball stitching. As the home of the Rock & Roll Hall of Fame, Cleveland rocks.

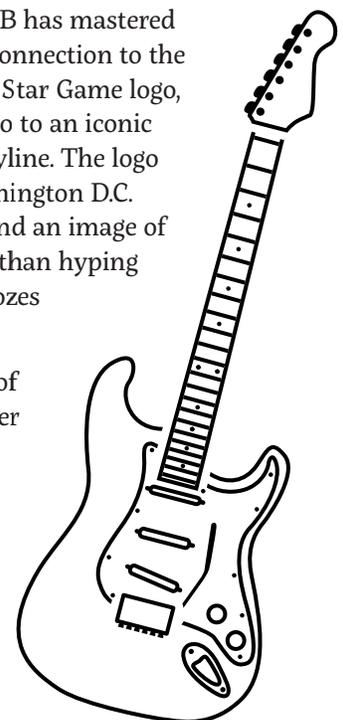
"You can look at this particular mark, and you can hear it," said Anne Occi, Major League Baseball Vice President of Design.¹ That's the power of branding and a great logo. They trigger an emotional

reaction, especially for the hometown fans who feel a sense of pride, buy the most merchandise, and attend All Star Game festivities.

Throughout its history, MLB has mastered the art of making a direct connection to the host city or team in the All Star Game logo, from the team colors or logo to an iconic landmark or downtown skyline. The logo for last year's game in Washington D.C. features stars and stripes and an image of the Capitol Building. More than hyping a baseball game, the logo oozes patriotism.

MLB shows that the value of a brand and logo goes deeper than appearance. The true power lies in how they make people feel. 🐾

1. Anthony Castrovine, "Stars and strings: 2019 ASG logo unveiled", Major League Baseball, August 7, 2018, <https://www.mlb.com/news/2019-all-star-game-logo-unveiled-c289258894>.



DIGITAL DOG DIRECT NEWS

Employee News: Meet Dave Krawczuk, Our New COO



Where did you grow up?

I was born in Paterson, NJ and grew up in Wanaque NJ. My parents owned a print shop and I literally grew up in the business.

Got a hobby?

Not quite. But, I'm an efficiency freak. So, I spend a lot of time thinking about better ways to do things—everything. (It drives my wife and daughter CRAZY.)

What's the fastest way to mow the lawn? Which windows should I open to get the

best cross current? Is it better to button your shirt bottom up or top down? (I'm in the bottom-up camp, for the record.)

Favorite quote?

I have a ton of sayings for every situation. My current favorites include, "I'm nervous as a long-tailed cat in a room full of rockers", "Don't boink a snake with a short stick", and "Don't ever get in a battle of wits with an idiot. He'll drag you down to his level and beat you with experience."

Favorite thing about this industry?

It's easy to get wrapped up in all the hubbub but I always remember that someone out there is being impacted by our work. It could be a poster, a booklet, a letter of acceptance—so many things we send in the mail get hung up on refrigerators, doors, walls. Many times, that one piece means the world to someone—and I had a part in making it.

Something people don't know about you...

This is tough—I'm a pretty open book. That said, not many know that I have quite an affection for Southern Living and Cuisine. 



Employee Spotlight

Debi Lippincott: *Variable Data Programmer*

Debi joined Digital Dog Direct in April 2018 and has been a true asset when it comes to print work.

She went to Middle Bucks Institute of Technology in Jamison, PA, where she learned commercial art and design. She has been working in the field ever since, including 17 years in print, mail, and design.

Debi is still involved with the Institute, working as an advisor and providing the students with insight on current industry trends. She also spends a lot of time with family, reading, and thrifting.

Our favorite secret talent of Debi's is her awesome baking ability! 