ZIPLINE A JOURNEY TO EXCELLENCE

2018 VOL.

2018 VOL. 2

CONTENTS

FROM THE CEO 03 BY STEVE BELMONTE

PRESIDENT'S CORNER 04 BY KRISTEN MCKIERNAN

ACCUZIP EVENTS 08 BY KRISTEN MCKIERNAN

THE ACCUZIP TEAM 12 BY DYLAN WYKE

IT PERSPECTIVE 20 BY DAVE BELMONTE

ADVICE FROM THE INSIDE 22 BY DONNA SUE TACKETT

PLACES TO JOURNEY 24 BY LARISSA BARRIOS

PRODUCT SPOTLIGHT 26 BY ERIC LAMBETH

THE TYPESETTERS TOOLBOX 28 BY DYLAN WYKE

TRAINING YOUR BUSINESS 30 BY DONNA SUE TACKETT

THE SOCIAL PERSPECTIVE 32 BY DYLAN WYKE

> accuzip.com 800.233.0555



FROM **CEO**

I am thrilled to announce our first 'World of WANT TO PERSONALLY THANK EACH AND EVERY AccuZIP User Group Conference', where you one of you for your confidence and loyalty in our products and services to help your will meet the phenomenal people that work business prosper and profit in this growing at AccuZIP, and interact with other successful industry. We value your business and we peers that utilize our technologies to grow their work diligently each day to ensure that you business. We are planning an amazing list of receive the highest level of customer service keynote speakers and educational sessions and best-in-class products and services, backed hosted by our expert team members, along by the only Price Lock Guarantee in the industry with fun activities around and on the water for for our good standing customer partners. you to enjoy during your stay. You will also learn about future development projects and discuss As many of you know, we have expanded our your needs for new technologies to build operations to the Great State of Texas while your business. Finally, there will be a surprise maintaining our California office. With our announcement that you will not want to miss!

As many of you know, we have expanded our operations to the Great State of Texas while maintaining our California office. With our expansion, AccuZIP extended an opportunity to all of our team members across this great country to relocate to our new Texas office headquarters. I was pleasantly surprised that several of our dedicated team members decided to move their families and begin a new life in the Lone Star State. Our new headquarters will allow us to continue growing our support and development capacities.

allow us to continue growing our support and development capacities. Our new Texas office headquarters is located in the Greater Houston area, the fourth most populous city in the nation. Our new waterfront headquarters overlooks the beautiful South Shore Marina and is on the same property as the full-service South Shore Harbour Resort & Conference Center.

Sincerely,

STEVE BELMONTE CEO, AccuZIP Inc.

PRESIDENT'S CORNER

ACCUZIP CROWNED GRAND CHAMPION OF PRESTIGIOUS U.S. POSTAL SERVICE[®] NEXT GENERATION CAMPAIGN AWARD[™] BY KRISTEN MCKIERNAN

CCUZIP WAS HONORED TO ONCE AGAIN attend the National Postal Forum this year in San Antonio, Texas, and even more proud to announce that its submission for the 2018 Next Generation Campaign Award (Formerly the Irresistible Mail Award®) was selected as the Grand Champion in this prestigious competition. (See the image on page 16)

The Grand Champion was selected by a vote of attendees at the National Postal Forum (NPF) and was announced live on May 9, 2018. AccuZIP's selected campaign titled "College Students NCOALink[®] - Have You Moved?" was both designed and printed by AccuZIP Inc.

On site to accept the Grand Champion award, I was provided the opportunity to speak on AccuZIP's campaign-creation process, marketing objectives, and results.

I am so proud of our entire team to have been crowned the Grand Champion of this prestigious award. We were privileged to be in the company of our fellow first-rate finalists and honourable mentions. All of the recognized campaigns were excellently crafted with compelling messaging and creatives. our primary goal at AccuZIP was to show that Informed Delivery[®] should enhance the direct mailing process rather than replace it, and that message appears to really have resonated with the National Postal Forum audience as well as the industry as a whole. I was honoured that several of our AccuZIP team members and customer partners were on site to be part of this esteemed recognition and award as well.

The USPS® distributed a stunning book at the National Postal Forum showcasing a copy of AccuZIP's selected mail piece. For a copy of this book, please email sales@accuzip.com with the subject of: AccuZIP - Grand Champion: Next Generation Campaign Award - Book Request. Please include complete contact information and shipping address.

For more information on how AccuZIP (through our new AccuEngage service) can help with launching an Informed Delivery campaign to add a digital experience to physical mail pieces, please visit bit.lv/accuengage

Learn more about AccuEngage on page 10

ACCUZIP'S COMMITMENT TO PRESERVING YOUR PRIVACY BY KRISTEN MCKIERNAN

information practices and the choices you HERE HAS BEEN A LOT OF NEWS LATELY about GDPR requirements and I'm sure can make about the way your information is you've received plenty of emails about collected and used. To make this notice easy it as well (Maybe even one from us). However, to find, we make it available on our homepage with all this news going around it can be hard and at every point where personally identifiable sometimes to nail down the facts. So, we information may be requested. wanted to take a minute and share with you the Our updated Privacy Policy outlines several basics of GDPR. What it is, what it protects, and ways we are handling these new regulations how we are staying up to date with compliance. such as:

What is the GDPR?

The European Parliament adopted the GDPR (Which stands for General Data Protection Regulation) in April 2016, replacing an outdated data protection directive from 1995. It carries provisions that require businesses to protect the personal data and privacy of EU citizens for transactions that occur within EU member states. The GDPR also regulates the exportation of personal data outside the EU.

The updated Privacy Policy came into effect When was compliance required? immediately and your continued use of the Companies needed to be able to show their AccuZIP Products and services moving forward compliance by May 25, 2018. will confirm your acceptance of these updates and be subject to the new policy.

How is AccuZIP, Inc. complying?

Thank you for your loyalty and trust in our As a trusted customer partner, your privacy is services and brand. important to us. To better protect your privacy ,we provide a notice explaining our online Learn more about GDPR here: bit.ly/2t8TkUU

WHAT TYPES OF DATA DOES THE GDPR PROTECT?



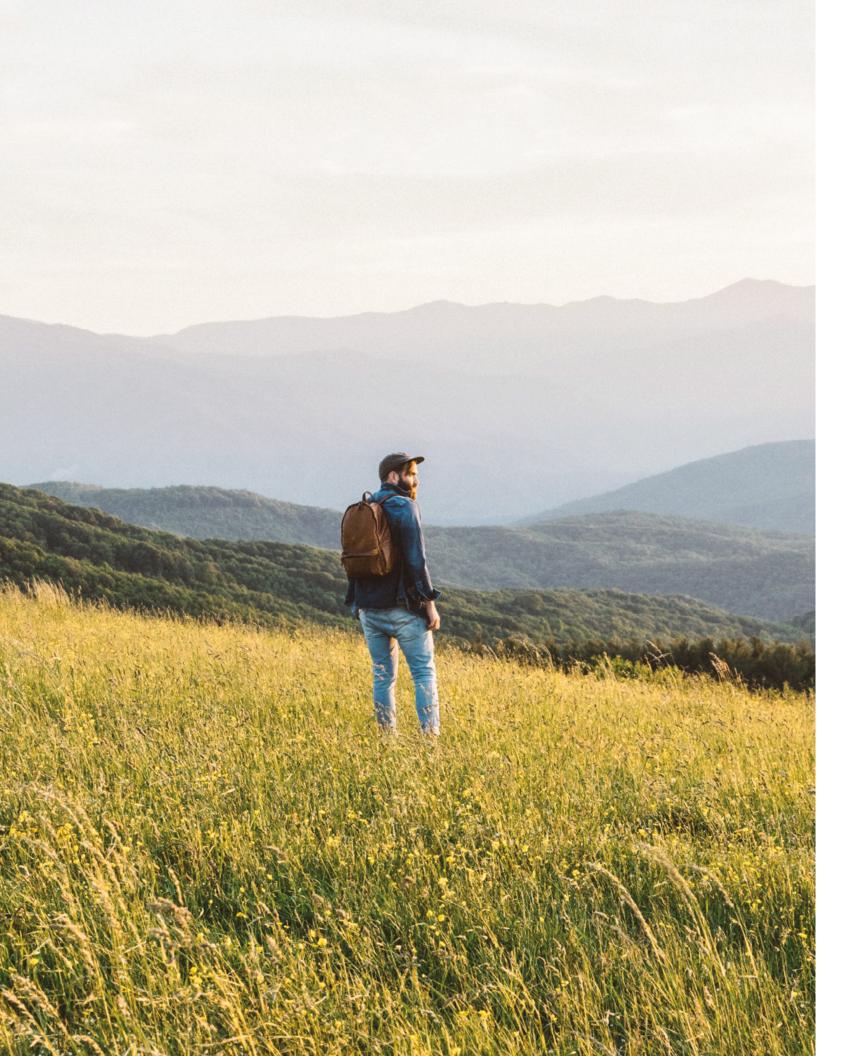
Basic identity information such as name, address and ID numbers

Web data such as location, IP address, cookie data and RFID tags

- Giving you more clear and detailed information about your rights and responsibilities with respect to your privacy and personal information.
- Providing more detail about the measures we have in place to keep your personal information secure.
- You can review our updated Privacy Policy here (www.accuzip.com/privacy)



Health and genetic data Biometric data Racial or ethnic data Political opinions Sexual orientation



AT ACCUZIP, INC. WE ARE ALWAYS COMMITTED TO PROVIDING YOU WITH THE HIGHEST LEVEL OF SUPPORT. PLEASE DO NOT HESITATE TO CONTACT US WITH ANY QUESTIONS OR NEED FOR ASSISTANCE.

EMAIL: SUPPORT@ACCUZIP.COM CHAT: ACCUZIP.COM/CHAT



PHONE: 805.461.7300

event **Spotlight**

WORLD OF ACCUZIP

ACCUZIP USER GROUP CONFERENCE

This first ever, world class event, will be held at AccuZIP's new waterfront Texas corporate office headquarters in League City, Texas and the adjoining South Shore Harbour Resort and Conference Center.

Attendees can expect to achieve a new level of knowledge on the AccuZIP products and services like never before. Each attendee will receive a "World of AccuZIP" completion certificate and badge showcasing their attendance at this unprecedented event.

This world class first time ever event is on "US" — You just have to book your room and get there, and we'll take care of the rest.

Event Schedule and Dates

- Sunday April 7, 2019 Welcome Reception
- Monday April 8, 2019 Keynote Speech and All-Day Learning Breakout Sessions, Private Luxury Yacht Dinner Cruise
- Tuesday April 9, 2019 General Session and All-Day Learning Breakout Sessions – Ends at 2:00PM CDT.

Register Now: accuzip.com/woa/register

Check out more of the beautiful South Shore Harbour Resort! Go Here: <u>www.sshr.com</u> The beautiful South Shore Harbor Marina and lighthouse which lie just north-west of the resort.

EVENTS

Konica Minolta - Kelly Paper Printing Technology Showcase Jan 18, 2018 | Upland, CA

2018 EFI Connect | Worldwide Users' Conference Jan 23-26, 2018 | Las Vegas, NV

Alliance Franchise Brands 2018 Convention Feb 20-24, 2018 | Las Vegas, NV

NPOA 2018 6th Annual Spring Conference

Feb 22—24, 2018 | Fort Lauderdale, FL

National Postal Forum 2018 May 06—09, 2018 | San Antonio, TX

2018 FSI International Convention & Vendor Show June 28—29, 2018 | Orlando, FL

AlphaGraphics 2018 Technology Expo Aug 01—03, 2018 | Austin, TX

PRINT 18 Sept 30 — Oct 02 , 2018 | Chicago, IL

Inaugural World of AccuZIP User Conference

April 07-09, 2019 | League City, TX AccuZIP Corporate Office

POTC Meeting Oct 2019

AccuZIP will host and sponsor the October 16th – 17th , 2019 POTC meeting at the AccuZIP Corporate Office in League City, Texas.

ACCUZIP NEWS _____

ACCUZIP NOW OFFERS INFORMED DELIVERY® CAMPAIGN SETUP PROFESSIONAL SERVICES!



WHAT IS IT?

Add a digital experience to your physical mail pieces using the USPS[®] Informed Delivery Service.

WHAT DO YOU GET?

AccuZIP will set up the Informed Delivery Campaign for you, upload images and links to the campaign portal, and set up pre and post-campaign analysis reports for you to review.

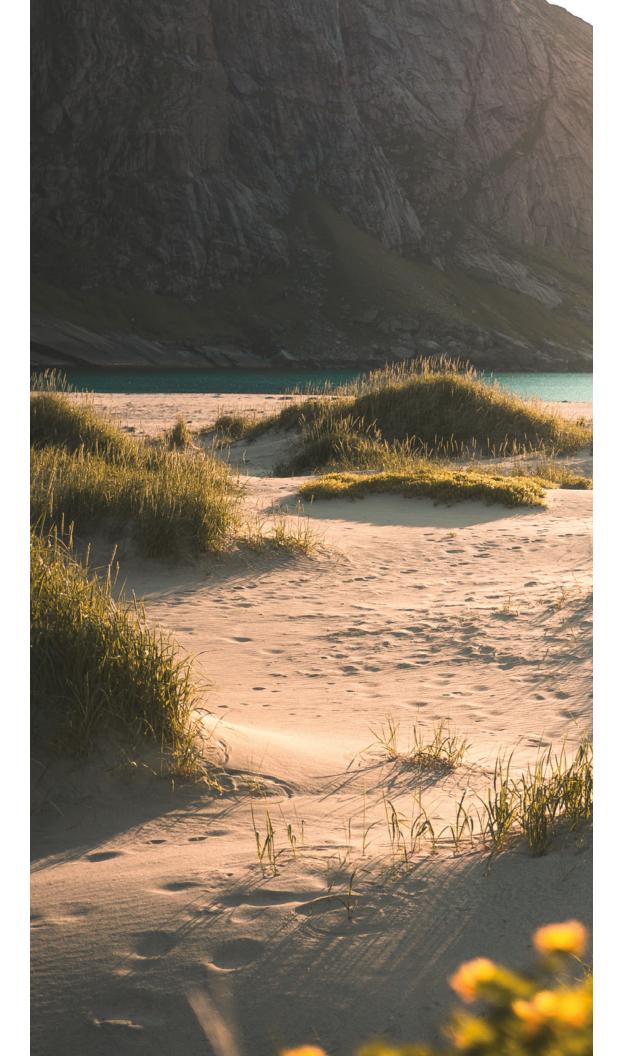
WHAT DOES IT COST?

Informed Delivery for Business and Consumers is a free service through the USPS. Costs incurred are for AccuZIP's AccuEngage Professional Services and Campaign Management. Call us to learn about our campaign pricing.

WHY ACCUZIP'S ACCUENGAGE FOR INFORMED DELIVERY?

We know what we are doing! AccuZIP was recently selected as the U.S. Postal Service® Next Generation Campaign Award[™] GRAND CHAMPION (Formerly the Irresistible Mail Award®) for its Informed Delivery Campaign.

Learn more: bit.ly/accuengage



AccuZIP is committed to supporting the professional development and continuing education of all of our AccuZIP team members. When you contact a member of our team, you can be confident that you are working with an expert.

Recent Accomplishments by AccuZIP's team of Mail Certified Professionals and **Expert Developers:**

- - & Consultants

AccuZIP Developers and Professional Services Group members are always on-hand to answer questions and for advanced support: bit.ly/accudev



PROFESSIONAL DEVELOPMENT AND SERVICES

• USPS[®] Certified Mail Design Professionals

USPS Certified Direct Mail Professionals Dell™ TechDirect Certified Engineers Microsoft Excel Certified Experts Houston Coding Bootcamp Graduates



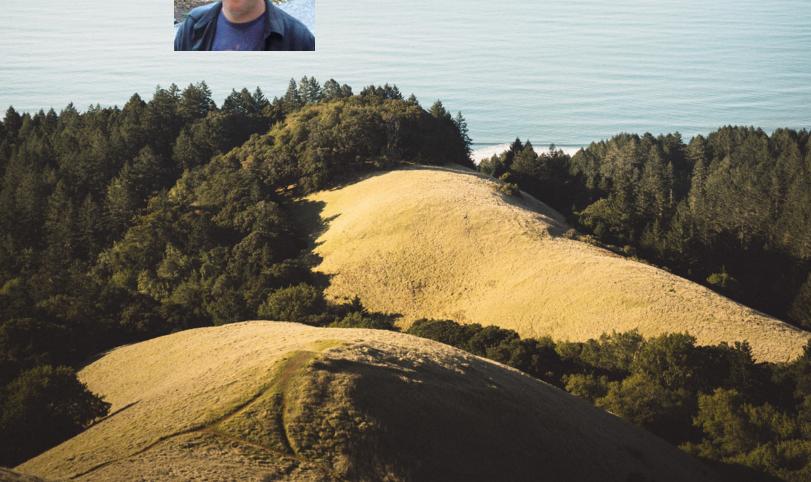
THE ACCUZIP TEAM

At AccuZIP we constantly pursue excellence. However, we also place great value on transparency. Not only to create a positive work environment but also because AccuZIP is committed to bringing you the professionalism and knowledge of a large company with the kindness and accessibility of a small company.

In this edition, get to know one of our customer care specialists, Geoff Cooke, as he shares a little bit about what makes him a unique part of the AccuZIP family.



GEOFF COOKE customer care specialist



If you could be any animal, what and why?

If I could be any animal, I think I would like to be some kind of dinosaur so I could see what the Earth was like 65 million years ago. Today, we live in an amazing world of technology and innovation. I think that it would be fascinating to see what the world looked like long before humans existed and changed the world forever. It may sound corny, but the day I was hired was my favorite moment. I was looking for a new career path, and my friend who works here told me I should apply, so I did. Getting hired with AccuZIP is what has given me the opportunity to develop a career path which will provide for my wife and I, and our future as a family.

What do you feel most proud of in your life?

The thing that I am most proud of is my marriage to my beautiful wife. I wouldn't trade that day for anything! She makes me appreciate every single day that I get to share with her, and reminds me of why I want to work hard and be able to provide for her and our future family.

What's a skill you'd like to learn, and why?

I studied 3D design in college, and I really loved working with wood, so I think I'd like to learn more woodworking skills. I love using my brain at work, but I also thoroughly enjoy working with my hands. I love the end result of taking a plain piece of wood and turning it into something functional, beautiful, or both. I think that I would have to go with the power of flight. When I went skydiving, that was the closest thing that I could compare to flying and it was one of the greatest feelings in the world. Plus, I could get to work that much faster and save money on gas!

What's the best career advice you could give someone?

Never give up on your dream. Even if you hit some stumbling blocks along the way, you can always get back up and keep moving forward. I always tell myself that all of the things I view as bad or wrong decisions that I have made are what has led me to where I am now, which is exactly where I want to be: Married to the woman I love and working for the best company I have ever had the pleasure of working for.

What's your favorite moment at AccuZIP?

What's your strongest personal quality?

If you could have any super power what would it be and why?

What interests or hobbies do you enjoy outside of work?

FEATURED PHOTOS





WANT TO BE IN THE NEXT ZIPLINE?

JUST UPLOAD A PHOTO TO INSTAGRAM OF YOU EITHER USING ACCUZIP OR WITH AN ACCUZIP TEAM MEMBER AND TAG <u>@ACCUZIP.INC</u>

Don't have an Instagram? That's okay! Just send your photo to Marketing@accuzip.com

















(Top Left) The AccuZIP team enjoying a night of bowling together.

(Top Right) Kristen McKiernan and family enjoying the AccuZIP's Vina Robles seats.

(Bottom Left) The CA team says goodbye to Vince and Geoff as they head off to Texas.

(Bottom Right) The AccuZIP team enjoying San Antonio, TX after NPF 2018.









THE ACCU-FAMILY

SPOTLIGHT -----



ACCUZIP ANNOUNCED NEXT GENERATION CAMPAIGN AWARD™ GRAND CHAMPION AT NPF 2018 IN SAN ANTONIO, TEXAS.

From left to right: Shelly Belmonte, Eric Lambeth, Donna Sue Tackett, Kristen McKiernan, Steve Belmonte.



MORE NPF PHOTOS -





HOW WE HELPED:

- attended. AccuZIP was the entertainment sponsor and donated wine.
- Underwriter.
- attended.(See Below) AccuZIP was the towel sponsor.



16

ACCUGIVES

NTERFAITH CARING MINISTRIES

• December 7, 2017 - Interfaith Caring Ministries Festival of Trees—Steve & Shelly

• March 10, 2018 - Interfaith Caring Ministries Fun Run—AccuZIP was the Awards

• May 21, 2018 - Interfaith Caring Ministries Golf Tournament — Steve, Mat, and Terry

"I fell in love with this charity. Steve and I were invited to the Festival of Trees at Christmas time by one of the local community leaders. Our headquarters being located in the Great State of Texas is in the Bible Belt and religion is a huge part of the culture here. I am impressed that Interfaith Caring Ministries can bring together people from different faiths to help local people in need. Steve, myself and AccuZIP as a company have always been big on 'Think Globally, Act Locally.' ICM gives us exactly that."

- Michele Belmonte, AccuZIP HR Resource Administrator

THE JOURNEY TO **EXCELLENCE**

Baserse

accuzip.com 800.233.0555

THE IT **PERSPECTIVE**

IMPORTANCE OF WINDOWS UPDATES BY DAVE BELMONTE

VER WONDERED WHY IT'S IMPORTANT TO install the Windows Updates? Most of the Windows Updates include security patches that can stop most intrusions on its own. Security issues are the worst possible errors as they may be exploited by malware or hackers. Remember the Equifax data breach, where Social Security numbers, birth dates, and home addresses were exposed? The hackers were able to access Equifax's servers through a known vulnerability in a web application. A fix for this security hole was actually available two months before the breach, but the company failed to run the updates. This was a tough lesson, but one that we can all learn from. Software updates are important because they often include critical patches to security holes.

Many of the more harmful malware attacks you will hear about take advantage of software vulnerabilities in common applications, like operating systems and browsers. These are big programs that require regular updates to remain safe and stable. So instead of procrastinating about software updates, look at those updates as one of the most critical steps you can take when it comes to protecting your information. SOFTWARE UPDATES ARE IMPORTANT BECAUSE THEY OFTEN INCLUDE CRITICAL PATCHES TO SECURITY HOLES."

The truth is, it's easy to skip software updates because they can take up a few minutes of our time and may require a reboot. But this is a mistake that keeps the door open for hackers to access your private information, putting you at risk for identity theft, loss of money, credit, and more.

Other updates address other bugs and issues in Windows. Even though they are not responsible for security vulnerabilities, they might impact the stability of your Operating System, or just be annoying. Windows updates sometimes come with new features, while patching some known issues. In addition to security fixes, software updates can also include new or enhanced features, or better compatibility with different devices or applications. They can also improve the stability of your software and remove outdated features.
Common email threats are:
Malware: These attacks, if successful, may give the malicious entity control over your system.
Spam and Phishing: sending of unwanted bulk commercial email messages

You can select auto-update when using Windows updates, ensuring that your computer stays current. You can also schedule the reboot in the middle of the night so there is no loss of time doing work on your computer. Social Engineering: An example of this is email spoofing: this is when one person or program successfully masquerades as another by falsifying the sender information shown in emails to hide the true origin.

Windows Updates and Security software are the two most important ways to protect yourself, but you also must use common sense when doing other things like clicking links in emails or opening emails at all. Attackers can exploit emails to gain control over your company, access confidential information, or disrupt IT access to resources.



ADVICE **INSIDE** FROM THE

THE VALUE OF VISTING NPF BY DONNA SUE TACKETT

FYOU HAVE NEVER TAKEN THE TIME TO ATTEND the National Postal Forum, I truly believe you are missing a great opportunity. The National Postal Forum is the mailing industries premier event. It is the place to learn about all aspects of the postal system, and the place to get any question about mailing you ever had answered by an expert. The networking and fellowship of other mailers would be worth the trip even without the workshops, classes, and lectures that cover varying topics. There is truly something for everyone at the National Postal Forum.

I have attended the NPF, as it is commonly called, wearing several different hats over the years. First, as a Mail Manager for a printing company. With little time to spare in a busy schedule. Lattended the NPF when it came to Nashville, the closest venue to me at the time. (The NPF does a five year rotating schedule to try to bring education to each part of the United States once every five years.) With mailing deadlines coming at you all the time, just taking a day away from your busy schedule to visit the Trade Show floor can seem like time wasted. The advantages of seeing and testing new software, machinery, envelope styles, tabs, and packaging alone can help make the next year in your mail room so much easier. Getting to meet and make new contacts for shipping, foreign presorting, list purchasing, laminating,

and etc. makes the day beyond worthwhile. Walking the trade show floor for a day can give you resources to assist in most projects that will come your way in the next couple years.

My most frequently worn hat has been working the Trade Show booth at the NPF. I can honestly say that that has been the most fun and fulfilling. Just getting to talk to mailers from all over the U.S. and Canada at the NPF's in Nashville, Baltimore and San Antonio was so much fun. Getting to hear your worst and best project stories helps me realize our community of mail is the same everywhere. The opportunity to actually meet our customers and have them come up and say "I have talked to you for years it's so nice to put a face with your voice." is an incredible experience.

The foremost reason to attend the NPF, if you have the time, is the workshop sessions. I had the opportunity at the 2017 NPF to speak at two of these workshop sessions. Optimizing your Print Shop to Reduce Mailing Costs and Mail 101 Basics & Tips for Controlling Postage Costs. Speaking at these workshops was a great honor. The NPF offers these workshop sessions daily. In the past the schedules have been Sunday at 12:30pm to 5:30pm, Monday 8:00am to 5:00pm, Tuesday from 8:00 to 5:00pm and Wednesday from 8:00am to 4:15pm followed by a closing event. I always try to attend as many workshops as I can on topics that will help megain knowledge that I can use here at AccuZIP in my positions as Customer Care Specialist and Franchise Development Manager. These workshops are so varied that no matter what role you have at your company there is something there for you. During the week of the NPF there are also several receptions where you can connect and network with the Postal Service[™] employees, vendors, and other mailers. The U.S. Postal Service[®] also offers NPF Certifications in several areas. These classes can take several days to complete and are a great opportunity since mail processing and mail design are not taught on any college curriculum that I know of. These classes at the NPF allow us the opportunity to be certified and provides additional education for management or mail room staff with the added benefit of a certificate that states to your customers you have been trained. These certifications do have an additional cost and an exam must be passed before you are certified.

These certifications are:

- Certified Direct Mail Professional (CDMP)
- Exectutive Mail Center Manager (EMCM)
- Mail Piece Design Professional (MDP)

The NPF does have a posted schedule for the next 3 years. In 2019, May 5 through May 8 in Indianapolis IN. In 2020 April 26-29 in Orlando FL and in 2021 May 2-5 in Nashville TN. I hope that if you have the opportunity to attend each year you do so, but if not, take advantage of the rotating schedule and attend when it comes close to your area. Whenever you get to attend the National Postal Forum, please drop by the AccuZIP booth on the Trade Show floor. There will always be a Customer Service Support Tech there to answer any questions, or give a demo on a module you have been curious about, who would love to meet you.



Presented to:

Donna Sue Tackett

In recognition of your commitment to professional development by attending the required workshops at the:

National Postal Forum San Antonio, TX May 2018



Judy de Torok Manager, Industry Engagement & Outreach

de Torole

Donna Sue Tackett is a Customer Care Specialist and Franchise Development Manager at AccuZIP, Inc. She has two Idealliance certifications, as well as three PCC Certifications and a USPS[®] Professional Certification.

video **Spotlight**

A JOURNEY TO ENTERPRISE WITH ACCUZIP & POSTCARDMANIA

Join us as we journey through the growing partnership between AccuZIP and PostcardMania.

INTRO: <u>bit.ly/accujourneyintro</u> FULL VIDEO: <u>bit.ly/accujourney</u>

PLACES TO JOURNEY

GOING GRUENE BY LARISSA BARRIOS

T'S SPRING ALONG THE GUADALUPE RIVER. WHERE crisp, fresh water swells into the current, pushing you along in a kayak or inner tube. The air is warm and humid, with just a hint of rain from a storm gone just a few hours ago. The cicadas, frogs, and warblers make a melody to the peaceful harmony of the river. In between the trees, you can just make out a building or two. Old brick from an era gone by. You might think you have slipped back in time, but in the small town of Gruene, the past blends effortlessly into the present.

Located about three miles outside of New Braunsfel, Texas, Gruene lies in a beautiful landscape of dense trees right on the edge of the Guadalupe River. German immigrant Ernst Gruene founded the town in 1845, and for a time the town thrived with the addition of thirty more families, a cotton gin, and a Dance Hall. In the 1920's, the town declined with the passing of its founders, the loss of the cotton gin due to a fire, and an infestation of Boll Weevil. Once the Great Depression hit, the town went fully under. Over fifty years later, Gruene was rediscovered by an architecture student, Chip Kaufman, who worked with land developers to preserve the town and created new business revenues. Kaufman also ensured that the entire district of Gruene was put on the National Register of Historic Places. (gruenetexas.com/about.php)

"YOU'RE NOT SURE IF IT'S THE BAND OR THE BUILDING ITSELF, MAYBE IT'S BOTH, BUT ON A WARM SUMMER EVENING, WHEN THE GUITAR SINGS AND THE HARMONICA WAILS, THERE'S MAGIC IN THE AIR."

On Hunter Road, the Historic District is filled with brick, old west buildings from the town's beginnings. There's the Gruene General Store, selling everything Texas themed, a soda fountain, and homemade fudge. Across the street is the Gruene Antique Company. The center was once used by farmers where they could buy, sell or trade goods, and in the east wing was the town bank, where the original vault still resides. Further down the street are specialty shops offering visitors unique wares to purchase from clothing and souvenirs to fishing gear and rocks/fossils. (www. gruenetexas.com/shop.php)



The beautiful Guadalupe River lies on the edge of the small town of Gruene

Cross onto Gruene Rd and you will find yourself in the part of town where the roots are Only a few feet away from the Dance Hall is the deepest. Under the water tower is the Gruene Gristmill River Restaurant and Bar. The remains Mansion Inn, a Bed and Breakfast converted of the old cotton gin's three story boiler room from Henry D. Gruene's estate. Every building is now a breath-taking restaurant that delivers on the property has been converted into 31 on its promise of Texan cuisine. When you walk unique rooms with their own private entrances, in, you're greeted by a warm waiting room with bathrooms, and porches all decorated in a a wood burning stove and indoor bar. Dining is rustic Victorian charm. Whether you are looking available on all three levels, but the best spot is for a romantic getaway or a family vacation, located out on the brick patio, nestled in a grove the Gruene Mansion Inn has rooms both large and small to meet any accommodation. (www. of trees right beside the river. You can feel a true gruenemansioninn.com) sense of southern harmony while you munch on fried catfish, a slice of their signature Jack Walk down a grassy lane and you will arrive at Daniel's Pecan Pie, and a fresh squeezed lime the Gruene Hall. The 6,000 square foot open air margarita as the Guadalupe River serenades dance hall is truly the soul of the town. When you. (www.gristmillrestaurant.com/about.html)

all the other businesses closed, the dance hall remained, making it one of the oldest in the The town of Gruene is a place that prides itself country. When you step inside, you can feel on representing all things Texas, both old and something seep through the very structure of the new, but also pays homage to the original building. Legends. Legends of master players, founders; German immigrants who came to famous or not, sending the crowd into a blues-America to made themselves a home. Like fueled trance, or quick paced country lines, or most small towns across the country, it's filled soul lifting gospel tithers, or rock induced jams. with little secrets just waiting for someone to You're not sure if it's the band or the building itself, discover them. maybe it's both, but on a warm summer evening, when the quitar sings and the harmonica wails,

there's magic in the air. (gruenehall.com/about)

PRODUCT **SPOTLIGHT**

ACCUZIP MAILING LISTS BY ERIC LAMBETH

AS ACCUZIP.COM HAD A FACELIFT to coincide with the growing number of products and services we provide, one of the improvements added to the accuzip.com website was our Targeted Mailing List service.

With each list you purchase from accuzip. com, you can be assured the quality is supreme, as your purchase will run through the same CASS Certified[™] address validation process that you know and love. For no extra cost, add NCOA^{Link®} move update processing to the list. Our NCOA^{Link} service is updated weekly, so if there have been moves in the list you purchase, you'll get the updated addresses before you begin the download.

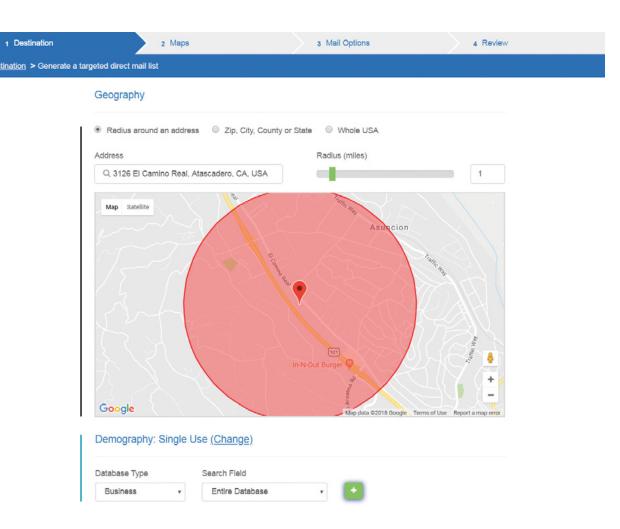
To improve the quality of your list even more, add AccuZIP's Data Enhancement Services to your list. This service that you use in the AccuZIP6 desktop software has been added seamlessly to list purchasing. At a rate of 10 records for a penny, make your list squeaky clean with Deceased Suppression, Apartment Append, AccuZIP's proprietary Change of Address service (which checks for

COA's that go back 5 years) and DSF^{2®} walk sequence number appending.

How many list services allow you to dedupe and presort at the time of purchase? At accuzip.com, you can purchase the list, improve the data quality with the services already mentioned, then run duplicate detection and postal presorting. By the time your list is purchased, you'll have a print-ready file in presort order as well as the barcoded container tags, hard copy paperwork, and electronic documentation for completing a full-service mailing.

If you're marketing to business and residential addresses in the same mailing, AccuZIP's List Purchasing gives you the chance to choose business and consumer demographics, all in one list purchase!

When you visit accuzip.com/lists, start by choosing your geographic location. You can search the entire country, select a ZIP Code or several ZIP Codes, or perform a radius search around a specific address. After you select your geographic location, click the



green + button. If selecting multiple ZIP Codes, click on the green + after each selected ZIP Code. Once you've selected the location you're targeting, it's time to choose the demographics. Start by selecting a database type: business and new b

Once you've selected the location you're targeting, it's time to choose the demographics. Start by selecting a database type: business and new business; consumer, new mover and new home owner. Once you've made your selection, a group of categories based on that type will appear in a search field pull down menu. For new mover, you might select the type of dwelling. For businesses, options include an

THE TYPESETTER'S TOOLBOX

FOCUS YOUR ATTENTION BY DYLAN WYKE

CREATING A DESIGN, whether it be for an advertisement, product sheet, or even a social media post, it's easy to try and make every element stand out. This is a common tactic, but it ends up destroying the message and impact of the design. Why? Because *if everything stands* out then nothing does. To create design that has a lasting impact and communicates clearly, use a key element and white space to focus the attention of the viewer.

The first step in creating an impactful and understandable design is to use a key element. A key element is any visual component (type, image, shape, etc.) that stands out above all other elements in the design. Usually there is only one element (although it doesn't have to be) and is most often in the center of a design. However, using a key element in another place, such as the top left, creates visual movement that will also draw the eye. Something crucial to keep in mind when you are placing your key element on your design, is that the brain analyzes from the top left to

bottom right and so whatever you place in the bottom right will most likely be seen last. Another reason why a key element is so valuable is that it acts as a "start here" for the brain, and will usually be read/seen first, so make the most important or most impactful element the focus of attention.

The second key to creating impactful design is to use white space. White space refers to any visual space in a design that does not have any, or just very little information. Important Note: White space does NOT have to be white, it can be black or even a simple image. The importance of white space is found in its ability to create visual breath and pause. What I mean by this is that white space allows for visual balance. Instead of being overwhelmed with information, white space allows a key element to be just that, key.

In review, you can create design that is impactful and clear by using a key element that draws the focus of the viewer as well as visual white space that allows for the key element to stand out above the rest of your designs information.

"IF EVERYTHING STANDS OUT THEN NOTHING DOES"

TRAINING YOUR BUSINESS

BY DONNA SUE TACKETT

OU MAY BE AWARE THAT ACCUZIP offers free training to all new customer partners, but did you know that training is also offered to our long standing partners? Any AccuZIP customer partner may call and request training for a new employee, or an employee moving into a new position where they will be utilizing AccuZIP. You can also schedule training when needed to cross train an employee that may be filling in for a vacationing employee in your mailing department. We want to make sure you always have an AccuZIP trained employee available to support the mailing services offered by your company.

We can schedule trainings as soon as the next day or a month in advance depending on your needs. Trainings are scheduled at two specific times during the day, 7:30am PST and 1pm PST, to allow adequate time for training and staff availability. On average, a training can last from 1 to 2 hours depending on the number of AccuZIP modules included in vour license or the need for Full-Service training. A video will be recorded of each training session and a link to download your video will be emailed to you after your training. That video is yours to use

as needed for reference or for training future employees.

Training normally consists of an overview of AccuZIP's most used Data Hygiene features. Those can include Formatting, Parsing, and Editing Fields (to add or remove needed fields from the original list) and how to Fill an Empty field or Replace information in a field. As needed we will go over how to Search your data file to find records based on any criteria. This can be something as simple as finding all of the records within a certain city, to finding records in a 50-mile radius of a specific Zip Code[™]. We will review the Duplicate Detection process and set up criteria for different match codes. We will also go through an overview of AccuZIP's Merge Purge feature if needed.

Then of course we cover the Presort Setup screen menus and how to presort your mailing list for the lowest possible postage rates. We will also go over DDU and SCF entry chart setups if that is something you are interested in doing. We save the Presort Setup screen settings for use in the future. After Presorting, we will setup your Mailing Statement in the Mailing Statement Setup Screen so that you have all the necessary information in the correct areas. After printing your USPS[®] Presort Postal Reports and Container Statements in detail to make sure they are filled Tags we will move to Print Labels. From Print in accurately for Full Service so that you do not Labels, you can setup up an Export Map to meet incur By/For Errors on your Mailers Scorecard. your needs and/or a Label Template for direct Finally, we can upload a processed file and impression printing to your Inkjet Machine. print the Confirmation Page from your Business Customer Gateway Dashboard.

If you are currently doing Full Service or would like to begin using the *PostalOne!*[®] system, we As always, traditional Tech Support Chat, Phone will go over all of the steps for a Full Service and Email are here for you at any time, but upload to PostalOne! That may include trainings are available to schedule as needed downloading the Mail.dat[™] Client Application and can be customized for your particular (referred to as MDClient) from your Business organization and workflows At AccuZIP, FREE Customer Gateway as it is needed to upload and Unlimited Technical Support and Trainings your Mail.dat files to *PostalOne!* We also make are included and we encourage you to use sure that your Intelligent Mail[®] Barcode Service them. Our team looks forward to training Types are set correctly in AccuZIP to allow for you! Trainings can be scheduled by calling the Full Service discounts for addresses presorted Technical Support line (805-461-7300) Monday at Automated Postage Rates and proper Mail through Friday from 7am PST to 4pm PST. Tracking and Reporting. We go over the Mailing

> "WE GOT OUR ACCUZIP PACKAGE TODAY WITH OUR PLAQUES AND OUR COOL COFFEE MUGS. THANK YOU SO MUCH. WE LOVE THEM.

I LOOK FORWARD TO WORKING WITH

YOU A LOT IN THE FUTURE."

- WENDY B. ACCUZIP TRAINING GRADUATE

Call **805-461-7300** to schedule your training session.

THE **PERSPECTIVE**

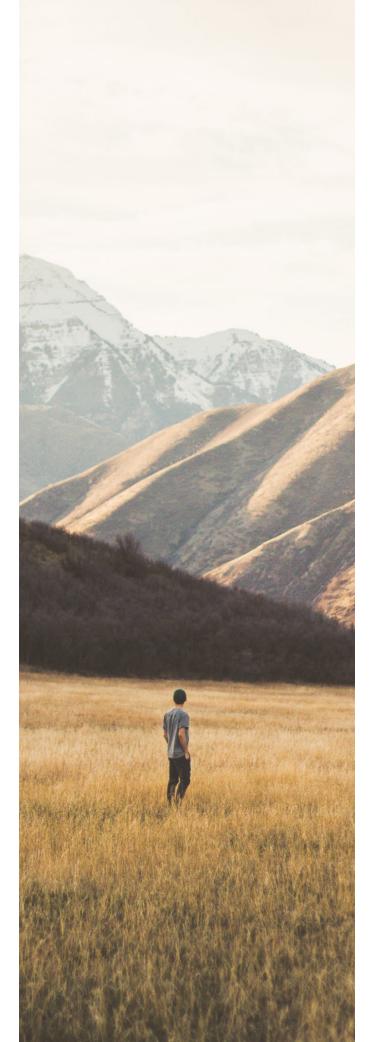
TRUST, TRANSPARENCY, & TIMELINES BY DYLAN WYKF

N THE EVER CHANGING AND EXPANDING business world, it can be hard to stand out above other companies while also building loyalty and trust with your customers. That's why it is important, especially in these times of data insecurity, to be transparent and consistent with your customers in your branding and marketing. One marketing tool that can benefit the business to business, or business to customer relationships, through consistency and transparency, is of course social media.

With the world as a whole becoming more interconnected, it can be a lot harder to establish real and personal connections. This changing social environment both on and offline has led many businesses and customers to look for companies they can trust. Now, more than ever, it is important to focus on the trust your customers/ clients have in your brand. The more trust a person has in your brand the more they will be willing to interact in transactions beneficial to your return on investment. a good idea, but a crucial step in building a lasting brand that will reach beyond yourself as your strong relationships with

customers/clients impact their own social and business circles.

One way to establish trust with your customers/clients is to be transparent with them. This can manifest itself in many different ways, whether it is being physically present at a tradeshow/industry event or even in how your company interacts with customers/clients on a daily basis. In this case we will be looking at how social media can play into a larger brand identity of trust. In this day and age, it is harder than ever to reach your customers/clients in a meaningful way which is where social media marketing steps in. Social media gives business and customers a way to interact in a unique and meaningful way, whether it be through reviews, content sharing, or even just conversations. If you are not currently using social media to promote your business I strongly recommend it. However, before you come to the social table, you need to spend time and energy looking into your values as a company and where you fit Investing time into building trust isn't just in the industry. Otherwise, you will just be another company shouting into the mass void that is social media advertising. Your goal is NOT to just advertise, but to



provide those who interact with your company meaningful content and a relevant way to connect with you directly. *That is where the* niche of social media excels, in the personal, transparent, and human interactions between a business and their customers/clients. (I strongly recommend you check out Wendy's twitter, they are a great example of transparency as well as silliness!)

The other way you can stand out above the noise of today's social environment is to be consistent. Consistencyinthesocialenvironment is a key way to build trust and loyalty with your customers/clients because it actively shows that you value consistency and can be depended on to do what you say. In addition, posting consistently it allows those who interact with you on social platforms to know what to expect and when. They might even actively seek out your content because they know it is coming! One way you can actively be consistent in the realm of social media is to come up with a posting schedule. This posting schedule can be whatever works best for your company, but I recommend

"THAT IS WHERE THE NICHE OF SOCIAL MEDIA EXCELS, IN THE PERSONAL, TRANSPARENT, AND HUMAN INTERACTIONS BETWEEN A BUSINESS AND THEIR CUSTOMERS/CLIENTS."

> weekdays around mid-day. Another way to add consistency is to use common themes. These can be fun, but also useful for knowing what content to post when. An example of both of these put into practice would be our own posting schedule. We post multiple times a week (Not always on the same days though, some variety is good) around 9-10 a.m. PST, which works out to late lunch for the east coast. We also use consistent themes such as Mail Mondays or Fun Fridays (as well as others). Bottom-line is you want to be consistent in your social sharing as it builds dependability and trust in your social brand as well as your whole company.

> In conclusion, it is crucial to be transparent and consistent in your social media marketing because these two things open the door to establishing valuable relationships, built on trust and loyalty, with your customers/clients that can lead to greater return on investment that reaches beyond yourself.

THE **ZIPLINE**

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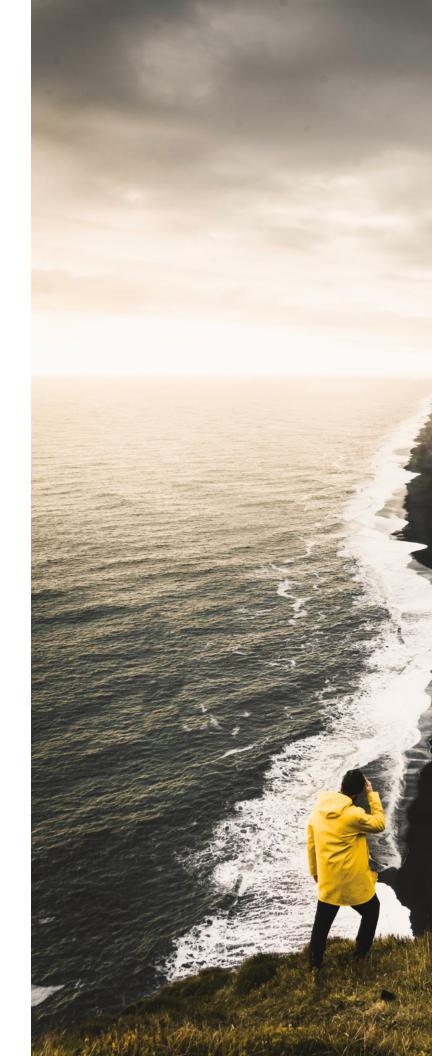
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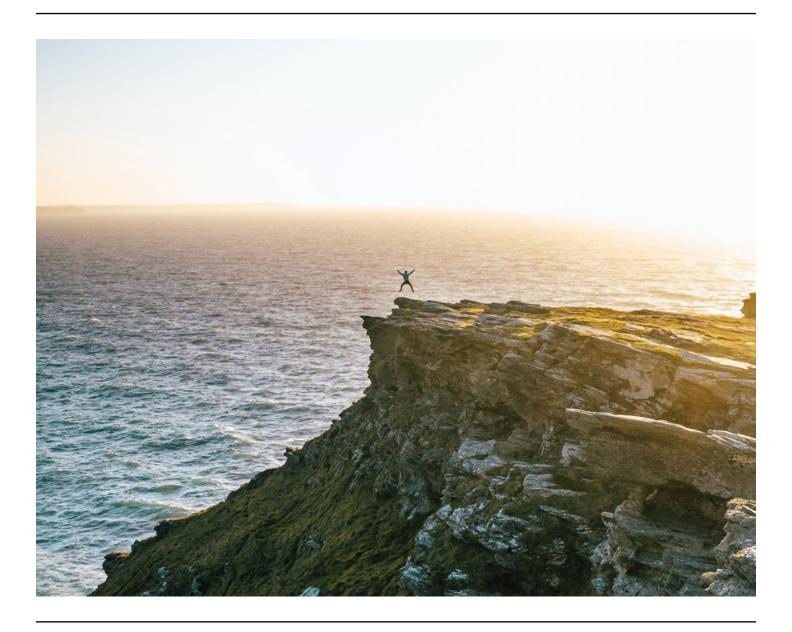
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