

2019 VOL. 2

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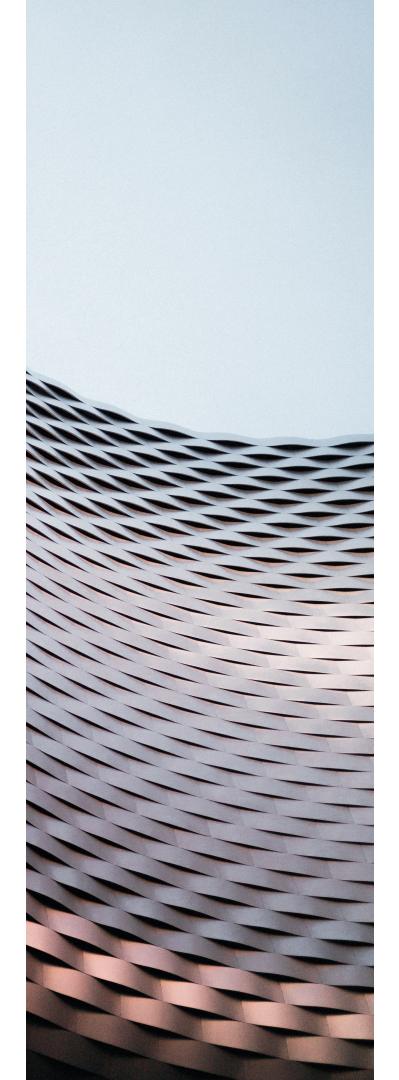
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PRESIDENT'S

CORNER

THE INAUGURAL WORLD OF ACCUZIP USER GROUP CONFERENCE EXCEEDS EXPECTATIONS!

BY KRISTEN MCKIERNAN

CCUZIP HELD ITS FIRST EVER
World of AccuZIP User Group
Conference in April at the AccuZIP
Headquarters and adjoining
waterfront South Shore Harbour Resort and
Conference Center in League City, Texas.

This first-ever world-class event brought together some of the industry's most wellknown speakers and experts, AccuZIP users, and a team of AccuZIP staff and executive leadership. "It was our first time hosting this type of User Group Conference and we are thrilled at the overwhelming success and positive feedback we received from the attendees." said Kristen McKiernan, President of AccuZIP. "The Inaugural World of AccuZIP event sold out in record time and was a huge success. The event shaped up to be one of the most memorable events in the history of AccuZIP. We had a robust group of AccuZIP team members and some of the most successful industry leaders and real-life AccuZIP users participating in the event."

The three-day event included several educational and informative tracks that users could choose from including technical tracks and sales and marketing tracks. These thought-provoking and exciting sessions had something

for every type of user. We also welcomed World-Class presenter and direct marketing expert Trish Witkowski, who gave a bold and visual presentation on "10 Big Ideas for Adding WOW to your Print" and Cyber Security Expert Joshua Davis, who left attendees with a demystified view of cyber security and its ever increasing importance in today's business.

In a post-event survey, 100% of the attendees rated their overall experience at the event and the quality of the Speakers and Presentations "GREAT!"

"I ENJOYED ALL THE EVENTS
AND THE TRAINING SESSIONS.
I HAVE BEEN AN ACCUZIP
USER FOR MANY YEARS AND
REALLY ENJOYED PUTTING
FACES TO VOICES I'VE HEARD
FOR YEARS. THANK YOU FOR
A GREAT CONFERENCE."

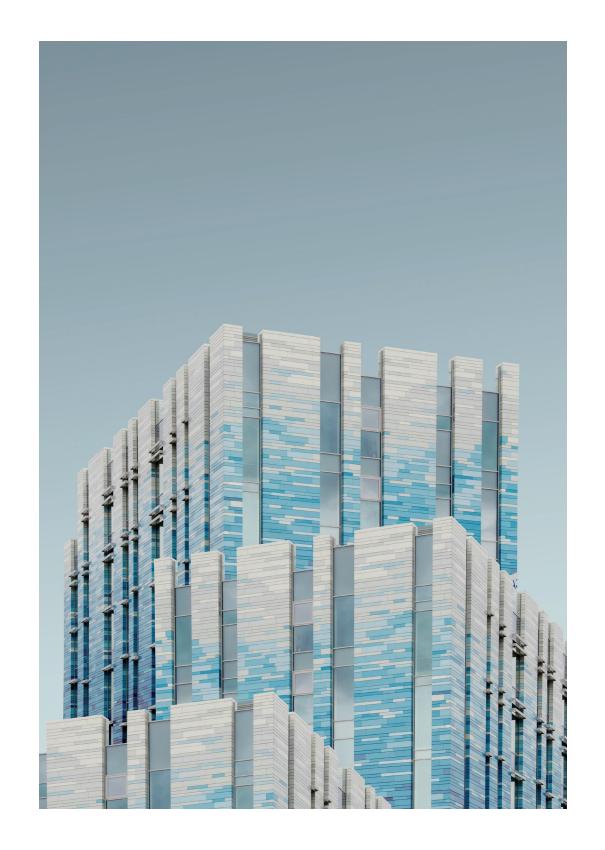
- W.O.A ATTENDEE

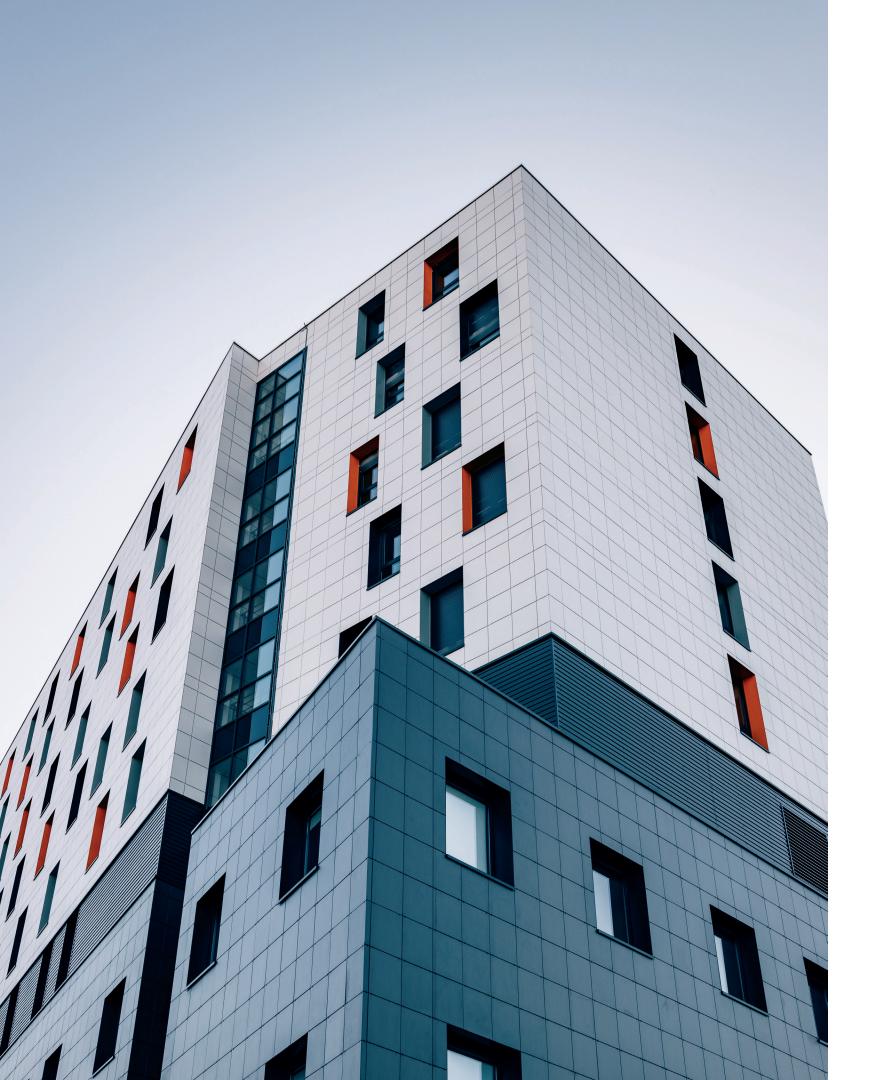


In case you missed all or any part of the Inaugural World of AccuZIP User Group Conference, we have made the complete event video and photo library available at www.accuzip.com/woa

On behalf of myself and the entire AccuZIP team, I would again like to thank all of those who attended and contributed to the incredible success of this event and made it more spectacular than we could have imagined! Stay tuned for announcements on the next World of AccuZIP User Group Conference.

"YOU DID AN EXCELLENT JOB! PROFESSIONAL, FRIENDLY, INFORMATIONAL! I APPRECIATE YOUR AMAZING EXPERTISE IN THE INDUSTRY. THANK YOU FOR ALL YOU PROVIDED AND INVITING US TO THIS EVENT." -W.O.A ATTENDEE





WE'RE HERE TO HELP

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.

PHONE:

805.461.7300

WEEKDAYS 10AM TO 7PM ET

EMAIL:

SUPPORT@ACCUZIP.COM

CHAT:

ACCUZIP.COM/CHAT

VIEW OTHER SUPPORT OPTIONS AT WWW.ACCUZIP.COM/SUPPORT

EVENT

SPOTLIGHT

AccuZIP Announces Selection as U.S. Postal Service® Next Generation Campaign Award™ FINALIST for Second Consecutive Year.

The "Scratch-Off to Win - The Sooner you Scratch the More you Save" campaign is an innovative and unprecedented multi-channel campaign that brings fun and enthusiasm back to the physical mailbox. It contains engagement with the mail piece at all levels, using the Informed Delivery feature as an integral part of the messaging. The campaign combines innovation, technology, custom and advanced printing features, and personalization resulting in a digital and physical mail experience that utilized time and a sense of urgency to entice the mail recipient to check their mailbox. Upon receiving their mail piece, the consumer is rewarded with a tactile "Scratch-Off" experience that cannot be replaced by the Inbox experience alone. The Scratch-Off to Win campaign resulted in the consumer having an unprecedented "Inbox to Mailbox" experience.



EVENTS

2019 FSI International Convention & Vendor Show

July 18—19, 2019 | Orlando, FL

Minuteman Press World Expo

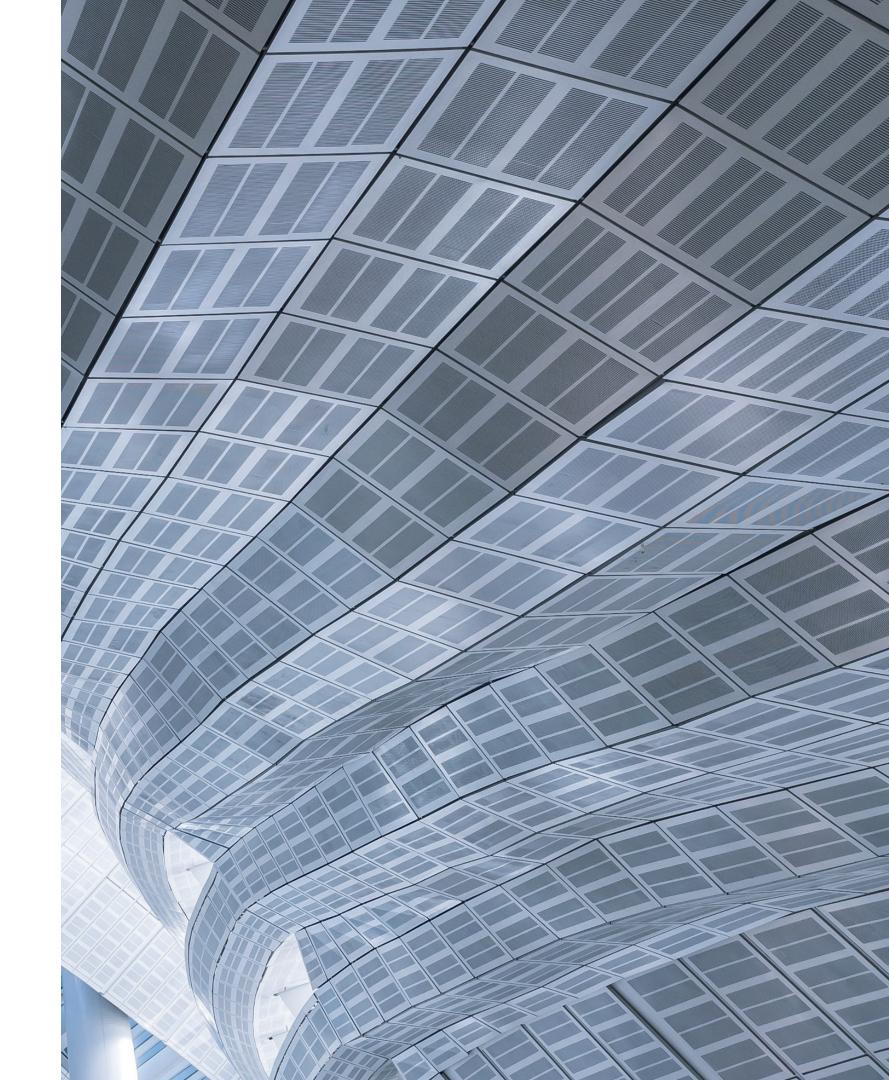
July 31—Aug 03, 2019 | Las Vegas, NV

PRINT 19

Oct 03—05, 2019 | Chicago, IL

To see all past events go to:

www.accuzip.com/events/past-events



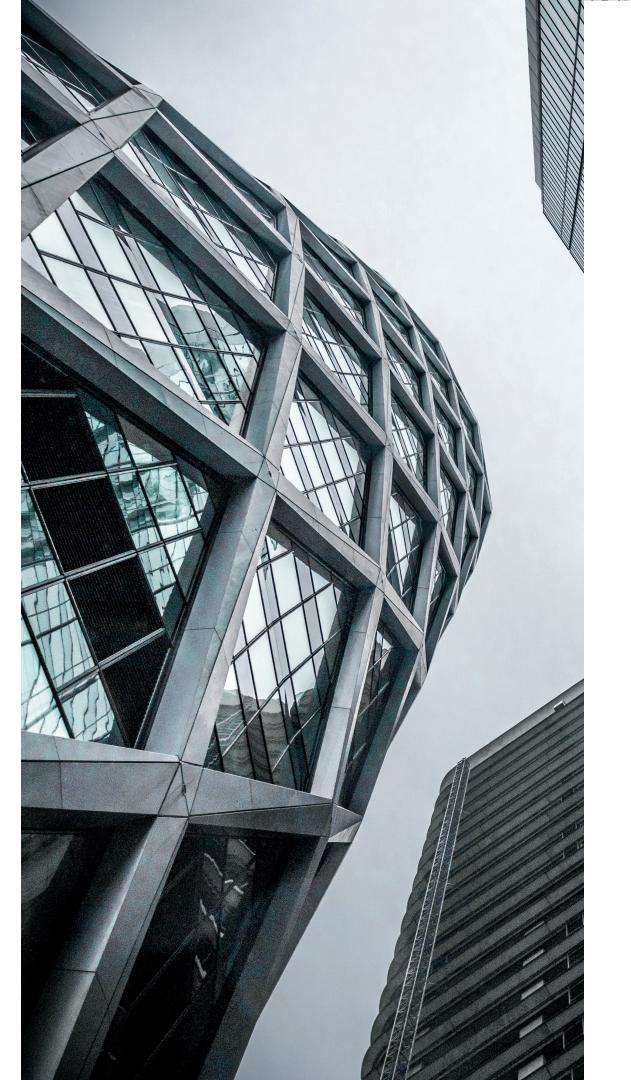
ACCUZIP NEWS

DID YOU KNOW?

ACCUZIP HAS
CONSISTENTLY
RECEIVED AN A+
RATING FROM THE
BETTER BUSINESS
BUREAU



Learn more here: www.accuzip.com/about/



PROFESSIONAL

DEVELOPMENT AND SERVICES

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 Qualified Professionals

- President attended Microsoft Excel Certification Course
- Receptionist attended Administrative Assistants Course
- Typesetter attended Social Media Marketing Course

AccuZIP Developers and Professional Services Group members are always on-hand to answer questions and for advanced support:

bit.ly/accudev







What was your favorite subject in school?

P.E. and Computers. I enjoyed the physical activities in P.E. and the mental ones in computers.

What's your favorite thing about AccuZIP?

The people and way AccuZIP cares about its employees. I also really enjoyed being a part of the World of AccuZIP event and meeting some of our customers.

What do you feel most proud of in your life?

Setting a goal to change my lifestyle habits and sticking with it. I still have work to do, but I've made good progress in the last year.

What's your strongest personal quality?

Adaptability, I'm able to make changes as needed based on my current environment. I can also use this strength to see ways to modify processes to be more efficient.

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

Computer Programming. I started some online classes last year and would like to continue as time allows. I enjoy creating code and seeing the results... when they work.

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

Shape-shifting. Being able to change into any animal for a time would be enlightening. I'd love to be able to fly, swim and run like the animals.

If you were stranded on an island with only one food, what would it be?

Watermelon, because it's delicious and it would keep me hydrated and full. It also provides seeds for replanting.

What interests or hobbies do you enjoy outside of work?

A study in opposites--running and the gym, but I also really enjoy snuggling with my animals on the couch while watching TV.

FEATURED

PHOTOS



















THE ACCU-FAMILY -

Kristen, Larissa and Kelsey enjoying the World of AccuZIP conference.

WANT TO BE IN THE NEXT ZIPLINE?

JUST UPLOAD A PHOTO TO FACEBOOK OF YOU EITHER USING ACCUZIP OR WITH AN ACCUZIP TEAM MEMBER AND USE THE HASHTAG #ACCUZIP



















AccuZIP Customer Partners and Team Members on the Premium Dinner Cruise at W.O.A.

THE ACCU-FAMILY

ACCUGIVES

PHOTOS

















Beautiful handmade bowls at the 4th Annual ECHO Empty Bowls Fundraiser.

THE ACCU-FAMILY

ACCUGIVES

At AccuZIP we strive to not only excel in our services and support, but also in being a company that promotes and leads in the community to bring about local change within a greater global perspective for good. Below are some of the highlights from how we have been able to contribute back into the community around us.

CHARITY HIGHLIGHTS:







HOW WE HELPED:

- Team AccuZIP participates in 22nd Annual Charity Golf Tournament supporting Interfaith Caring Ministries as an Eagle Sponsor
- Team AccuZIP participated in the 9th Annual Interfaith Caring Ministries Superhero Family Fun Run 5K on February 23, 2019. AccuZIP was the Hometown Hero Sponsor and is proud to support this great cause!
- Printed flyers for Templeton Lion's Club Annual 4th of July Auction and Fundraiser
- Team AccuZIP participates in 4th Annual ECHO Empty Bowls Fundraiser
- MOTTO FOR CHARITABLE GIVING. MOST PEOPLE WOULD BE SURPRISED BY HOW MUCH NEED EXISTS IN THEIR LOCAL COMMUNITY. IF EVERYONE HELPED LOCALLY, WE COULD EVENTUALLY LIVE IN A WORLD IN WHICH CHARITY WOULD BE UNNECESSARY."
- Michele Belmonte, AccuZIP HR Resource Administrator

"'THINK GLOBALLY, ACT LOCALLY' IS MY

16 17

WORLD OF ACCUZIP VIDEOS



USER GROUP HIGHLIGHTS

bit.ly/2XI8p1L



PRESIDENT KEYNOTE

bit.ly/2Jxpoet



Q&A SESSION 1

bit.ly/2SfH1lX



MARKETING TO GENERATIONS

bit.ly/2YVmeGH



FULL SERVICE MAILINGS

bit.ly/2xM4ku5



IMPROVING PROFITABILITY

bit.ly/2LQKcz4

To View All WOA Videos visit: bit.ly/woavideos

ACCUZIP'S HUMAN RESOURCES LAUNCH BRIGHT IDEA PROGRAM

BY MICHELE BELMONTE, JILL CROUCH

AccuZIP's HR department is working on developing a new system to welcome AccuZIP staff and customer partner's "Bright Ideas". We are looking for ideas that make a positive change to the company or that solve a problem/issue you have been experiencing. We've put together the guidelines below. If you have a customer partner "Bright Idea" we want to hear from you. Please complete the fillable PDF form at www. accuzip.com/brightideas that will allow you to detail your idea, how we would implement it and what affect it will have on the company. The guidelines below explain the process of submitting your "Bright Ideas" and what happens after the form is submitted. Please send an email to jill@accuzip.com if you have any questions. We are looking forward to hearing from you!



BRIGHT IDEA GUIDELINES

AccuZIP was founded on a bright idea. At AccuZIP, we love bright ideas. Nobody knows how to use the software in the real-world better than you do. Maybe you have an idea on how to improve something... **HR wants to hear your bright ideas.**

Bright Ideas should affect one of the following areas: quality, productivity, process improvements, feature enhancements, new product and feature requests.

Each bright idea should state a specific problem or idea and propose a definite solution. You should be willing to publicly stand behind your idea. You may submit your ideas for process improvements if you are willing to support the ideas through the process. Your bright idea will be acknowledged within 48 hours. The feedback on your idea will be private. If your idea is accepted, we will set up a timeline for implementation. You may be asked to be part of the implementation process. If your idea is implemented, with your permission, we would like to publicly acknowledge you. Please submit your bright ideas at www.accuzip.com/brightideas and send them to jill@accuzip.com





THE IT PERSPECTIVE

SCRIPTING & COMMANDS

BY DAVE BELMONTE

YOU MISSED THE WORLD OF ACCUZIP (WOA) you missed an epic event. There was a wealth of knowledge provided to the attendees from the experts in their fields.

One of the sessions included the AccuZIP6 powerful scripting, hot folder monitoring, and commands. This session included information and training on how to write a basic script, with manual intervention to fully automated scripts that monitor hot folders, and process files in a 100% fully automated manner.

If you are looking to automate some of the repetitive steps you perform with the AccuZIP6 software, this session was the right place to be. From start to finish, you can use the scripting to perform imports, optimization, validation, NCOA^{Link®}, duplicate detection, presort, Mail.Dat™, print all your USPS® approved postal forms, and finally a presorted output file ready to print. You can even go a step further to setup an automated email or text for notification when the script has performed the job.

Scripting, commands, and hot folder monitoring are a few of the top reasons AccuZIP6 is such a desired postal software over the competitors. These features are not only insanely powerful and versatile ... they are also included free of charge! This is not the case with our competition. Some of

our competitors either charge thousands for this feature, or do not even offer this powerful edition to their software.

If you are looking to setup a script in your environment, there are great resources in the AccuZIP forum, where you will also find ready to go "Turn-Key" scripts. All you will need to do to get started is download the script files, and follow the steps of getting setup. If you need assistance we are only a call or chat away.

If you missed the session, or even the entire World of AccuZIP, you can navigate to our website for a list of recorded sessions on other topics here:

www.accuzip.com/support/accuzip-user-group-conference/

There are also other resources available on scripting and commands on our AccuZIP Users Community Forum.

Scripting: bit.ly/accuscripting

Commands: bit.ly/accucommands

SUPPORTING YOUR BUSINESS

COMMERCIAL EDDM®

BY DONNA SUE TACKETT

HE USPS® BEGAN EVERY DOOR DIRECT on any single day. Both types of EDDM are mailing industry. EDDM offers many advantages like attractively low postage rates and simplified addressing standards (Postal Customer). In short, EDDM is a fast and inexpensive way of getting information distributed. It allows businesses to reach every home, every business, every address, every time per carrier route or neighbourhood.

Nothing this good comes without a learning Business Customer Gateway or Postal Wizard. curve. EDDM offers several options that can be confusing for those venturing into EDDM processing. First, there are two types of EDDM: Commercial EDDM (referred to as BMEU EDDM) and Retail EDDM. Commercial EDDM allows the mailer a variety of entry facility choices: DDU (Destination Delivery Unit), SCF (Sectional Center Facility) and NDC (Network Distribution Center). Retail EDDM must always be entered at a DDU.

When producing EDDM, mailers must always assure that they are using the correct type of mailing permit. This can be tricky given that the at the BMEU of your permit and after verification, two types of EDDM use two different permits. It is further complicated by the rules for each regarding how many pieces can be mailed

Mail or EDDM as a pilot program in required to be bundled with the correct facing April, 2011. Since its inception, it has slips. Bundle amounts can be 50, 75 or 100. As steadily grown into a staple of the an example, a 426-piece Carrier Route mailing could have 4 bundles of 100 and one of 26.

> Commercial EDDM is named for its connection to Mail Service Providers and other USPS permit owners. It can be presented at any of the locations previously mentioned with a USPS Form 3602 which can be in hard copy form or the data can be uploaded via Mail.Dat™ to PostalOne!®. It can also be processed via the The mail pieces should be printed with your Presorted Standard or Nonprofit Organization indicia as evidence of postage payment. The actual postage is then deducted from the permit account selected or via EPS.

> One of the advantages to Commercial EDDM is that you can mail as many pieces as you like daily. Another advantage is that it can be utilized across multiple mail types. These include: Standard Mail Flats, Irregular Parcels, Periodicals, and Bound Printed Matter Flats. With Commercial EDDM you will verify the mail you will deliver to the DDU, SCF or NDC entry mail location. USPS entry facilities require an accompanying USPS drop shipment form (PS

Form 8125) which will be round stamp dated by Services tab or USPS form 3587. There is a your BMEU staff at the time of acceptance. The limit of 5,000 pieces per day and the mail piece rates for Commercial DDU Drops (Destination must be a flat mail piece weighing less than 3.3 Delivery Unit) are also less than with Retail EDDM (DDU) drops so there is a rate advantage (6.5" x 9"), (6.25" x 11"), (8.5" x 11") oversized in processing Commercial EDDM. You do also have the option after verification of leaving the EDDM must be delivered to the Post Office that mail at the BMEU entry facility for a None entry services the ZIP Code™ and Carrier Routes of the rate. A SCF entry if the mail is all processed at mailing. Postage can be paid by cash, check or your local SCF can also save delivery time and labor cost incurred by having an employee using the USPS EDDM tool. deliver to multiple DDU drop locations.

Commercial EDDM rates vary based on the entry facility chosen. Here is a chart which illustrates some of the EDDM Standard Flat rates available and the differences in price based on entry facility:

Commercial Flats (Large Envelopes)

Marketing Mail	
Entry Discount	EDDM
None	\$0.225
DNDC	\$0.187
DSCF	\$0.180
DDU	\$0.162

Commercial Flats (Large Envelopes) Marketing Mail Non Profit

Entry Discount	EDDM
None	\$0.137
DNDC	\$0.099
DSCF	\$0.092
DDU	\$0.074

used. Retail EDDM can be processed from the any questions you might have. Business Customer Gateway under the Mailing

ounces. Some of the more popular options are postcards and tri-fold menus (4.25" x 14"). Retail debit card at the Post Office Counter or Online if

Retail EDDM Flats up to 3.3 oz. \$0.187

Both Commercial and Retail EDDM can be processed easily within AccuZIP. AccuZIP prepares for printing the proper USPS forms (3602, 3587 and 8125). The software also prints the appropriate Container Tags and all the associated Facing Slips with the correct bundle count on each. AccuZIP also creates the Mail. Dat[™] files for upload to Postal One so that the confirmation page containing the barcode for USPS scan entry can be printed from your Business Customer Gateway Dashboard. AccuZIP also provides a DDU chart feature in the presort setup process. If you are not familiar with DDU entry this option will search your list and identify the available DDU entry zipcodes making it easy to take advantage of all available DDU discounts.

If you have not processed an EDDM mailing yet within your business, below are several tools available to get you started on the path. On Retail EDDM can be used by the general public. the AccuZIP website we have an EDDM tutorial You do not need to purchase a mail permit video and Tech Note to walk you through all the or have any mailing experience. USPS has steps for producing EDDM, and as always the designed a generic Retail EDDM Permit to be AccuZIP Support staff is available to help with

EDDM TUTORIAL: bit.ly/eddmtutorial

MORE USEFUL INFO: bit.ly/eddminfo

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ADVICE NSDE FROM THE

PERIODICALS 101

BY CHRISSY ANDERSON

Conference my presentation was on Periodicals. My personal experience with Periodicals has been over twelve years of preparing the mailings in the AccuZIP6 software at my previous company and then another six years as a Customer Support Specialist for AccuZIP, Inc. Periodicals can be intimidating and my job at the World of AccuZIP was to give a little background and some helpful tips for preparing and presorting periodicals in AccuZIP.

There are two primary types of AccuZIP users for Periodicals. The first group is the publication owners themselves and the other group is the mailing agents for the publication owners. Whether you are presorting for yourself or for someone else, the basics in AccuZIP are still the same. Additional things to consider with Periodical mailings are: 1) Does the publication qualify for In-County rates 2) Should I presort with DDU options 3) Does the publication have advertising, and 4) Should I use firm bundles or not. All of these options will affect your postage as well as the advertising percentage. When in doubt, any one of our AccuZIP Customer Support Specialists will be able to assist you to ensure that you are complying with USPS Regulations. In fact, as part of our ongoing Professional Development, AccuZIP Customer Care Specialist Donna Sue Tackett and myself attended, and were certified, in Periodicals Training at the Business Mail Academy (BMA) at the National Center for Employee Development (NCED) in Norman, Oklahoma in February. When it comes to Periodicals, we are your experts!



PRODUCT SPOTLIGHT

RAMP UP YOUR ADDRESS HYGIENE WITH DATA ENHANCEMENT SERVICES

BY ERIC LAMBETH

YOU ARE CURRENTLY PAYING another service for DSF2® processing in order to get Saturation or High Density rates, or if you want to add Residential Delivery Indicator to your list, suppress deceased records, append apartment numbers to addresses that are missing them, and find more change of address records by those who didn't inform the USPS® of their move, then I recommend using AccuZIP6's Data Enhancement Services (DES) feature. This is already built into AccuZIP6, and if you haven't In order to qualify for High Density rates, used it yet, then you might have 25,000 free credits to use.

The price for these services, whether you choose one of the services, two of them, or all of the services, starts at \$1.00 per 1,000 records. When you purchase more than 250,000 credits, the price per 1,000 decreases. You can purchase credits that you can use over the course of time, which would allow you to save money on the price for this service.

The credits won't expire, so you can purchase as many as you'd like in a For the records in your list that have bundle. The lowest-priced tier is \$0.65 a DN or an SN value in the DPV_ field, per 1000 records.

You don't need to purchase credits in order to use this service. If you want to try this service out on a list, you can enter a credit card number when you're ready to buy, and then you're paying only for that list. You could try out a 1,000 record list and pay \$1.00. You could try a 250 record list and pay a quarter.

Benefits of adding Data Enhancement Services:

you need to mail to at least 125 in a route AND you need your list to be in walk sequence order, which requires adding DSF² information to your database. If only 10,000 records in a Standard Mail Letter mailing qualified for high density rates, that's a postage savings of nearly \$500 over 5 digit automation rates, and it would cost you \$10 to add DSF2 to those records. The savings can be even more significant for Flat size mail.

Apartment Append

meaning they either have missing or



incorrect apartment information, Apartment Append will correct many of these records by appending the correct apartment number to the address. Customers get very angry when they pay for address validation and NCOALink® processing and still get returned mail. Apartment Append can be an important tool in your Data Hygiene job.

ACOA

Find change of address information beyond the scope of NCOA^{Link}. This is not a replacement for NCOALink, but rather an enhancement, as this searches for Change of Address data by those who changed their address through magazine and newspaper subscriptions, utility bills and more. The data goes back 60 months and contains approximately 30 million records.

Deceased Suppression

Another quality data hygiene tool, deceased suppression will flag records of those who are deceased in your mailing list, further reducing postage costs.

For \$1 per 1000 records (or as low as \$.65 per 1000 if you buy credits in bulk), you can use any or all of these services. The price doesn't change whether you use only one service or all

There is no separate list fee

No need to send your data to another company and wait to receive your file the next day

Like NCOA^{Link}, your data is updated in AccuZIP6 so it's ready for presorting when the service is finished

Perform these services on your entire list or a selection of your list

You can run Data Enhancement Services within the script feature of AccuZIP6

If you already use Data Enhancement Services, have you saved a lot of money in postage and made money with this service? Please share your story by writing to eric@accuzip.com.



ADVICE FROM THE

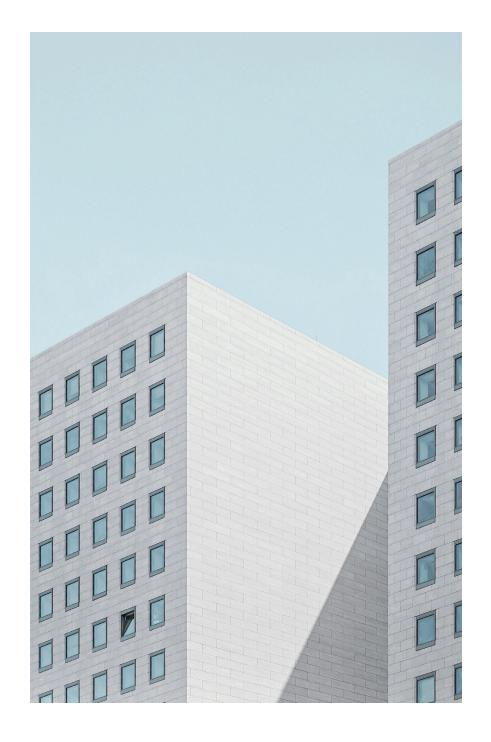
INSIDE

MERGE/PURGE & DE-DUPING BY TERRY CROUCH April, I hosted a session on Merge/Purge and Duplicate Detection. Merge/Purge is one of the most powerful tools at the disposal of all AccuZIP6 users, working in conjunction with Duplicate Detection to allow a user to set very specific criteria for record identification, and then perform their desired task with those identified records (whether that is suppressing those records or building a new list of matches).

For example, a client might come to you with a mailing list for a quarterly newsletter, but they also have a "Do Not Mail List" that they'd like you to suppress that list against. Merge/Purge is purpose-built for this process. You can also merge multiple lists together, all while suppressing records from multiple purge files! It's even possible to perform much more complicated tasks—like identifying records that only exist in more than five of your "merge" lists. This could be used to identify a selection of records that attended more than five trade shows in your purchased lists and mail a very targeted campaign to these individuals/businesses.

However, for this to be effective, a fundamental understanding of Duplicate Detection must be obtained. This session included how to build a match code—both Basic (software default values) and User Defined (to identify records when using custom fields) varieties, as well as processes like using the "AKA Dictionary" to correctly find matches between lists when the name might vary--"Mike" and "Michael", for example. All of this is possible in our easy-to-use Duplicate Detection feature.

If you missed the show, we hope to see you at the next World of AccuZIP Conference! Our best-in-industry technical support is also always free and unlimited, as well, so we can be reached using any of the methods on our contact page.



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PLACES TO JOURNEY

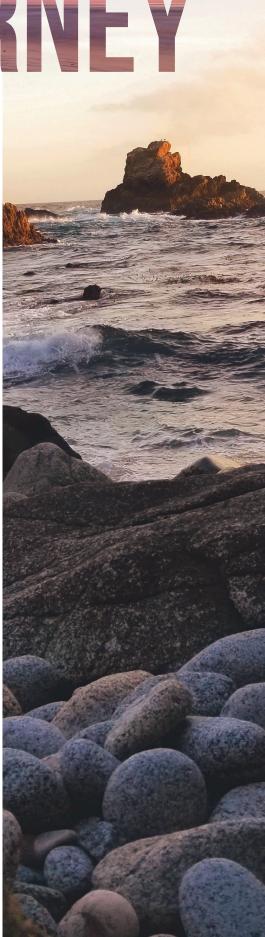
HARMONIZING IN HARMONY

BY LARISSA BARRIOS

OU'RE DRIVING DOWN HIGHWAY 1, THAT infamous road along the California coastline, where trees and fauna occasionally give way to majestic ocean views. Nothing out here except cows and the salty sea breeze. Then you see it, a small green sign with white letters. It reads: Harmony Population: 18. Surely it must be a joke? A town of eighteen people? Curious, you make the turn and go down a single dirt road. To your delight, you find a small town, perhaps the smallest you have ever seen, but a town nonetheless. Or so it would seem.

Harmony began as a dairy settlement by Swiss immigrants in the late 19th century, then known as Green Valley. The origin of the town's name is shrouded in rumors, but most circulate around a domestic dispute between rival ranchers that escalated to a murder. The story goes that the rivals were able to put aside their grievances, and in honor of their truce, the settlement was renamed Harmony.

Throughout its existence, Harmony has had some fame, albeit in unusual ways. In 1958, the town was featured in a live broadcast of the Ken and Bob Company Radio Show where recording artist Jehry Miller sang his hit song "Harmonizing in Harmony Population 18." A rumor ran that film star Rudolph Valentino visited Harmony to use the bathroom while



on his way to Hearst Castle. For years a shrine was made around the supposed toilet, though recently it was torn down. In LA, one can find a Harmony fire truck mounted on top of a building. No one knew how it got there, some 200 miles away from its home, until it was discovered that a previous developer of Harmony just loved the little town so much, that he wanted to take a piece back home with him. When it came to picking a mayor, the

"THE UNINCORPORATED COMMUNITY OF HARMONY HAS EVOLVED THROUGHOUT THE YEARS. FROM DAIRY SETTLEMENT, TO A WAY STOP FOR THE RICH AND FAMOUS, TO AN ARTIST HAVEN, TO A RESPITE FOR TRAVELING TOURISTS..."

residents found it only proper, in true Harmony fashion, to vote for Freddy, a Main Coon cat for 22 consecutive years.

Harmony has seen its fair share of rises and falls. In its dairy heyday, The Harmony Creamery produced 1,200 pounds of cheese a day. For decades it was the number one producer of dairy products in the Central Coast. However, business began to decline in the late 50's when food production moved from the Central Coast to the Central Valley, and eventually lead to the closure of the Creamery. In the 60's and 70's, Harmony became an artist hotspot, especially

with the counterculture movement. Like all fads, they too left Harmony, and the town began to rely on it's main tourist attractions, the wedding chapel, Harmony Cellars Winery, and the Glassworks shop to keep the town alive. However, changes are in the wind.

Four years ago Harmony was bought by another developer, Alan Vander Horst, who intends to give Harmony a much needed facelift, while still maintaining its rustic charm. His plans include turning the old Creamery into a cafe with indoor and patio seating, a wine-tasting room, a wine cellar, a dairy shop with ice cream and curds, a lounge, a gazebo and mini-amphitheater for concerts, retail spaces, and an artisan cheesemaking shop. While some concepts have started construction, others have been stalled due to septic installation issues. Still, the town perseveres, drawing in travelers on Highway 1 in between their destinations.

If you find yourself one such a person, be sure to hit all that Harmony currently has to offer. First, meander through the garden and say hello to the current feline Mayor, Gatacita, who will most likely be napping in the sun or cozying up to other visitors for pets. Then, stop by the quaint wedding chapel with its arched entryway reminiscent of a wine barrel, etched with branches and musical notes. Circle back down to the main street until you reach Harmony Glassworks, where you can pay to blow your own glass bowl or just watch the veteran glass blowers make stunning pieces of art. After enduring the heat of the furnaces, cool off with some good old fashioned ice cream, and finally make your way uphill to Harmony Cellars for some delectable wines.

Harmony has endured it all while maintaining its quirky appeal. With new renovations under way, its future looks bright, and harmonious.

ADVICE FROM THE

INSIDE

WAYFAIR - NOT JUST ONLINE SHOPPING

BY JAMES LORD, CPA

o YOU NOW OR DO YOU PLAN TO IN THE future sell your goods and/or services outside of your home state? If the answer is no this article may not interest you. However, If the answer is yes, the June 2018 Supreme Court decision in favor of the state in South Dakota v. Wayfair®, Inc. will affect you.

In June 2018 the Court in the Wayfair decision overturned a long-standing rule that an out-of-state seller must have a physical presence in a state before the state can require the seller to collect sales and use taxes. In addition to overturning the physical presence rule and declaring it "unsound and incorrect," the Court looked at South Dakota's law and concluded that its provisions are sufficient to establish substantial nexus. They were impressed by the law's provision of a safe harbor for businesses that have only a small number of transactions or low dollar-volume sales in the state as well as by the prohibition against applying the law retroactively and the adoption of a Streamlined



"IF YOUR BUSINESS HAS SALES OUTSIDE OF ITS HOME STATE, YOU SHOULD REVIEW THE SALES TAX LAWS AND REGULATIONS IN THE REMOTE STATES WHERE YOU HAVE ACTIVITY."

Sales and Use Tax Agreement. This decision establishes an economic nexus principal in place of the former physical presence nexus. In case you are curious, in the wonderful world of taxes, nexus is essentially a connection or link to a state which is substantial enough to subject you to the state's tax laws.

Under the Wayfair ruling, an out-of-state business may trigger a sales tax collection obligation through its economic activity in a state, either by dollar volume of sales or the transactions, or both. Specifics about the level of activity required differ from state to state. In California, as of April 1, 2019, sales to California residents of \$500,000 or more subject the seller to California sales and use tax laws. California has no threshold based on the number of transactions.

It is important to note that the Wayfair decision affects any business that has out-of-state sales, whether the sales are over the internet or not. Non-compliance with state sales and use tax laws can be costly, stressful and time consuming. If a business is audited and it is determined that the business should have collected sales tax from its customer but failed to do so, the business will be liable for the tax not collected, plus penalties and interest. With an average sales tax rate of almost 10% the liability may be significant. Even though sellers have the option to try to collect the back tax due from their customers, this is often not successful.

The Wayfair decision is far reaching and the establishment of economic presence pursuant

to it is not the end of the story. Once nexus is established, the seller must look at the products and services they are selling. Each state has its own laws as to what is taxable property and what is not. Generally, personal property sales are taxable. However, the definition of personal property is not necessarily straight forward. Canned software is a good example. CA exempts computer software which is delivered electronically (downloaded from the internet) where no physical asset is delivered. If a physical disk is delivered in place of or in addition to the downloaded software, the entire sale is subject to sales tax. In other states, electronically delivered software, even where no physical asset is delivered, is subject to sales tax. Those in the direct-mail industry face numerous complexities in determining which parts of their business are subject or not subject to sales tax.

If your business has sales outside of its home state, you should review the sales tax laws and regulations in the remote states where you have activity. Your business needs to determine whether its business activity meets each state's threshold for collecting sales tax and reporting use tax. Also be sure that the business is properly documenting sales which are exempt from sales tax and collecting sales tax exemption information from exempt customers.

In this article we are not providing tax or legal advice. It is recommended that you consult with qualified professionals regarding these matters.

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WORKPLACE

WELLNESS

SPARK PRODUCTION, CREATIVITY AND MOTIVATION WITH FUN!

BY KELSEY HAZELTON

the printing industry, Clients seek colorful and innovative. These pieces all started with an idea, a spark of creativity, and a decision to act on that creativity by making something extraordinary. Without color, or uniquely detailed images and words, our mailing pieces lose their spark, and they don't bring the message across to the recipient of the mail piece in quite the same way. If a recipient is not getting the message in a meaningful way this could cause them not to act on the marketing piece which can affect the ROI on the mailing itself. The same can be said about our employees, teammates and coworkers who need encouragement, appreciation, and acknowledgment to perform at the highest production with creativity. Without this, they too lose their spark.

Here at AccuZIP, we all wear different hats. One of my hats is the AccuFun Coordinator. When someone in Team AccuZIP has a birthday, I get to make their day a little brighter and special. I take a few moments and get to know each team member's favorite things and incorporate that into a special birthday treat or gift from the company. With our industry, there is no other speed than FASTER; Deadlines to meet, jobs to be printed and To-Do Tasks that should have

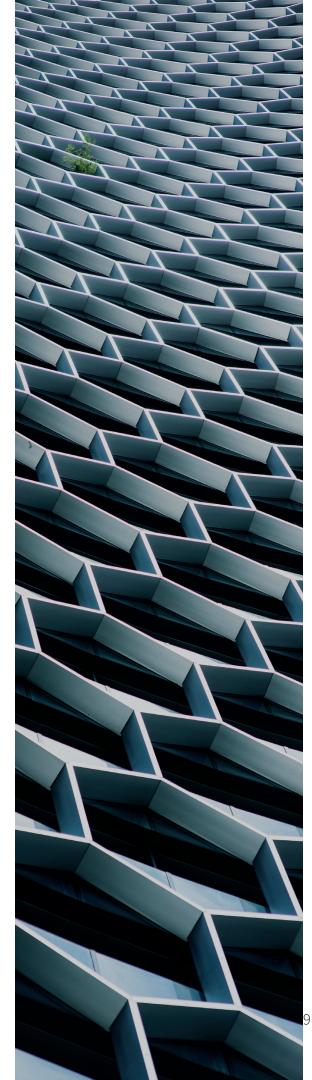
been done yesterday. Yet, taking just a few out mailing, marketing, and design minutes out of your busy schedule to recognize printed pieces that are eye catching, your team can make them feel appreciated and uniquely recognized. As time goes on, things change. Get creative, and come up with different ways to surprise your team, individually or as a whole, when rewarding them for a job well done. For example, randomly hosting a luncheon, bringing a box of donuts for the team to share or showing individual gratitude for completion of a long project will put the fun back in their day. Your business will benefit in many different ways. "If you never did, you should, these things are fun, and fun is good."- Dr. Seuss.

> I recently had the chance to mingle with many of our customer partners at our Inaugural World of AccuZIP event. I found so much joy in sharing with them about my AccuFUN duties as well as my Sales Support Assistant role. I learned a tremendous amount from them about their businesses, the printing industry and how they love mailing too! Many of them shared with me ways that they make their customers, team and coworkers feel special. They also gave me great ideas that I had not thought of before too. I am always open to learning more, creating new and exciting adventures, and sharing tips and tricks of my own to help others incorporate more fun into their work space to spark creativity.

Another key factor in our industry is CHANGE. The technology, social media and advanced marketing design capabilities that can be embedded into the printed pieces are vast and growing every day. Customers seek these new advancements and are always wondering how they can make their next printed piece better, more colorful and designed to bring in more revenue while adding these changes to produce better results. Your team members are then helping your customers to create these printed projects. By adding these spontaneous fun occasions for your team, you are boosting their morale and giving them the creative spark, through a little bit of fun, that they need to then continue producing cutting edge, innovative and colorful projects. You will then reap the rewards of the revenue that they continue to bring to the company.

At AccuZIP, we also recently implemented an AccuVersary Program. This recognizes every team member when they celebrate being with the company for another year. On the anniversary of their date of hire, they will receive a special surprise from the team. They also will get a card wishing them a Happy AccuVersary and the number of years they have been with us. The program has been very well received by our team!

In conclusion, spark creativity, production, and innovation within your company with fun. These random and spontaneous fun activities will help your team to feel appreciated, rewarded and valued for the sparks of creativity that they bring to your company every day. By recognizing the value that each of your team members brings to the table for their talents, projects completed and jobs well done will give them motivation to continue creative production. I will leave you with another one of my favorite quotes, "As we express our Gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them."- John F. Kennedy





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