

ZIPLINE

A dramatic photograph of a person's legs in ziplining gear hanging over a canyon edge. The sun is setting in the background, creating a warm, golden glow and lens flare effects. A winding road is visible in the valley below.

FOLLOW YOUR PATH

2021 VOL. 2

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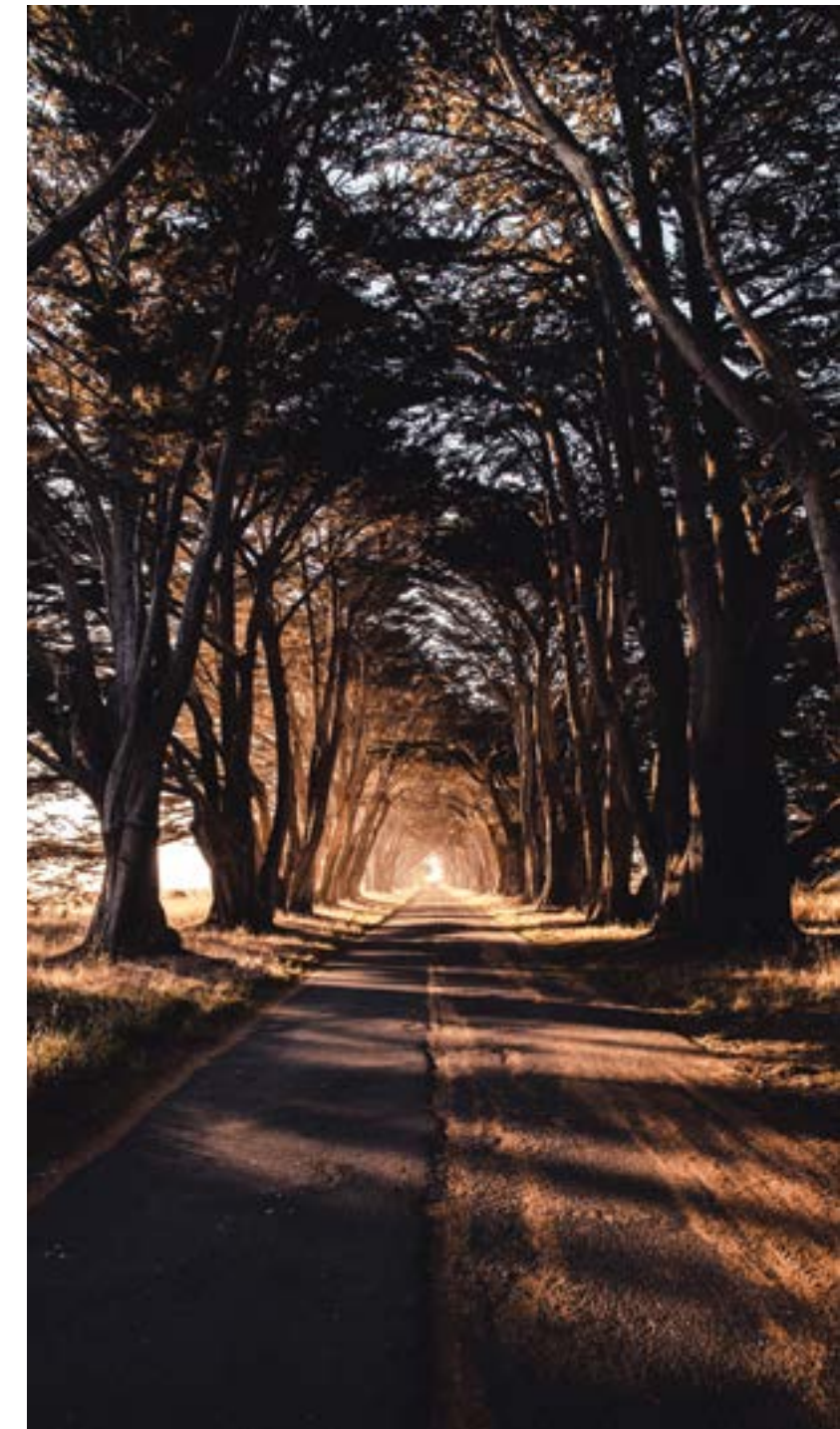
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2021 Volume 2

PRESIDENT'S CORNER

FOLLOWING OUR PATH



Welcome to the Fall 2021 issue of the zipLINE. While our path has lengthened and our route has widened these last three decades, at AccuZIP there is one unwavering element on our path which is our **Core Values**. They remain steady and continue to serve as our guiding light. Service, Innovation, Loyalty, Integrity, and Excellence are always the focus of our path, making it easy to stay on course. These pillars were established to serve a common goal: our commitment to providing the best for our customer partners – always. Our Core Values extend into everything we do, including our industry-leading technology, world-class customer support, and lifelong relationships.

These long-term relationships are grown internally among our loyal AccuZIP team members and extend out to customer partners and industry groups. Speaking of industry groups, you can find the many industry associations that AccuZIP is part of, such as DTAC, Mailers Hub, Printing United, Idealliance, DMA, USPS® User Groups, and many more on our **website**. We are part of these industry groups to ensure we are well informed and maintain a “voice” for our customer partners in an industry that is so important and often complex to the many that rely upon it.

AccuZIP's path will be even brighter this year as we return to 'in-person' tradeshows. AccuZIP is excited to attend several events with a

complete schedule of current and past events on our **website**. We always enjoy supporting events like these for the power of personal connection, networking, and mutual support. If you or any of your colleagues are attending, please make sure to stop by our AccuZIP Booth to say 'Hi!'. We are also excited to be supporting several virtual events, including participating in the ongoing Minuteman Press Regional Meetings.

Whether the path be in-person or virtual, we are committed to supporting our customer partners and industry associates in a flexible and productive way. Led by our Core Values, we approach things with integrity, open eyes, and an adaptable mindset. This approach is responsible for our continued success and longevity in an industry with a constantly changing landscape. With that mindset and loyal customer partnerships like yours behind us, we are ready to tackle the path ahead-together.

Thank you for your continued loyalty and partnership.



Kristen McKiernan, President

EXCITING EVENTS

JULY 29-30TH, 2021

2021 FSI Intl. Convention & Vendor Show
Booth 111
Las Vegas, NV
[Learn More](#)

AUGUST 5-6TH, 2021

2021 AlphaGraphics Technology Expo
Booth 305
Town & Country Hotel, San Diego, CA
[Learn More](#)

SEPTEMBER 20-22ND, 2021

2021 NPF 2.0
National Postal Forum Virtual Show
Attendance TBA
[Learn More](#)

OCTOBER 6-8TH, 2021

PRINTING United 2021
Booth 1122
Orange County Conv. Center, Orlando, FL
[Learn More](#)

JULY 27-30TH, 2022

2022 Minuteman Press World Expo

Recently with **ACCUGIVES**



FRIENDS OF SCOUTING

AccuZIP is a proud 2021 Friends of Scouting sponsor for the Boy Scouts of America. Scouting helps youth develop academic skills, self-confidence, ethics, leadership skills, and citizenship skills that influence their adult lives. Try new things. Provide service to others. Build self-confidence. These are all core values that AccuZIP, as a company, supports and emulates, and therefore AccuZIP is proud to be a “Friend of Scouting” as part of the AccuGives program!

Supporting Our Community



AVILA BEACH CHILDREN’S BUSINESS FAIR

AccuZIP is proud to be a Premier Sponsor of the Children’s Business Fair. This event will be taking place this October in Avila Beach and is hosted by the McKiernan Family. Children will have the opportunity to develop a brand, create a product or service, build a marketing strategy, and then open for business at this one-day marketplace. The event is free and open to the public.

EMPTY BOWLS

The El Camino Homeless Organization hosted their annual Empty Bowls event, and AccuZIP is proud to support the event. Guests were able to enjoy delicious soups from local restaurants in beautiful ceramic bowls for them to keep as a souvenir. The event raised over \$50,000 that will help operate three overnight shelters on the Central Coast.



2021 ICM GOLF TOURNAMENT

Some of our Texas office team members participated in the 2021 Interfaith Caring Ministries Golf Tournament sponsored by AccuZIP. It was a great afternoon with great company supporting an exceptional organization in our local Texas area.



Connecting with **ACCUFUN**



On April 21st, we honored Larissa Barrios from our CA offices for Administrative Professional’s Day. “She is always so pleasant to work with, diligent, and has a calm and easy spirit,” says President Kristen McKiernan.



We love to celebrate the special moments, including birthdays! We were excited to decorate the California office for Kelsey’s birthday. She is a Sales Support Assistant here at AccuZIP and our AccuFun Event Coordinator!

Discovering New **BRIGHT IDEAS**

NEW BRIGHT IDEA

Our Customer Care Specialist and Associate Software Developer, Brock Belmonte, recently submitted a Bright Idea. He identified a pain point in our software and created a solution to be added to the program. This addition will simplify the installation and streamline the process when using the software on multiple computers at your company. We are grateful for our team that is always here to help us achieve excellence. Thanks, Brock!

ABOUT THE PROGRAM

At AccuZIP, we love bright ideas. That’s why our Human Resources Team created the AccuZIP Bright Ideas program. Anyone, from a team member to a customer partner, has the opportunity to submit their ideas to improve our software. Please complete the fillable PDF form that will allow you to detail your idea, how we would implement it, and what effect it will have on our company and customer partners.



ENJOYING A STAFF LUNCH AT THE ACCUZIP CALIFORNIA OFFICE!



WE ARE EXCITED TO JOIN PRINTING UNITED ALLIANCE, THE LARGEST PRINTING AND GRAPHIC ARTS ASSOCIATION IN THE UNITED STATES.

Growing with ACCULEARN

PRESIDENT KRISTEN MCKIERNAN’S BUSINESS EMAIL WRITING COURSE



Our President Kristen McKiernan completed a Business Email Writing course in March to polish her skills. She shares, “I like to consider myself a ‘forever student’ and again realized the importance of ongoing Professional Development with the recent Business Writing Skills course I completed. Much of my job entails communication in many forms and to many people. I am always looking for ways to improve and streamline communications at AccuZIP, as effective communication channels make an organization run smoothly. I found by taking this course that I’ve honed my quality of writing and improved productivity. These improved communication methods and placing emphasis on the ability of all functional areas of AccuZIP to work together is particularly important in an increasingly expansive workplace where collaboration is the norm.”

KELSEY HAZELTON’S BUSINESS CLASSES

Kelsey, one of our Sales Support Assistants, shares about her recent classes, “I am halfway through earning an AA in Business and a Certificate of Specialization in Business Marketing. Each step closer to this goal has been a thrilling endeavor. This past spring semester, I completed three courses: Business Communications, Intro to Business, and Marketing. Taking these classes at once was quite the challenge, but it was worth it. I learned so much and was so intrigued with the material that I wanted to keep pushing myself. This summer, I am taking Macroeconomics, and in the fall, I will be enrolled in Math for Humanities and Advertising. I have really enjoyed this challenge. I am tremendously grateful for this opportunity through the AccuLearn program, and all I have learned.”



BROCK BELMONTE’S DIGITAL MARKETING & SOCIAL MEDIA MARKETING COURSE

Our Customer Care Specialist and Associate Software Developer, Brock Belmonte, completed a Skillpath Certificate for Digital Marketing Course along with a Certificate for Social Media Marketing. We are excited to see how these new skills will be put to use.

CELEBRATING ACCUVERSARY

OUR LATEST ACCUSTARS

Donna Sue Tackett is a Customer Care Specialist and on the Franchise Development team. We were excited to celebrate her 8th AccuVersary earlier this year!



Marty Haywood is a Customer Care specialist celebrating his 8th AccuVersary. His cat Bobby joined in on the photos!



CHRISSY ANDERSON
Customer Care Specialist

Chrissy went above and beyond helping Melissa, one of our customer partners. Here is what Melissa shared about her experience, “I had a major issue on a file that I totally messed up and she walked me through and fixed it for me. There were several problems with it and it wasn’t an easy fix or a fast one, she logically went through it and never gave up on me. I can’t say enough about her, her kindness, and willingness to figure it out. She is a gem!” Our CEO Steve Belmonte continued these praises by saying, “WOW! Your dedication and perseverance to resolve a customer issue is what makes up the DNA of AccuZIP. Keep up the extraordinary work. I am very proud that you are part of Team AccuZIP.”



VINCE MURDOCH
Customer Care Specialist

Vince worked hard to help Ann through her first parcel mailing, and she was beyond grateful. Here is a note she shared, “His knowledge, customer service, and patience were OUTSTANDING! He walked me through the entire mailing and created the mailing labels pdf for me. Throughout the conversation, he was extremely kind and patient. I cannot speak highly enough of my interaction. This mailing was causing me a lot of stress and he completely made my day with his helpfulness.” Upon receiving this message, our CEO Steve Belmonte shared, “Vince is a superstar and never ceases to amaze me with his ability to problem solve and patiently assist our customer partners.”



FOLLOW
YOUR PATH



CELEBRATING OUR OUTSTANDING ACCUZIP TEAM



DONNA SUE TACKETT

CUSTOMER CARE SPECIALIST
FRANCHISE DEVELOPMENT

It is no secret that excellence is the goal at AccuZIP. This extends beyond our industry-leading products to our customer service that is second to none. All of this is made possible by our team members, who are here to train you on the software and are always eager to help answer any questions. One of these kind and talented people is Donna. She has been part of the team for eight years, so we thought we'd let you get to know her a little better. Enjoy!

What was your favorite subject in school?

English Literature. I love to read. The fact that somebody can put words to page, and those words can make you see and live the stories in their mind is amazing to me.

What's your favorite memory from AccuZIP?

The World of AccuZIP conference in Houston.

What's your favorite quality about yourself?

The ability to see both sides of an issue. You have to see someone else's side of the world before you can begin to understand them.

What do you feel most proud of in your life?

My children, grandchildren, and the thought I am leaving something of myself behind.

What is a skill you would like to master?

With my Irish background, I'd like to learn to speak Gaelic.

What's your favorite thing about AccuZIP?

The memo line on the container tags. When I first started using AccuZIP, I requested it some 24 years ago. It was most likely already in production, but I always think of it as my memo line.

What do you enjoy doing in your free time?

I knit, sew, paint, and dig in my flower beds.

What are you excited about at AccuZIP?

I get excited about training new mailers. There is so much to know about USPS regulations and teaching is one of the things I think I do well.



INNOVATIVE LIVINGMAIL

MOBILE APP FOR IOS & ANDROID

By CEO Steve Belmonte

LIVINGMAIL is a truly remarkable app for iOS and Android devices. There is nothing like our LIVINGMAIL mobile app available today. This consumer product allows a person to print photos and videos on a postcard with a custom background and music. Yes, I said videos and music on a postcard! When the recipient receives the postcard, they point their mobile device camera at the printed postcard image, and magically, the mobile device plays the slideshow of photos and videos with custom transitions and music over a custom background.



Our LIVINGMAIL app is another product and service that helps promote PRINT and MAIL. Combining print with the digital world via an app on your mobile device is the essence of LIVINGMAIL.

The LIVINGMAIL app is simple to use, with a point-and-click user interface to add photos and videos from your iOS or Android device. One user stated, “I went on vacation over 9-days and 7-states and created my own LIVINGMAIL in minutes and mailed it to my family and friends so they could see the entire trip! All on one LIVINGMAIL postcard!” The app allows you to reposition your photos to avoid cutting off someone’s head or parts of the image that are important to you. You can choose from hundreds of backgrounds and music tracks to automatically play during the slideshow setting the mood of your custom creation. Add up to five minutes of content, including several videos and photos, all incorporated on a single postcard. Choose between many different layouts with one, two, three, or more printed images. Then with a few clicks, you can mail it to family and friends for only \$1.99 per

postcard. When your family and friends receive the postcard, they point their iOS or Android mobile device at the postcard image to bring their LIVINGMAIL postcard to life as they watch the custom slideshow you created and printed on a single postcard.

Have your customers use LIVINGMAIL to create a commercial on a postcard. For the real estate market, a realtor could perform a walk-through of their new listing by taking pictures and video with their iOS or Android device. Then with a few clicks, choose between many different preset layouts, hundreds of backgrounds, and music content, and click to send to your printshop to be printed and mailed at presorted rates, including EDDM! When the prospective buyer receives the postcard, instead of looking at a cluttered flyer, they simply point their iOS or Android device to the printed postcard, and the slideshow will begin playing automatically. Now the real estate agent can put more photo and video content than before and add music that can inspire the sale.

An owner of a pizza restaurant can take pictures and videos of the process of creating and fire-roasting a hand-made pizza. Then with a few clicks, choose between many different preset layouts, hundreds of backgrounds, and music content, and click to send to your printshop

to be printed and mailed at presorted rates, including EDDM! When thousands of people receive the printed postcard, instead of seeing a static image, they simply point their iOS or Android device to the printed postcard. The slideshow will begin playing automatically, creating a cool vibe inspiring the viewer to dine at the pizza restaurant.

A restaurateur could take pictures and videos of a chef preparing a dish and the server delivering it to the table with happy guests. Then, pair this footage with a custom background and music that fits the restaurant’s vibe. Or create a cool kitchen tour with

pictures and video interviews of their top chef preparing a unique dish. This type of LIVINGMAIL postcard helps create an emotional attachment to the restaurant and, as you can imagine, will create an emotional reaction and provide a higher return on investment.

LIVINGMAIL for iOS and Android devices is a game-changer for fundraising events. Use past fundraising photos and videos in our LIVINGMAIL app to create a professional slideshow within seconds. With a few clicks, that postcard can be sent to your printshop to be printed and mailed to generate more revenue for the upcoming fundraising event.





With our LIVINGMAIL app, you can reduce the content on a static postcard and instead incorporate beautiful photos and videos with a background image and music to create a comprehensive marketing piece that could otherwise not be easily created.


The LIVINGMAIL app is free to download. It is only \$1.99 to create a beautiful marketing piece that can be printed at your printshop. The postcard messaging is designed with a compelling call to action, so the recipient knows what to do when they receive it. With the massive use of iOS and Android devices, you can now give your customers the tool to create marketing pieces that will ensure they increase their return on their investment, and in turn, give you more business so you can grow your revenue.

Try LIVINGMAIL yourself today by downloading it from the app store on iOS or Android devices.

Today our app is named LIVINGMAIL. However, we are rebranding LIVINGMAIL to LIVINGPRINT. LIVINGMAIL will be a PRODUCT within the LIVINGPRINT app. When this change occurs, we will let you know so that you can point your customers in the right direction.

We are very excited about this new opportunity for you and your business to help you grow. We will continue to develop new technologies to continue your success and increase your revenue. This new consumer application is a continuation of our motto, OUR TECHNOLOGY. YOUR SUCCESS.



Sincerely,

 Steve Belmonte, CEO

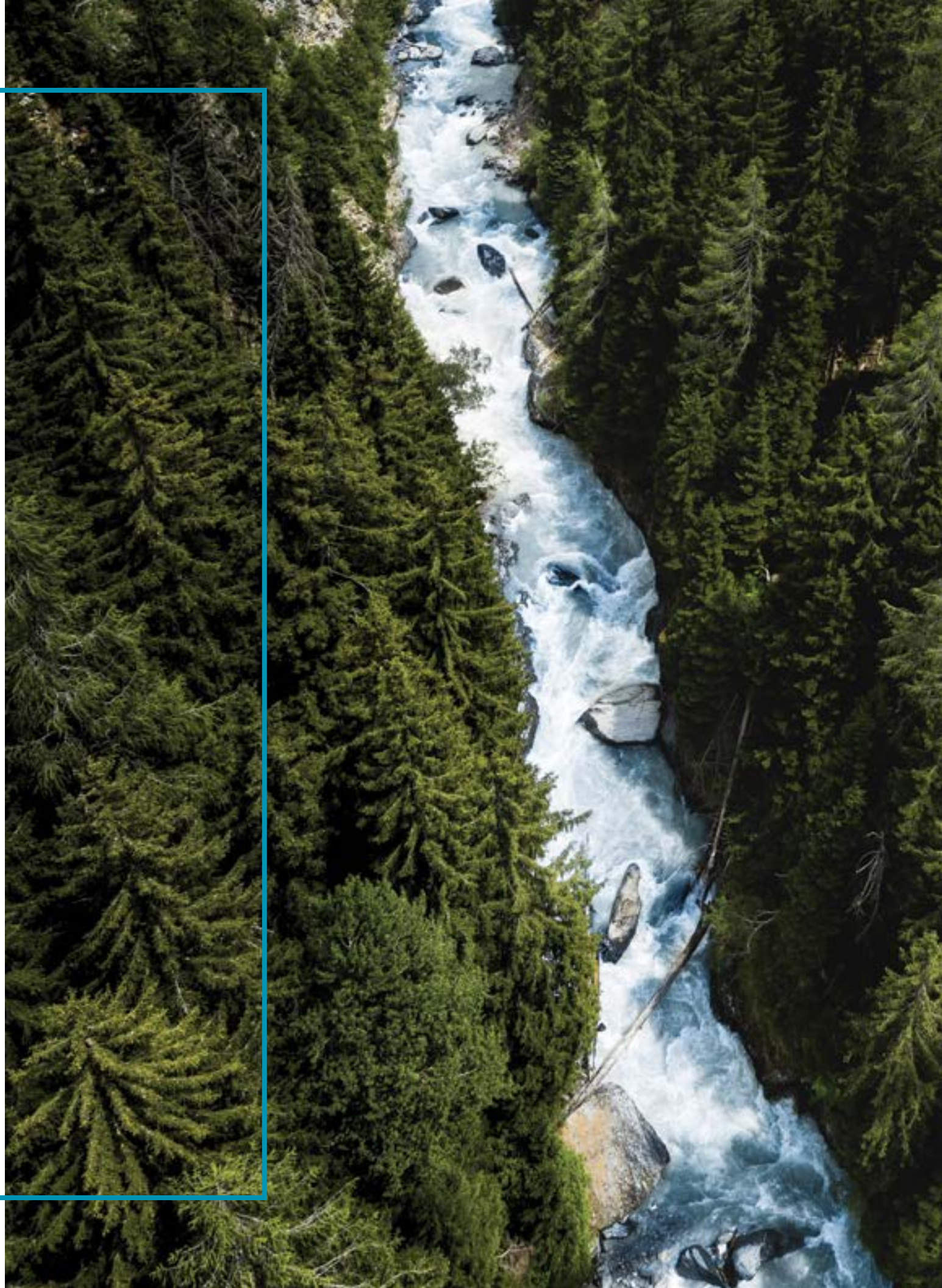


BRING YOUR MAIL TO LIFE
AND TRY IT OUT TODAY!

CLICK HERE FOR APPLE
CLICK HERE FOR ANDROID

LEARN MORE AT
LIVINGMAIL.COM

WE ARE HERE FOR YOU
CONTACT US TODAY



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 8AM TO 5PM CT

EMAIL

SUPPORT@ACCUZIP.COM

CHAT

[ACCUZIP.COM/CHAT](https://www.accupip.com/chat)

VIEW OTHER SUPPORT OPTIONS AT
[WWW.ACCUZIP.COM/SUPPORT](https://www.accupip.com/support)

IS YOUR DIRECT MAIL IRRESISTABLE?



**BY ACCUZIP CUSTOMER
PARTNER, SUMMER GOULD**
PRESIDENT, EYE/COMM INC.

Creating irresistible direct mail is a great way to increase your response rates. Obviously, you need to make sure you are sending the right offers to the right people and that your design is getting noticed. Beyond that though, there are so many fun ways to engage your prospects and customers to drive response. Have you taken a look lately at the mail pieces you are getting? Now, they are more targeted, personalized and engaging than ever before. Technology has allowed us to continually increase ROI! By adding technology, you can draw attention to your mail piece and create a wow factor to make your direct mail irresistible.



FUN WAYS TO USE TECHNOLOGY IN DIRECT MAIL

AUGMENTED REALITY

Your direct mail can come to life! This is so cool! It's not just a video that plays, but it can actually be manipulated by your prospects and customers on their mobile devices. This is a very powerful way to engage them. Many marketers think that this is very hard to do and expensive, but it does not have to be. You can create a great user experience without breaking your budget. Check out this example [HERE](#). How can you create an awesome experience?

SOUND CHIPS

You can add sound to your mail pieces! Record any message you want, then when your prospect or customer opens it, the sound starts to play. Most people have seen this mechanism with a birthday card. Check out an example [HERE](#). These are not super expensive and can be really fun!

VIDEO

You can add video screens to your mailers. When your customer or prospect opens the mailer the screen is right there, and it can either launch automatically or when they push a button. Want to see how they work? Check this out [HERE](#). Keep in mind that these are on the more expensive side, but if you are selling high end items, they can bring you great results.

DATA

You have so many options now to enhance your data or just take advantage of the data you already have. Segmenting like people together allows you to send more powerful messaging to the right people. You can profile your current customers to find prospects who are most like them. Then you take your data and create variable data mailers with targeted images as well as copy and even design if you want to. The power of your data is only limited by you.

Technology doesn't have to be a big budget item. You first need to plan out what you would like to do, then figure out the costs. Now you are ready to create your marketing campaign plan. You need to think strategically starting with your goals. Creating direct mail using technology is a great driver of response when used correctly. Your best bet is to consult with us before you commit to a design, so that we can help you with postal regulations and other aspects to save you money.

Keep in mind you still need to consider the basic requirements of good direct mail. A good list, an eye-catching design and a strong

call to action are a must to drive response. If any of these are lacking, you will not get the response you wanted. Make sure to provide instructions on the mail piece about how to use the technology. Don't forget to provide them with great content to view. If the content is not well designed or planned out, then the whole process will be a waste of time.

LEARN MORE

visit eyecomm.org

email info@eyecomm.org



USE DIRECT MAIL MARKETING LISTS TO GROW YOUR BUSINESS

BY TRISH WITKOWSKI AT
FOLDFACTORY AND ACCUZIP, INC.

In direct mail marketing, the mailing list is everything. After all, if the message doesn't get into the right hands, your time, money, and effort are a total waste. Who would deliberately waste an opportunity to get a timely and well-designed piece of mail with an irresistible offer into your ideal customer's mailbox? What lists do you have, and what lists do you need?

With the AccuZIP Targeted Address List Builder, you can create business and consumer lists for only 3 cents per address! Unlike other list companies who charge a minimum fee per purchase, you'll spend just \$0.03 per address with no minimum purchase requirement.

Make your selections based on geography and either the type of business or the interests of the consumer – or both! No need to purchase multiple lists. When selecting types of business addresses, use filters such as Fortune 1000, NAICS, and employees. Consumer selections

include personal interest, economic status, and much more!

HOW TO GET THE RIGHT DIRECT MAIL MARKETING LIST

Select the option to Generate a targeted direct mail list, then select your geographic region. In the Demographic section, build your list with three easy steps:

1. Select from a choice of five database types, e.g., new mover, new business or consumer
2. Narrow your target by selecting a category relating to the database type
3. Select a value for the chosen category, e.g., cat owner
4. Continue filtering in order to hone your target audience.

DON'T WASTE MONEY MARKETING TO BAD ADDRESSES

With AccuZIP, you can be assured the list you purchase is squeaky clean, as each list you build

goes through a three-step address cleansing process immediately prior to downloading to ensure your list is ready to mail right after purchase!

AccuZIP, Inc. uses a regular update cycle, using automated and manual calling, web research, news events, user feedback, directory inputs, and much more. This provides a database which is more accurate, with records which are touched more frequently, especially for the smaller companies.

With the AccuZIP List Builder, you'll apply a final three-step address cleansing process to your purchased list right before you download it to make sure these records are as up-to-date as possible.

1. CASS Certified™ address validation
2. NCOALink® move update processing
3. Duplicate Detection

WE DON'T PLAY THE SHELL GAME

The types of businesses AccuZIP excludes are as follows:

Hobby Businesses – Individual dealers of Tupper Ware, Pampered Chef, Scentsy, Avon, and similar multi-level marketing companies are generally excluded.

Shell Companies – Companies which exist solely on paper, either to protect assets or as a holding company, with no employees and no physical location, are excluded.

Lead Selling Companies – Companies with only a telephone number which don't provide an actual service are excluded. The largest of this category are lock-smith and garage door businesses, which advertise a telephone number, and then sell inbound calls to an actual locksmith or garage door business.



CONSUMER ADDRESSES

Over 200 million
consumers



NEW HOMEOWNERS

Over 100 million new
homeowners



NEW MOVER DATA

200k new movers
updated weekly



BUSINESS ADDRESSES

16 million businesses
with 25k added weekly

How to Get the Right Direct Mail
Marketing List to Grow Your Business

Get the Most Out of
Your Mailing Lists

Mailing Audience
Worksheet

AccuZIP Data
Dictionaries

HOW TO CREATE USPS INFORMED DELIVERY ADS

BY ACCUZIP CUSTOMER
PARTNER, SUMMER GOULD
PRESIDENT, EYE/COMM INC.

What is USPS Informed Delivery®? It allows customers who sign up to receive emails with grayscale images of the address side of letter-sized mail pieces that have processed through automated equipment. Why is this helpful for companies that send direct mail? You are now able to send the post office your artwork along with your mail.dat file to be included in the email that is sent to customers with a link to a web page of your choice for the campaign. Basically customers get a digital preview of their mailbox. This means that prior to getting your mail piece people can click on your link to start buying.

HOW IT WORKS

Your content is associated with an individual mail campaign. You can run multiple campaigns at once for a single mailing. You may also run multiple mailings and campaigns simultaneously. Each campaign is triggered by and mapped to a single Mailer ID used on the mail pieces. You may set a date range as well. Mailers can also use the Serial Number range within the Intelligent Mail® barcode to provide a greater level of personalization. When a mail piece scan for an enrolled Informed Delivery user and the MID or Serial Number in the IMb is associated with an active mailer campaign, the customer will see your customized content that you provided to the USPS.

This is an easy way to add a channel to your direct mail. Since customers have signed up to get the emails you can easily provide color artwork they will want to click on. This is a free program, so why not try it out and see if your customers like it? So, what do you need to qualify to participate in this program? Your mail pieces must be automation compatible and they must contain a valid IMb. Also, you or your mail service provider must be IMb certified. AccuZIP6 supports all three items above.

HOW TO PARTICIPATE

The process is simple. Create and send the normal hardcopy mail, then provide USPS with your image content and web address. There are two ways you can run the campaigns:

Ride-Along Image & Target URL: This campaign includes the USPS grayscale scanned image of the letter-size mail piece and an image provided by the mailer. This image is placed below the grayscale image in the email. The Ride-along Image is clickable and so is the “Learn More” link. These are both linked to the same URL.

Representative Image, Ride-along Image & Target URL: In addition to the required Ride-

along Image and URL, this dual campaign includes an image that is provided in lieu of a flat-size image or in place of the grayscale letter-size image. In this version, your images are static, they are not clickable. The images must be clearly branded and must be directly related to the hardcopy mail piece. One more thing, images are optional for letter-size mailings; but required for a flat-size mailing.

WHAT IS REQUIRED

Now you are ready for the required components to actually run your campaign:


1. Campaign Display Name
2. Campaign Title
3. Campaign Code
4. Campaign Start Date
5. Campaign End Date
6. MID on Piece
7. IMb Serial Number Range
8. Image and URL
9. Images must not exceed 200 kilobytes
10. Images must be in JPEG format
11. Images must meet pixel constraints, which varies per image type
12. Images must be representative of the brand or mail owner and directly related to the mail pieces

Now you are ready to submit your campaign. There are two ways to submit an Informed Delivery campaign, via the Mailer Campaign Portal or PostalOne!®. AccuZIP can help you with the Informed Delivery Campaign Setup using our AccuEngage Professional Service.

LEARN MORE ABOUT ACCUENGAGE

call (800)233-0555

visit our website here

A scenic landscape featuring a calm lake in the foreground, with two people in a small boat. The background consists of steep, forested mountains under a hazy sky. The overall tone is serene and majestic.

**ALONE WE CAN DO SO LITTLE,
TOGETHER WE CAN DO SO MUCH.**

HELEN KELLER

**OUR TECHNOLOGY.
YOUR SUCCESS.**

POSTAL RATE CHANGE

ARTICLE BY THE UNITED STATES POSTAL SERVICE

As part of “Delivering for America,” its 10-year plan to achieve financial sustainability and service excellence, the United States Postal Service filed notice with the Postal Regulatory Commission (PRC) requesting price changes to take effect Aug. 29, 2021 that are in accordance with approvals provided by the PRC last year.

The proposed price changes would raise overall Market Dominant product and service prices by approximately 6.9 percent. First-Class Mail prices would increase by 6.8 percent to offset declining revenue due to First-Class Mail volume declines. In the past 10 years, mail volume has declined by 46 billion pieces, or 28 percent, and is continuing to decline. Over the same period, First-Class Mail volume has dropped 32 percent, and single piece First-Class Mail volume — including letters bearing postage stamps — has declined 47 percent.

“For the past 14 years, the Postal Service has had limited pricing authority to respond to changing market realities,” said Postmaster General and CEO Louis DeJoy. “As part of our 10-year plan to achieve financial sustainability

and service excellence, the Postal Service and the Board of Governors are committed to judiciously implementing a rational pricing approach that helps enable us to remain viable and competitive and offer reliable postal services that are among the most affordable in the world.”

Under the current pricing model and the proposed rate change, the Postal Service still has some of the lowest letter-mail postage rates in the industrialized world and continues to offer a great value in shipping. The Postal Service generally receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

In 2020, the Postal Service delivered approximately 129.2 billion pieces of mail and packages to customers located in every state and territory, county, city, town and rural area in the nation.

AccuZIP6 supports the new 2021 Postal Rates. Download and install the latest software update at [our website](#).

IMPORTANT USPS NEWS

UPDATES BY THE UNITED STATES POSTAL SERVICE

UPDATE TO THE MAXIMUM SIZE LIMIT FOR PRESORTED FIRST-CLASS MAIL POSTCARDS

On June 23, the Postal service filed a proposal with the Postal Regulatory Commission to increase the maximum size limit for Presorted First-Class Mail postcards to 9 inches in length and 6 inches in height, instead of the current limits of 6 inches in length and 4 1/2 inches in height. The Postal Service hopes to implement this change on August 29. Docket Number MC2021-104 in its entirety can be found [here](#).

For Standard Mail Automation Letters, the pricing is currently:
\$0.259 5 Digit
\$0.285 AADC
\$0.304 Mixed AADC

The First Class postcard rates are:
\$0.269 5 Digit
\$0.279 AADC
\$0.285 Mixed AADC

NOTES FROM ERIC LAMBETH
TECHNICAL SUPPORT DIRECTOR, WEBSITE COORDINATOR & PRODUCT SPECIALIST

“At those more common AADC rates and Mixed AADC rates, this increase in postcard size will allow mailers to not only save money in overall postage, they’ll be able to use a more common and effective postcard size while achieving improved delivery speed. And for those who are already sending postcards First Class, the more common postcard sizes will achieve a significant discount since these will no longer be charged letter rates.”

UPDATED POSTALONE!® CONTINGENCY PLAN

The PostalOne!® Contingency Plan has been updated to reflect the merger of the PostalOne!® Helpdesk with the Mailing & Shipping Solutions Center (MSSC), effective July 1, 2021.

The updated PostalOne!® Contingency Plan is now available on the [PostalPro website](#).

Previously, external customers would contact PostalOne!® concerning Mail.dat/.xml issues, BCG resets, and technical issues within the PostalOne!® program. Effective July 1, 2021, these issues should be directed to the MSSC.

Mailing and Shipping Solutions Center Contact Information during normal business hours:

Phone
(877) 672-0007

Email
MSSC@usps.gov
PostalOne@usps.gov



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BEWARE OF RANSOMWARE



DAVE BELMONTE
SYSTEM NETWORK
ADMIN & SENIOR
PRODUCT SPECIALIST

It is all over the news – ransomware attacks are an unfortunate part of life these days with all of the access to and from the internet. Business is so good for criminals who initiate these attacks that they're developing more and more sophisticated threats. This results in organizations small and large losing access to their data and potentially putting their entire business at risk. Poorly protected businesses are often forced to pay the ransom, hoping that their data is released back to them.

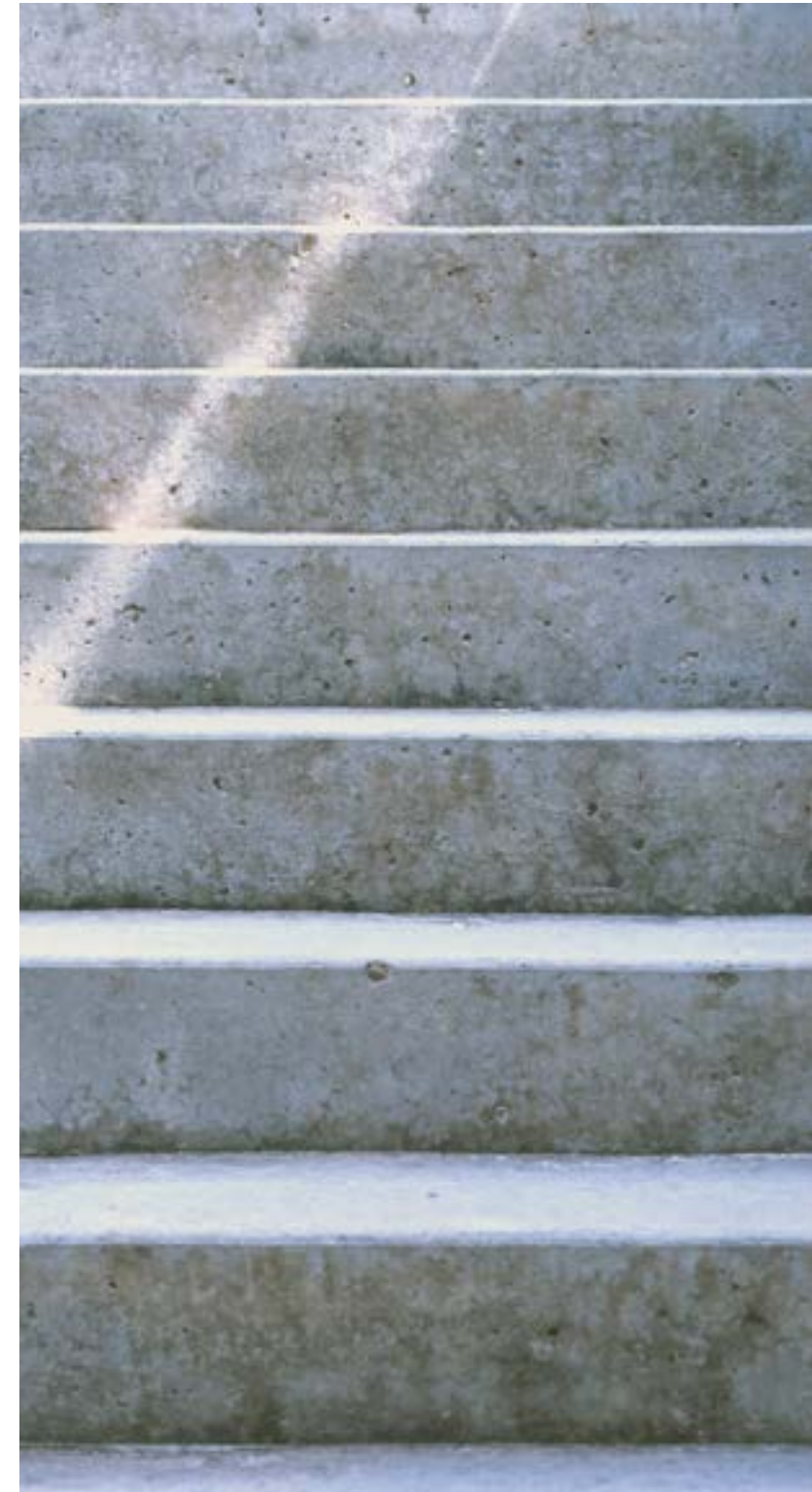
To maintain access to your critical data, consider some best practices to protect and recover from ransomware attacks.

- 01.** Implementing a multi-layer security plan, including anti-malware software
- 02.** A personal firewall
- 03.** Creating a full and incremental backup with file encryption

Even with all of these protection solutions, there's still a modest chance of a breach, which is why backing up your data is so important. Making regular copies of files to a separate device is the most effective way to minimize damage in a cyber attack event. A reliable and consistent backup enables companies large and small to return to their normal use in a minimal amount of time. Not only data files, but also consider having a full backup of all of your critical program installers, activations, and settings. This, coupled with backing up your files, will give you the best protection of getting back to normal in the event you are breached.

There are several solutions to creating an effective backup. You can back up to the cloud, external hard drives, or another computer on your network. The most effective solution would be either a cloud service, as most of the time the data is encrypted and password-protected or having a couple of external drives that you rotate out every month. If you choose to use external drives, this may be the fastest and most cost-effective way to create backups. I would highly recommend creating at least two versions of the backups. For instance, on the first of every month swap out the external drive for another. Then the following month, take the other drive and swap it out again. What this will do is create a redundancy in your backup. If the ransomware attacks your computer for some reason, it has a very high probability of also attacking your connected backup. If you have a drive that you swap out and take offline every month, you can at least have that to restore your information.

Whatever way you chose to protect yourself, make sure you are prepared in the event you need to get back up and running because a little prevention and preparedness now can save you from a lot of headaches later.



FALL INTO FRESH



**WORKPLACE
WELLNESS**
KELSEY HAZELTON

Fall is upon us! As I walk around my small hometown, I notice the beautiful leaves turning colors. This season of change is the perfect time to freshen up your routine.

With the year nearing the end, I like to reflect on what I have accomplished and look ahead at what I have left to do. In the last edition of Workplace Wellness, I shared tips and tricks about setting smarter goals. Now it is time to fall into freshness by remembering what we want to achieve and get excited to tackle the rest of the projects for this year. I hope this article will serve as a guide to finish 2021 off strong and enjoy this fresh new season.

FIND

what objectives still need to be completed. Look back at the goals you set for yourself at the beginning of the year. Check off what you have done so you can clearly see what still needs to be tackled. Did you already complete them all? Congratulations! With your remaining time, consider adding some bonus goals to your list. Fall is the perfect time to check in to ensure all is completed come year-end. This season gives me time to alter timelines and make other adjustments as needed to ensure my goals are achievable and realistic.

REMEMBER

your time. Reflect on all you have accomplished. Take time to step back and re-energize yourself. Taking care of ourselves physically and mentally allows us to do our best work, give our best to others, and be our best selves.

EXERCISE

caution. I have a habit of getting too ambitious when evaluating my goals. Do you have this problem too? I often think I can take on more than what is realistic to complete. It is easy to say yes to more without looking at what is already on our plate. Make sure you are setting attainable goals. Doing so makes sure I am not too hard on myself. As I talked about in previous issues, setting up steps and timelines is key to success. Unforeseen hiccups are unavoidable, so having this clear plan, reasonable timeline, and flexibility for change will make sure everything goes smoothly.

STAND

up, and walk around – it helps! I can't imagine my workday without my stand-up desk. It helps my concentration and keeps me moving. In fact, I am standing at my desk while I write this! If I feel sluggish, I will switch to standing up or will take a quick walk around my office. It helps me stay focused and allows ideas to flow. Take advantage of the outdoors on your breaks by getting fresh air and sunshine during your breaks. This is the perfect mid-day refresh!

HEALTHY

habits are a must! As a part of taking care of yourself, don't forget a healthy diet and a healthy mindset. Optimism is everything. As things get busy and projects stack up, our diets and mindset can revert to old habits. I like to shop the in-season produce at my local farmers' market and have them at the ready during the workday! After a long week at work, you can take time to do something you enjoy and return feeling fresh and prepared for any new challenges that might arise.

PLACES TO JOURNEY



LOVELY LOS ALAMOS

BY LARISSA BARRIOS

Along California's Central Coast lies a secret tucked away in rolling hills just off Highway 101. Surrounded by vineyards, ranches, and farms, you'll find a tiny town existing solely on one street. A place both old and new where the locals live slowly and encourage visitors to do the same. Despite its small size, the town has a quiet charm enhanced by the big hearts of its residents. Welcome to Los Alamos.

Like many small California towns, Los Alamos, Spanish for the Cottonwoods, began as a ranch owned by Jose Antonio de la Guerra. In 1876, Guerra sold portions of his ranch to Thomas Bell and Dr. James B. Shaw, who combined

their land to form the town of Los Alamos. With the addition of the narrow-gauge Pacific Coast Railway, the town thrived, gaining hotels, saloons, a blacksmith shop, a flour mill, restaurants, and homes. In recent years the wine industry spurred a revitalization of the town.

Rich with history, Los Alamos is a hotbed for antiques. Start at The Depot Mall located in the old Railway Station. Each room is divided by the decades allowing one to shop through time. Head to the neighboring T&T Antiques for more unique treasures or visit its adjacent art gallery selling paintings, pottery, stained glass, and jewelry. In the heart of town, you'll find what appears to be a beautiful home with a lush front garden. Walk up to the screen door, and you'll see it's the informal store – Sister's Gift and Home. Each bedroom features an individual vendor selling handcrafted or vintage items. Be sure to wander the backyard to find garden decor and plants for sale.

When it comes to food, Los Alamos brings its A-game. For bread lovers, visit Bob's Well Bread Bakery, a French inspired cafe boasting the finest in artisan bread, pastries, and breakfast favorites. For a more lunch affair, try Full of Life Flatbreads serving up wood stove pizzas. At Pico, enjoy farm-to-table dining housed in an 1880s General Store. Be sure to make a reservation in advance to dine at Bell's, a French and Ranch fusion inspired restaurant that serves a five-course meal. Visit Plenty on Bell for a delectable slice of cake or homemade ice cream sandwiches.

Los Alamos doesn't skimp on drinks either. Multiple tasting rooms offer local wines often run by the owners themselves. A standout is Casa Dumetz, a woman-owned winery that features incredible blends. Beer lovers can peruse Babi's Beer Emporium, where they offer a wide variety of microbrews to try and take home. Visit the 1880 Union Hotel and Saloon to be seemingly transported to the old wild west,

complete with an impressive moose head. If you're looking for a more relaxed setting, visit Bodega Los Alamos. Sip on cocktails while you lounge in the garden or play a round of bocce ball.

Ready to rest your weary head? Los Alamos offers a unique variety of lodgings. Stay in The Victorian Mansion, a historic bed and breakfast that offers six themed suites like 50's diner, nautical, and Egyptian. Looking for a more classic feel? Try the Alamo Motel, whose rooms have a desert meets wine country decor. Mingle with fellow guests at the central firepit or at Muni's Wine Bar. Away from downtown resides the Hotel Skyview. Recently renovated, the hotel blends mid-century style with modern rustic chic with 33 rooms, a heated pool, restaurant, and vineyard. Guests can also rent a Linus bike to ride into town.

When it comes to planning a visit, timing is key. The best days are from Thursday to Sunday, as many businesses are closed Monday through Wednesday. Every third Saturday of the month, the town puts on special themed events while highlighting one of the local businesses. The last weekend of September, the town celebrates Los Alamos Old Days, a weekend celebration of the town's western heritage. Events include an arts and crafts fair, car show, BBQ, dance, and parade.

Los Alamos is a place that lets one experience the past as well as the present. It reminds us of a time when life was enjoyed in the moment with each bite savored and each conversation meaningful. It's a place that asks you to slow down, get to know a stranger, and enjoy the simple pleasures in life. Places like Los Alamos offer a peaceful respite that will soothe your soul. So, grab a drink, pull up a chair, and stay awhile.

[LEARN MORE](#) here



THE ZIPLINE

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