

ZIPLINE

TIME TO CELEBRATE

1992-2022

30
YEARS

ANNIVERSARY

★ OUR TECHNOLOGY. ★
YOUR SUCCESS.

2022 VOL. 1

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PRESIDENT'S CORNER

GRATEFUL REFLECTION

“THE ‘WHO’ IN ACCUZIP AND THE ‘WHY’ WE DO WHAT WE DO HAS NOT CHANGED. TWO THINGS REMAIN STEADFAST; OUR TEAM IS THE WHO AND THE WHY IS YOU.”

– KRISTEN MCKIERNAN

Welcome to the Spring 2022 issue of the zipLINE highlighting our 30 years in business! As you explore this issue, you will see highlights of the past three decades from business and employee perspectives (including some fun photos, milestone moments, and technologies that you probably forgot ever existed, such as the FastForward black box!). Many of our zipLINE readers have been with us for several if not all of these decades, so it is my hope that some of these moments spark fun memories and resonate with you all as they did for our team as we were collecting content for this very special issue.

As we launch into 2022, we are committed to innovation and launching new products and services that will continue to help our customer partners be successful in the decades to come. One of these can't miss new technologies is our BULK LIVINGPRINT service that is available exclusively to current AccuZIP customer partners at no cost.

I have had the honor to be a part of the AccuZIP team for over 20 years. My life has changed dramatically over those past 20 years, from starting with the company as a young and eager college graduate taking support chats

on ICQ to growing into a company leader, wife, and mother of two. AccuZIP is me; AccuZIP is part of my family; AccuZIP is part of my core. Our most tenured employee Eric Lambeth said it perfectly: Our team lives and breathes AccuZIP. “We AccuZIP.” And I wouldn't have it any other way!

While AccuZIP has grown tremendously in its suite of products, services, team, and offerings over the past 30 years and has proudly solidified itself as the industry leader in the data quality and postal software space, the ‘who’ in AccuZIP and the ‘why’ we do what we do has not changed. Two things remain steadfast; Our team is the who and the why is you.

Thank you for your continued loyalty. It is my sincere hope that you continue to ‘AccuZIP’ for decades to come.



A stylized handwritten signature in black ink.

Kristen McKiernan, President

CELEBRATING ACCUVERSARIES

HONORING OUR TEAM MEMBERS &
THEIR ACCUZIP ANNIVERSARIES



ERIC LAMBETH
Celebrating 30 Years



SANDY GUNION
Celebrating 24 Years



KRISTEN MCKIERNAN
Celebrating 19 Years



LARISSA BARRIOS
Celebrating 6 Years

HAVING SOME ACCUFUN

BIRTHDAYS ARE OUR FAVORITE
EXCUSE TO CELEBRATE



TEXANS GAME

“With a few die-hard Rams fans in the group, this was an enjoyable game. But for those of us who call Houston home, it was a bittersweet game to watch. The home team didn’t show up ready to play, but the AccuCrew had a great time enjoying a rare event get-together!”

– Terry Crouch



HOLIDAY PARTY

Several of AccuZIP’s California Team members and their families celebrated the holidays with a team dinner at one of our all-time favorite restaurants McPhee’s Grill! Owner Ian McPhee has been a long-time friend of AccuZIP founders Steve and Michele Belmonte and joined in for some of the fun!



VINA ROBLES CONCERTS

AccuZIP is proud to be a continuing sponsor of Vina Robles Amphitheatre. Having team members and their families enjoy these world-class concerts and performances while supporting our local community is a great way to continue our AccuFun!

CELEBRATING ACCULEARN

TEAM MEMBERS EXPAND THEIR KNOWLEDGE WITH ACCULEARN



KRISTEN MCKIERNAN

I participated in the Managing Employee Anxiety course with Skillpath. Mental health and well-being have always been a priority at AccuZIP and continue to be now more than ever during these changing times. AccuZIP CEO Steve Belmonte has always encouraged work-life balance. He makes it well-known to the team that health and family are always first – always. Taking Professional Development courses such as these helps our management team ensure that we provide the tools and resources needed to our staff to continue supporting a healthy, stable, and emotionally supportive environment.

In preparation for an upcoming AccuZIP project, I participated in a three-day course on how to launch a podcast. Keep an eye out (or an ear) for more information!

Project Management is an imperative part of my role as President of AccuZIP. Learning about current and legacy project management methodologies, risk mitigation strategies, and effective planning tools keeps me on top of my game! I appreciate AccuZIP's encouragement of sustained Professional Development.



JILL CROUCH

I attended a FMLA Medical Certification webinar where I learned how to collect the information and documentation needed for FMLA. It also covered what to look for to minimize abuse of the FMLA.

This January, I also participated in a 2022 Employment Law Update Virtual Seminar hosted by Cal Chamber.



KELSEY HAZELTON

This spring, I am taking Elements of Accounting and Ecommerce Entrepreneurship classes. I will officially have my AA degree in Business Administration in June. Thank you to AccuZIP for your help through this learning journey.

I also recently attended an Aurea webinar that gave a deeper understanding of inside sales and how to enhance our follow-ups.

THE NEXT BRIGHT IDEA

SHOWCASING A RECENT FEATURE
ADDITION FROM OUR TEAM



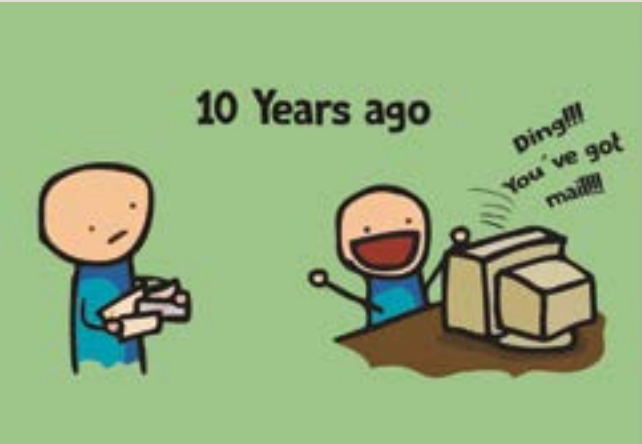
DONNA TACKETT

As our customer partners deal with an impacted workforce, Donna found a solution by pairing businesses together. Donna helped facilitate confidential connections between customer partners so that they could help each other out with mail processing when in a pinch.



VINCE MURDOCH

AccuZIP's development team will be adding feature enhancements to help streamline political mailings. "I thought this change would reduce any frustrations with the current way of processing, and streamline the process – which is never a bad thing!"



OUR LATEST ACCUSTARS

CELEBRATING OUR TEAM MEMBERS
THAT GO ABOVE AND BEYOND



MAT LITTLE

Mat was nominated for taking it upon himself to research and implement the advanced API capabilities of our new chat activity and logs into our proprietary AccuTickets system.



DAVE BELMONTE

Dave was nominated for responding to an alert by a mission critical vendor while on vacation and working through the night with other key AccuZIP team members to resolve the issue.



ERIC LAMBETH

Eric was nominated for his dedication to our customer partners by working beyond business hours to assist in complex troubleshooting resulting in impactful resolutions.



BROCK BELMONTE

Brock was nominated for his extraordinary work on the BULK LIVINGPRINT webinar and post-event resources. He also has helped the AccuZIP Team by researching productivity tools, getting them approved, and shared detailed onboarding and training instructions.

“ACCUZIP IS LIFE AND LIFE IS ACCUZIP.
I BREATHE, I DRINK, I EAT, I ACCUZIP.”
– ERIC LAMBETH

PAST EVENTS

SOME OF OUR FAVORITE EVENTS
OVER THE LAST FEW MONTHS



SHUTTERFLY PLANO RIBBON CUTTING

AccuZIP President Kristen McKiernan attended the Grand Opening of our customer partner Shutterfly's Plano, Texas facility. L: Kristen with TJ Mack from Shutterfly R: Shutterfly CEO Dwayne Black

NATIONAL PRINT & SIGN OWNERS ASSOCIATION CONFERENCE

In March, AccuZIP was the Pewter sponsor for the National Print and Sign Owners Association Annual Spring Conference, held at Westin on the Riverwalk in San Antonio, TX.



FALL & SPRING DELIVERY TECHNOLOGY ADVOCACY COUNCIL MEETINGS

AccuZIP President Kristen McKiernan attended the Winter DTAC meeting in St. Augustine, Florida, and the Spring DTAC meeting in St. Pete Beach, Florida. "Attending in-person industry meetings again was both refreshing and stimulating. The events were well attended, and as always, it is enlightening to see industry, the USPS, and fellow software companies come together to advocate for the print and mail industry as a whole in a unified forum. I look forward to attending more in-person events safely in 2022 and beyond." L-R: Leo Raymond, Karen Glassman, Thomas Glassman, and Kristen McKiernan

UPCOMING EVENTS

WE LOOK FORWARD TO SEEING
YOU AT THESE EVENTS

2022 NATIONAL POSTAL FORUM

Join us at the National Postal Forum in Phoenix this May at Booth #115. We are excited to not only be an exhibitor but also are hosting a workshop titled 'Direct Mail 101 – Mailing Made Easy.' This workshop is geared toward those with little or no experience in the business of mailing services, including anyone looking to get into Direct Mail or to add Direct Mail services to their existing business. We will cover how to create an effective direct mail piece using elements such as QR codes and other calls to action to make the most impact in the mailbox. In addition, we will touch on Presorting, CASS certification, and NCOALink®, as well as general types of postal software and printing equipment required to turn your print shop into a complete direct mail shop!

2022 MINUTEMAN PRESS WORLD EXPO

AccuZIP is a proud sponsor of an exclusive breakfast. Additionally, AccuZIP team members Eric Lambeth and Dave Belmonte were invited to speak at two can't miss sessions on the Power of Direct Mail at the Expo. They will also be showcasing BULK LIVINGPRINT and sharing some examples of MMP franchises already using this new service to advertise their own shops to customers and prospects.

GIVING WITH ACCUGIVES

SUPPORTING OUR COMMUNITIES
IN TEXAS AND CALIFORNIA



PARTNERSHIP WITH IDEALLIANCE FOR UNIVERSITY OF HOUSTON

University of Houston Digital Media print-media students in the Class of 2021 were very well served by the donation of IDEAlliance courses generously donated by AccuZIP. During the COVID-19 quarantine, students in Digital Media 3252 (Graphic Communication Output) and DIGM 4378 Senior Project took great advantage of AccuZIP's generosity by taking and passing multiple certification courses related to color management, branding, print planning, and estimating. Dr. Jerry Waite, Coordinator of the Digital Media Program and lead instructor of print-media courses at UH, said, "It was so gratifying seeing the range of IDEAlliance certificates that my students were able to place in their portfolios. These certifications, representing the attainment of a wide range of skills, will help our graduates excel in the printing and packaging fields. Thanks so much to AccuZIP for providing this opportunity to my students." AccuZIP has renewed its support of the Digital Media program in 2022.

KELSEY HAZELTON DONATES TO WIGS FOR KIDS

"I donated 13.5" of my hair to Wigs for Kids on December 8th! These wigs help cancer patients and others with hair issues like alopecia. I had cancer as a child, so I have donated over 14 ponytails since I was bald from chemo in 1999."



AVILA BEACH CHILDREN'S BUSINESS FAIR

AccuZIP was a proud sponsor of the Avila Beach Children's Business Fair organized and hosted by AccuZIP President Kristen McKiernan and her family. "This event allowed children to showcase their entrepreneurial spirit and sell their handmade products in a fun, safe, and creative community environment. When the seeds of magic are planted in our youth, it allows them to grow and believe that their dreams of success really can come true!"

Introducing Bulk LIVINGMAIL

AccuZIP has a new and exciting service exclusive to current AccuZIP customer partners called BULK LIVINGPRINT.

Your customers can now create and send LIVINGMAIL postcards through you, their print shop. What does this mean for you? More print jobs, more revenue, more customer loyalty – it is a win-win service, and it costs you nothing! They create the card, and you print it – simple as that!

Your customers can take Direct Mail to the next level by making a commercial on a postcard in less than two minutes and for less than \$2.00! It gets digitally sent to you, and you handle the printing, just like you do now!

Resources

WATCH THE WEBINAR

[View Here](#)

LEARN MORE

livingprint.com/bulk

ASK QUESTIONS

help@livingmail.com

SOC 2, HIPAA & HITECH COMPLIANCE

“AccuZIP achieved compliance for the 8th year in a row. Achieving compliance year after year demonstrates that AccuZIP, Inc. maintains the highest levels of information security, confidentiality, and availability. The rigorous compliance requirements, which are put to the test in an on-site audit, ensure that sensitive information is being handled responsibly and confirms that AccuZIP, Inc. is committed to data security.”

– KRISTEN MCKIERNAN

CELEBRATING OUR OUTSTANDING ACCUZIP TEAM



**CHRISTINE
ANDERSON**

CUSTOMER CARE SPECIALIST

AccuZIP would not be where we are today without the passionate team members who make our industry-leading products and our exceptional support happen. Get to know a little more about one of our Customer Care Specialists, Christine Anderson. She has been part of our team for nearly nine years. Her dedication to AccuZIP and the success of our customer partners make her a great asset to our team. Without further ado, meet Chrissy!

What was your favorite subject in school?

Band class! I enjoyed playing my instrument and listening to the music our class was creating.

What's your favorite memory at AccuZIP?

My favorite memory is our World of AccuZIP Conference. It was a chance to meet our customers face to face and learn more about them.

What's your favorite quality about yourself?

I don't take things for granted. My past does not define me as it only encourages me to be better.

If you could have lunch with anyone, who would it be?

I would love to have lunch with both of my great-grandmothers to learn more about my family history.

What is your special talent?

I love doing math in my head. It's just something I have always been good at, while most people are quick to pull out their phones to use the calculator.

What do you feel most proud of in your life?

My daughter Amanda. She has grown into a beautiful, talented, and smart young lady.

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

Go after what you want and keep moving forward. Always be willing to keep learning.

If you could have any superpower, what would it be?

I would like to be able to teleport. The thought of being in another place in an instant sounds exciting to me!

WE ARE HERE FOR YOU **CONTACT US TODAY**

We are always committed to providing you with the highest level of support.

Have You Heard?

OUR 2022 DVDs ARE
CELEBRATING OUR
30TH ANNIVERSARY!



PHONE

805 461 7300

WEEKDAYS 8AM TO 5PM CT

EMAIL

SUPPORT@ACCUZIP.COM

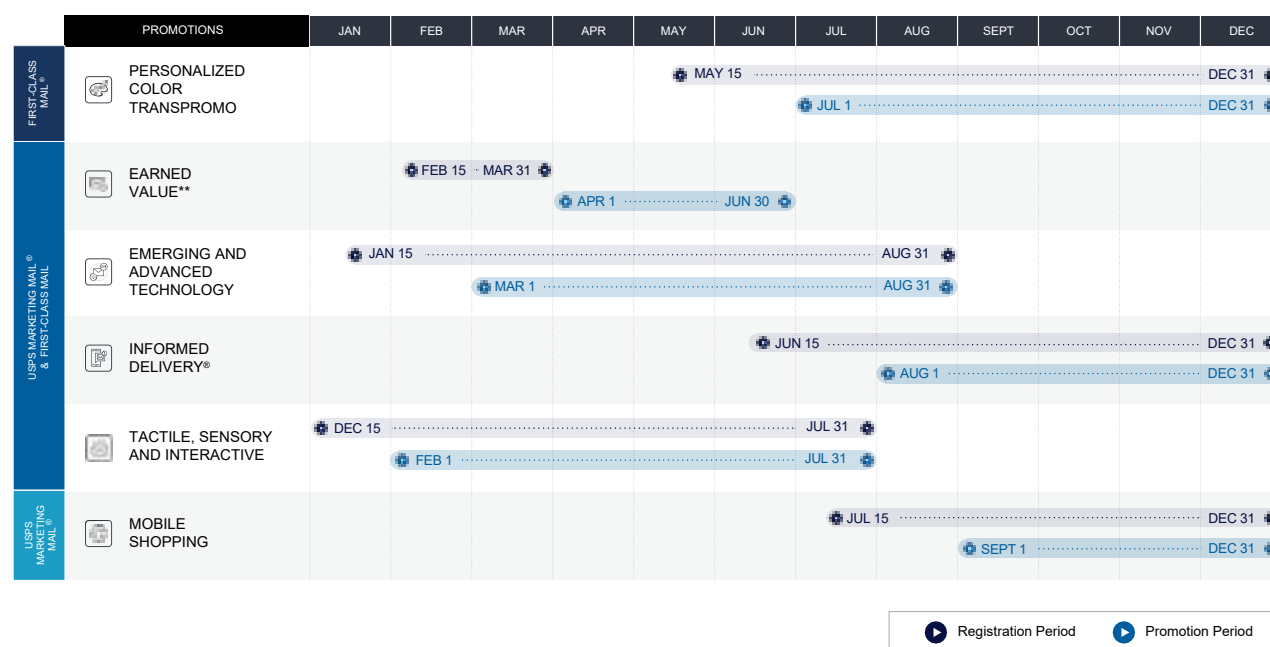
CHAT

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

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

2022 MAILING PROMOTIONS CALENDAR

Try out new technology and print techniques that drive higher customer engagement, response rates, and increase return on investment. With these incentives, the Postal Service is helping to increase the value of direct mail, ensuring its place in the modern communications and marketing landscape.



TACTILE, SENSORY & INTERACTIVE MAILPIECE ENGAGEMENT

February 1 – July 31, 2022

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

EMERGING & ADVANCED TECHNOLOGY

March 1 – August 31, 2022

Encourages mailers to incorporate emerging technologies such as Enhanced Augmented Reality, Mixed Reality, Virtual Reality, NFC, Video in Print, and mail integration with voice assistants (basic and advanced).

EARNED VALUE REPLY MAIL

Earned: April 1 – June 30, 2022

Redeemed: July 1 – December 31, 2022

Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.

PERSONALIZED COLOR TRANSPROMO

July 1 – December 31, 2022

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.

INFORMED DELIVERY

August 1 – December 31, 2022

Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.

MOBILE SHOPPING

September 1 – December 31, 2022

Encourages mailers to integrate mobile technologies that facilitate convenient online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.

HAVE YOU HEARD?

The House of Representatives passed H.R. 3076, The Postal Reform Act of 2022, with a significant majority and broad bipartisan support. By eliminating the requirement that the Postal Service pre-fund its retiree health care expenses and requiring that Medicare-eligible postal annuitants enroll in Medicare, the Bill would greatly reduce financial pressure on the Postal Service, providing approximately \$57 billion in relief. The Bill appears to have broad support in the Senate as well, where a vote could be imminent.

AccuTAG Tray Tag Printer

Integrates with AccuZIP6

If you're looking for a faster, stronger, more economical tray tag printer, and one that integrates with AccuZIP6 postal software, try the AccuTAG tray tag printer for AccuZIP6.

Use the AccuTAG thermal desktop printer with the existing tag template made specifically for this printer to generate high-quality container tags complete with the intelligent mail barcode.

Key Features

- Print throughput: 180 tray tags/min.
- Integrates with AccuZIP6®
- Built-In Tray Tag Templates for seamless integration and printing
- Fan-folded media
- Durable, metal design
- Compact footprint: 6.9h" x 8.5w" x 4.8d"
- Lightweight at only 8 lbs.
- Lift-up print head for easy maintenance
- Print professional-grade tags for all classes of mail supported by AccuZIP6
- Self-centering media guides with auto-load
- USB/Serial interface with Ethernet available

LEARN MORE



EDDM Lists Are Better Than Ever

EDDM lists with the wanted CRRTS

AccuZIP6 has added to the EDDM Creation screen the ability to create EDDM lists using only the CRRTS you want. As in the past, if a full ZIP Code is needed for an EDDM you can still search for it using the Simplified/EDDM list creation feature (Select>Create Simplified/EDDM Address List within AccuZIP6). You can still make choices for Residential Only or Exclusions.

What Does it Cost?

FREE to current AccuZIP customer partners!

How to Implement It?

- If you want to mail to one specific carrier route within a ZIP Code, add the carrier route inside the parentheses.
- You can also list specific carrier routes within a ZIP Code by separating each route with a comma.
- If you'd like to specify a range of carrier routes within a ZIP Code, put a hyphen between the low and high carrier routes numbers.

LEARN MORE

DRIVE BETTER DIRECT MAIL PERFORMANCE



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

Over the past 30 years, direct mail marketing has gone through drastic changes. There are many things we no longer do because they don't work anymore. However now we have new ways to engage with customers and prospects. Change is not a bad thing and gives us the opportunity to create direct mail that performs better. If you are ready to improve your direct mail results, let's look at these four areas.

LIST Your list is extremely important. The more you know about your customers, the better. This would include age, gender, type of residence, purchase history, family, general interests, birthday, and so on. The more you know, the more specific you can target them with the right offer. When purchasing a list of prospects, you can use the information you know about your customers to find prospects most likely to buy from you. You also have the option, if you do not know a lot of information about your customers, to profile your list. This will give you demographic and psychographic information that you can use to target prospects and make better offers to customers.

DESIGN You must use your design to grab attention and get people to read your message and offer. A boring mail piece will end up in the trash even if it has a good offer. Carefully consider what your images, color, size, and layout should be so that you maximize your direct mail performance. Did you know that larger size mail pieces, otherwise known as flats, have a bigger response rate? They do cost more postage, so make sure to consider that. There are other postal regulations to consider. It is best to consult with your mail service provider before printing your design. They can let you know of any problems and save you money on postage.

MESSAGING First, you need to consider your word choice. Messaging needs to be concise and eliminate technical terms. You should also avoid abbreviations or acronyms; they can too easily be misunderstood. Use bullets and bolding on wording that needs to stand out. Your focus should be on the benefits to customers and prospects, not on your product or service. How are you helping them? Benefits sell for you. Let your images help speak for you. The less copy you have, the easier it is for people to absorb and the more they enjoy looking at it. Don't stress them out with overwhelming copy and design. If you do, it will end up in the trash.

OFFER The offer is what drives people to buy, so you need a good offer. Your messaging told them what to do. Now, your offer gives them an incentive to do it. Using the word 'free' gets the most response, so if you can give something away for free, do it. Keep in mind that the free item does not need to be the one you want them to purchase; it just needs to have value to them. An alternative is to provide a percentage off. Keep in mind that the higher the discount, the more people respond. Make sure there is a time limit on the offer. Consider what you can offer that is most appealing to your audience. Offers are usually the first place you start testing. Segment your list and test one offer to a select group while sending a different offer to another. The one that pulls the best is the one you should use on the rest of your list.

All four of these components work together to drive direct mail response, so if one is weak, it affects the entire campaign and can cost you the performance you need. The more time you spend preparing on the front end, the better your back-end results will be. Set real, trackable goals so that you know what is working and who is responsible for what.

Make sure you are tracking your results! There are many ways to track mail pieces such as, campaign codes, coupon codes, special landing pages, text codes, and phone numbers. You can even ask people to bring the mail piece with them when they make a purchase if you have a location they buy from. You will not only learn what you sold and to whom, but how each person responded. This is great information to add to your data.

Finally, the more ways you give people to respond, the more responses you are going to get. Make it easy for them to order. Once the purchase decision is made, you want them to do it right away. Are you ready to improve your direct mail performance?

LEARN MORE at visit eyecomm.org

CELEBRATE

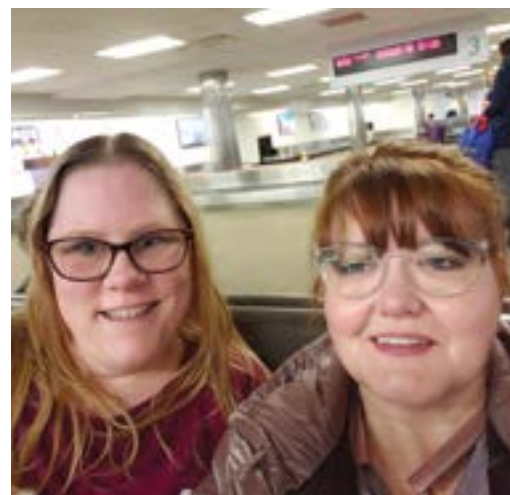
SO MANY REASONS TO

- Same ownership for 30 years
- Print and mail industry experts supporting the software
- Onboarding is unmatched in the industry
- Same price lock guarantee for 30 years
- Desktop software, API's, and mail tracking keep you ahead of competitors
- Support is always free and always unlimited
- Customer praise from countless 5-Star Customer Reviews
- A+ Rating with the Better Business Bureau since 2003



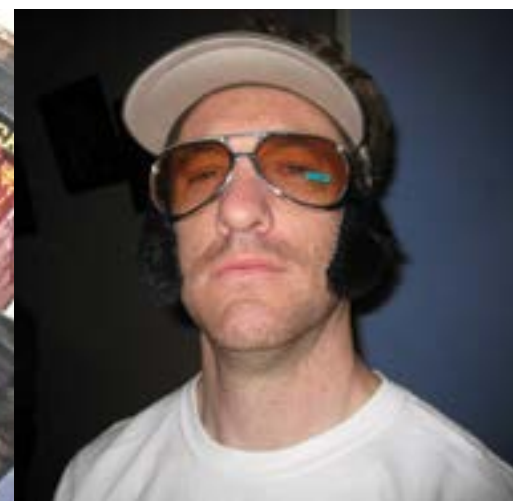
30 YEARS

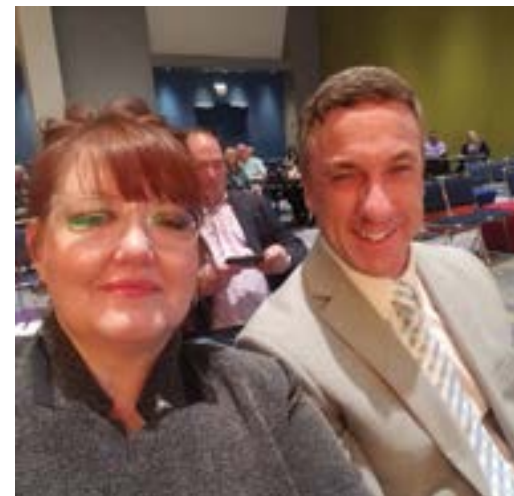
Over the last three decades, we have seen AccuZIP grow in every way. We are excited to share our favorite memories & accomplishments of the last 30 years. What an incredible journey it has been!



“WHAT MAKES ACCUZIP SPECIAL IS THE WAY YOU ARE TREATED AS AN EMPLOYEE AND THE OPEN LINE OF COMMUNICATION WITH MANAGEMENT. MOST OF THE EMPLOYEES HERE AT ACCUZIP ENJOY WHAT THEY DO AND LIKE COMING TO WORK, CREATING BY NATURE A MORE PRODUCTIVE ENVIRONMENT. THERE IS A SAYING, ‘IF YOU DO WHAT YOU LOVE, YOU WILL NEVER WORK A DAY IN YOUR LIFE.’ FROM THE TOP DOWN, THIS IS INSTILLED INTO OUR WORKPLACE.”

– DAVE BELMONTE



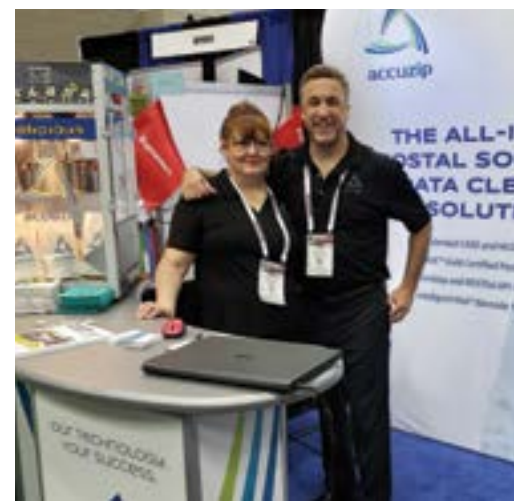
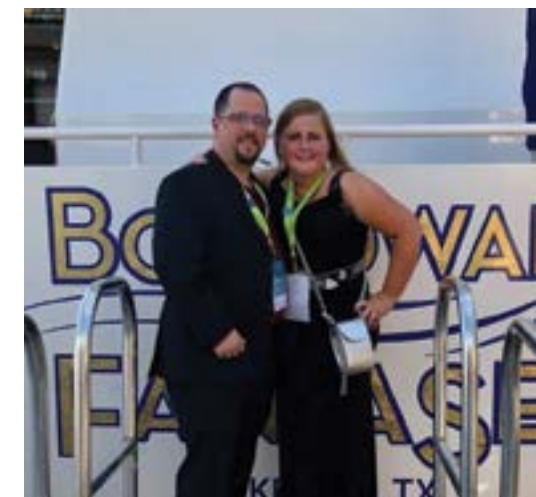


“WHAT STANDS OUT THE MOST ABOUT ACCUZIP ARE THE DAY-TO-DAY ACTIVITY AND INTERACTIONS AND HOW WE ARE TREATED BY MANAGEMENT. EVERYONE PULLS THEIR WEIGHT, AND WE ARE ALL TREATED WITH RESPECT. OUR CUSTOMER CARE TEAM IS OUTSTANDING AND RECEIVES MUCH POSITIVE FEEDBACK FROM CUSTOMERS. I AM GRATEFUL FOR THE OUTSTANDING BENEFITS AND OPPORTUNITIES FOR ALL STAFF. ACCUZIP IS LIKE A FAMILY AND IS A GREAT PLACE TO WORK.”

– JAMES LORD

“IT IS HARD TO IMAGINE IT HAS BEEN THIRTY YEARS. IT FEELS LIKE YESTERDAY I STARTED WORKING HERE, BUT IT HAS BEEN 24 YEARS. I COULD NOT ASK FOR A BETTER PLACE TO WORK. I STILL LOVE COMING HERE EVERY DAY. THIS HAS ALWAYS BEEN A TEAM. STEVE AND SHELLY MAKE THIS AN EXCELLENT PLACE TO COME AND FEEL LIKE A FAMILY. IT IS AN HONOR TO BE A MEMBER OF TEAM ACCUZIP. THANK YOU FOR THE OPPORTUNITIES YOU GIVE TO US.”

– SANDY GUNION



FAVORITE MOMENTS

01

Inducted to the Smithsonian
National Postal Museum

02

Featured in
American Express®

03

FastForward to
Unlimited NCOA^{Link®}

04

Launched Rebrand &
Established Core Values

05

iAccuTRACE®

06

48-Month
NCOA^{Link®}

07

DES (Data Enhancement
Services)

08

Price Lock Guarantee and
Unprecedented Free Mail.dat®

09

AccuTAG Printer

10

AccuTickets Internal
Support Platform

11

A+ BBB Rated
Since 2003

12

AccuZIP Headquarters
Move to Texas

13

Next Generation Campaign
Award® and Other Awards

14

Professional Services
Launches

15

Targeted
Mailing Lists

16

Personalized
Variable Maps

17

Our zipLINE
Publication Launches

18

SOC 2, HIPAA, HITECH-TECH
Compliant

19

Industry Association
Participation

20

Hosted
World of AccuZIP

21

Minuteman Press
Choice Vendor

22

Alliance Franchise Brands
Preferred Vendor

23

AlphaGraphics
Vendor

24

Release DirectMail
RESTful API

25

Release CASS™
Point of Entry API

26

Salesforce®
Integration

27

Patent on LIVINGMAIL® and
Launch of LIVINGPRINT®

28

Patent on
printTHERE®

29

Standing Together During
COVID-19 Pandemic

30

Celebrating Thirty
Years in Business



**“THE DEDICATED LIFE IS
THE LIFE WORTH LIVING.”**
RATAN TATA



WORKPLACE WELLNESS A FRESH START



WRITTEN BY
**KELSEY
HAZELTON**

IN THIS EDITION OF WORKPLACE WELLNESS, WE WILL FOCUS ON RESETTING OURSELVES OUTSIDE OF WORK TO BOOST OUR PRODUCTIVITY, INCREASE OUR FOCUS, AND DECREASE OUR STRESS. I HAVE A FEELING THESE TIPS WILL MAKE A BIG IMPACT IN YOUR LIFE AS THEY HAVE WITH MINE. ENJOY!

REFLECT

Analyze your past week. What worked well? What could be adjusted to run smoother? What could you add to make it more of a success? Looking back at last week always helps me find ways to decrease stress and fit in more time for my family and myself. Learn from your past and reflect backward before looking forward.

DECLUTTER

Having a tidy and organized space makes my week so much smoother. In a way, it also declutters my mind to be better able to focus, knowing my space is clean. Each season, I like to declutter and rearrange my home. Then, I take some time every weekend to tidy up for a fresh start.

PREPARE

Over the weekend, organize your plan for the week. This routine will guide you through the week. You'll have fewer decisions to make each day because you already thought this through on Sunday. For me, part of the week's prep is meal planning. I head to the grocery store to get all items I will need for the week. Doing so helps you stay focused on other tasks at hand that may arise throughout the week, ensures you have a healthy packed lunch for work each day, and gives your family more time to enjoy the meals each evening instead of debating on what to have.

RELAX

No matter what we have planned for the weekend, I always like to have some time on Sunday to rest. This could be spending time with family, going for a walk, enjoying a meal, or watching some football. By fueling your mind, body, and soul on Sunday, you will be ready to tackle the projects that arise in the week.

A California letter carrier made a dream come true for a young cancer survivor who is also a Postal Service enthusiast.

ARTICLE BY USPS

A few days before Christmas, Levan “Van” Singletary was delivering mail when he was approached by a customer. Jamie Hayward told him her son, Jacob, wanted one thing for his upcoming seventh birthday: to tour the local Post Office.

Jacob is recovering from Wilms tumor, a type of childhood cancer that starts in the kidneys. Diagnosed at five years old, the stage 4 cancer had spread to Jacob’s lung. He endured many hours of chemotherapy and radiation and recently had a bone marrow transplant.

“Jacob has always loved everything about the Post Office, mailboxes and mail,” Jamie said, adding that when her son was going through chemotherapy, it brought him comfort to wear his mail carrier costume.

One day after receiving Jamie’s request, Singletary arranged a tour of the Laguna Niguel, CA, Post Office for Jacob, his 5-year-old sister, Ava, and their parents. Singletary showed the Haywards how he prepares to deliver the mail and even allowed Jacob to try on his satchel.

Postmaster Lam Le then invited Jacob and Ava into his office to write letters to Santa Claus. Jacob and Ava’s dad, Jared, said he was “blown

away” by the postal employees, who created “a beautiful experience” for his children.

But the story doesn’t end there. In late January, Singletary and several of his postal colleagues made a special delivery to the Haywards’ home, where Jacob was named an honorary letter carrier and given a USPS-licensed ride-on toy.

Jacob, who has been declared cancer-free by his doctors, is now enjoying his status as an honorary carrier and also getting to attend school in person with his sister.

Singletary is happy that he and his colleagues helped lift Jacob’s spirits. “We’re forever connected,” Singletary said. And while Jacob has already received lifesaving bone marrow, Singletary is now on the registry to donate.

“We thought what Van did was above and beyond — he’s superhuman,” Jared said. “He wears a postal uniform, but it might as well be a superhero cape. Our family reached out and he delivered from the bottom of his heart.”





PLACES TO JOURNEY

Auspicious Atascadero



WRITTEN BY
**LARISSA
BARRIOS**

For AccuZIP's 30th Anniversary, it seemed only fitting to introduce our readers to the place where our company grew into the business you know and love today. Much like AccuZIP, this town's humble beginnings have since transformed into a unique place on the Central Coast. Its small-town charm shines through even as the city expands with new additions and renovations. Welcome to the fun, eclectic city of Atascadero.

The city began in 1912 when Edward Gardner Lewis, a successful magazine publisher, purchased Atascadero Ranch. In its early years, new residents lived in a "Tent City," with the first buildings being the Printery and the Italian Renaissance stylized City Hall. While the other settlements in the county remained small, Atascadero flourished, attracting new residents with its philosophy of community and nature preservation, something the town still adheres to today.

One of its most beloved conservation efforts is the Lake Park and Zoo. The sounds of monkeys and flamingos mix with ducks and dogs that frequent the park. Locals and visitors alike love to take a stroll around the mile-long path that wraps around the lake or have a picnic on the

grass under the shade of oak trees older than the town itself. The park hosts many events, from small BBQ fundraisers and local craft fairs to larger events such as the Cider Festival.

Speaking of events, there's no shortage of them. Festivals aplenty celebrate the beer, wine, and cider industry, along with craft fairs, antique shows, and movies in the park. A beloved favorite on the Central Coast is Cruisin Weekend, where classic cars cruise up and down El Camino Real while spectators line the sidewalks to marvel at restored relics from days gone by. In October, the town celebrates its beginnings with Colony Days. Originally just a parade, the event has expanded to include a recreation of Tent City in the Sunken Gardens, with volunteers dressed in period attire acting out scenes of early life in the settlement.

While Atascadero lacks many big box stores, it has become the thrift capital of the Central Coast. The local Goodwill is a staple, but North County Christian Thrift Store is a strong contender. Be sure to visit the back room where the furniture is located to find unbeatable savings. If you're looking more for antiques, stop by the Hope Chest Emporium for vintage furniture and other eclectic wares. Head down Traffic Way to Odyssey Books and peruse used books on all subjects and genres.

When it comes to food, Atascadero delivers. Inadvertently, it has become a hotspot for breakfast. Local favorites include A-Town Diner, Country Touch Cafe, and the Nest, offering all your favorite breakfast foods paired with coffee, tea, or mimosas. Craving Asian fare? Get your fix with Toshi's and Chitose for sushi, or Thai Elephant, a family-owned restaurant known for its friendly staff. By far, the most prevalent food is Mexican cuisine. El Compadre and Papi's serve traditional tacos, fajitas, burritos, and enchiladas, while Que Pasa and Don Q's offer fusion creations along with tantalizing drinks.

The Central Coast is known for its wines, but Atascadero itself has curated a home for beer

and cider lovers. On the far north end of town is Bristol's, a cider house that makes all their dry ciders on-site with outdoor seating, food trucks, and live music on the weekends. Downtown you'll find the Poisoned Apple, serving cider and mead in swanky, hip decor. If beer is more your flavor, visit Tent City or Wild Fields Brewery for beer and food combos with a fun, family-friendly atmosphere. If you're feeling a bit more adventurous, try Paired With Dead Oak, a restaurant that pairs food with specific drinks to give a unique dining experience.

Currently, Atascadero is going through a kind of renaissance, as old vacant lots and buildings are being turned into homes and businesses that will promote new beginnings and prosperity. The city has seen its share of ups and downs but has always held true to its core values of community and conservation ever since it began as a simple collection of tents. While locals are excited about the new prospects, they strive to maintain the small-town charm and spirit that made Atascadero a desirable place to work and live.

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30
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