

# ZIPLINE

TIME TO GROW

2022 VOL. 2





# table of CONTENTS

**04.** A NOTE FROM  
OUR PRESIDENT

**06.** UPDATES WITH THE  
ACCUZIP TEAM

**20.** SHOWCASING A  
TEAM MEMBER

**24.** EXPLORE BULK  
LIVINGPRINT

**30.** WEBINAR SERIES &  
RECENT UPDATES

**32.** ATTRACT CUSTOMERS  
WITH DIRECT MAIL

**36.** HONORING A  
TRAILBLAZER

**38.** MAKE YOUR OWN  
ACCUFUN

**40.** THE QUEEN MARY  
IN LONG BEACH



# FROM OUR PRESIDENT

## SEASON OF GROWTH

AccuZIP's California office is located in a region filled with vineyards. Every year the vines rapidly grow from the first leaves starting in spring through the end of harvest in October. Each week they are even more developed than the last. This reminds me of this past 'season' and year at AccuZIP. It has been a year of growth, fun, and lots and lots of development!

One big change we have seen this year is the frequency of postal rate changes. This is all part of the Postmaster General's 10-year "Delivering for America" plan. While these more frequent rate changes may be hard to get used to, as your dedicated software vendor partner, we have committed to keeping our software up to date with the changes, ahead of the required dates, and supporting all of the optional changes (many other software vendors have not been able to do the same). We are committed to ensuring you receive these updates in a timely and seamless manner to minimize the effects on your operations and bottom line.

With rate increases inevitable, we have also invested time and resources into learning more about the USPS Promotions and Incentives programs. These programs can give you up to 4% savings off of postage and help promote best practices for integrating mail with new technology and print techniques. I was nominated as Co-Chair of MTAC User Group 8 on Promotions and Incentives. I am a committed advocate for our industry and customer partners to ensure you can take advantage of these promotions and incentives,

regardless of the size of your business. If you have any questions on promotions or how AccuZIP6 and our team supports them, please email me directly at [kristen@accuzip.com](mailto:kristen@accuzip.com), and I'll be glad to help!

Circling back to the vines, I have to say the best 'harvest' of the year was our attendance at the In-Person National Postal Forum "Facing the Future" held in Phoenix, Arizona. It was wonderful to see so many industry colleagues and customer partners in-person and be able to give handshakes and hugs. I had the pleasure of meeting one of our longest-tenured customer partners, Larry Wilder of Wilder & Wilder, Inc., who has been a customer partner for 30 years! Yep, handshakes and a good ole' hug - there really is nothing like it.



We've also had plenty of AccuFun from cooking classes to escape rooms and AccuStars shining (yay for the AccuLearn college graduate Kelsey Hazelton!) throughout the year, which you will learn more about as you read on in this issue.

Wishing you a fun and productive remainder of the year. As always, we appreciate your loyalty and trust in our brand. Cheers!



A stylized, handwritten signature of Kristen McKiernan in black ink.

Kristen McKiernan, President



# Recent EVENTS



## NATIONAL POSTAL FORUM

Our team enjoyed visiting with all of you at the National Postal Forum in Phoenix, Arizona. Additionally, Kristen McKiernan and Eric Lambeth were selected to host a workshop during this convention.

This workshop was 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. The workshop covered everything needed to know to start offering mailing services, including mailpiece design, using elements (QR codes and CTAs), postal terminology you need to know, and applying for a postal permit. In addition, the presentation touched 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!



## ATTENDEE BREAKDOWN

3,015	Total
1,676	Mailing Industry
708	USPS
631	Exhibitors
108	Exhibiting Companies

*"The National Postal Forum was held in May in Phoenix, Arizona. The event was very well attended and organized. AccuZIP hosted a workshop on Direct Mail 101. The audience was incredibly engaged and reminded me how much I've missed in-person events! It was a pleasure seeing so many of our customer partners in person as well as fellow industry colleagues throughout the show and network receptions. Looking forward to the 2023 NPF being held in Charlotte, NC!"*

KRISTEN MCKIERNAN  
President of AccuZIP, Inc.



# Recent EVENTS



## NPSOA SPRING CONFERENCE

“I attended the NPSOA 2022 Spring Conference in San Antonio this year, and it was AWESOME. I have been attending the NPSOA yearly conference as it has evolved since I joined the team at AccuZIP. NPSOA is truly one of my favorite groups of people. The community, education, and support they give each other are amazing, as is their willingness to welcome new members and vendors with open arms. If you are an Independent Printer/Mailer looking for a support system, they will make a place for you.”

DONNA TACKETT  
Customer Care Specialist

NPSOA Women’s Panel  
*Paula Fargo- Curry Printing, Baltimore, MD*  
*Janel Thomas- PNCC, Elko, NV*  
*Chelsie Schmid- IntegriPrint, Buffalo, MN*  
*Caitlin Roberts Sullivan- Furbush-Roberts Printing Company, Bangor, ME*



# Recent EVENTS

## NPSOA HAPPY HOUR

Each month, Donna Tackett attends Virtual Happy Hours with the National Print & Sign Owners Association. These meetings are a great opportunity to connect with other print leaders across the nation and stay up to date on industry updates.



## MINUTEMAN PRESS WORLD EXPO

Dave Belmonte and Eric Lambeth had a great time catching up with all of you at the Minuteman Press World Expo in Dallas this past July. See you next time!







**TIME TO  
GROW**



# Our Latest **ACCUSTARS**



**JILL CROUCH**  
Human Resources & Admin. Assistant

Jill stepped in without hesitation to assist in answering phones so that Larissa could focus on covering operational duties. Jill is applauded and honored for her work ethic and unwavering dedication to the company, our customer partners and the team.



**LARISSA BARRIOS**  
Receptionist

Larissa was nominated for stepping up again in an unprecedented situation, covering several additional job duties while maintaining her role as receptionist and administrative assistant. She was calm, consistent, and communicated regularly with management.

**MICHELE BELMONTE**  
Human Resources Administer

Michele was nominated for shining like an AccuZIP Rock Star while handling complex HR issues that required extensive research. Thank you for doing something above and beyond your regular duties at AccuZIP that makes you stand out as an AccuStar.



**KELSEY HAZELTON**  
Sales Support Assistant

Kelsey has worked diligently over the past 2+ years to obtain her Associate in Arts Degree in Business Administration - Career Track from Cuesta College. She worked day and night to earn this degree. Her dedication to bettering herself and her continuing education is admirable.

# Discovering New **BRIGHT IDEAS**



**DONNA TACKETT**  
Customer Care Specialist

Donna was nominated for her valuable insights about the USPS, reaching out to graphic design departments, and the mailing departments when promoting the USPS Promotions and Incentives Program. This is beneficial to our customer partners while helping maintain our credibility and the value of our AccuZIP brand.



**MARTY HAYWOOD**  
Customer Care Specialist & Partnership Liaison Officer

Marty earned a nomination for his idea to implement a customer testimonial and feedback page on the website. This suggestion will make it even easier for our customer partners to share their experience with our software and customer service from our team. We are excited for this addition to our website.

Thank you to long-time customer partner Phillip Terraza of Minuteman Press Placerville for the Bright Idea to remind customer partners to make a backup of their AccuZIP6 5.0 directory and any other important files utilized for their AccuZIP workflow. This directory stores important items such as saved settings, label templates, commands, scripts, and other important items. If you need help locating this directory (by default located in C:\Program Files (x86)\AccuZIP6 5.0) or setting up a backup process, please do not hesitate to reach out to our support team. Visit [accuzip.com/support/](https://accuzip.com/support/) for all Support Options. Thank you, Phillip, for your Bright Idea and continued partnership!



# Growing with ACCULEARN



## KELSEY HAZELTON EARNS HER DEGREE OF ASSOCIATE IN ARTS

“I am forever grateful to AccuZIP’s AccuLearn program for the opportunity to enhance my knowledge. It was a long two-year commitment, but I could never replace the knowledge I have gained that I will use daily in my career. You are never too old to continue learning and invest that time in yourself and your future. I have a few more classes to earn my certificate of specialization in Sales and Marketing. Then, I will be done for now. You never know what the future holds or what knowledge you can go for.”

# So Much to CELEBRATE

## SANDY GUNION’S BIRTHDAY



## MARTY HAYWOOD’S ACCUVERSARY



## KELSEY HAZELTON’S BIRTHDAY



## DONNA TACKETT EARNS USPS MAILING STANDARDS CERTIFICATIONS



## KRISTEN MCKIERNAN ELECTED AS CO-CHAIR OF USPS INDUSTRY GROUP

“I am honored and proud to have been selected to Co-Chair MTAC User Group #8 – Mailing Promotions. This leadership position will allow me to advocate for our customer partners, AccuZIP, and other industry members that can benefit from having a voice and participation in these Promotions this year and going forward to help their businesses and bottom-line.”

## ADMINISTRATIVE PROFESSIONALS’ DAY

Larissa Barrios and Sandy Gunion are part of AccuZIP’s core. From Larissa being the first voice you hear when you call in, to the backend paperwork and accounting duties that shuffle through Sandy’s desk daily. These ladies know how to get it done, and they do it with a smile. Thank you for all you do!



## KRISTEN MCKIERNAN’S 20TH ANNIVERSARY

This year marked Kristen McKiernan’s 20th anniversary with AccuZIP. We are forever grateful for her leadership, uplifting spirit, and gracious heart. Cheers to 20 more years!





# ACCUGIVES

## Giving Back

### EMPTY BOWLS

AccuZIP is proud to support Empty Bowls, an annual fundraiser supporting The El Camino Homeless Organization. Guests were served delicious soups from local restaurants in beautiful ceramic bowls for them to keep as souvenirs. The sold out event raised over \$83,000. These funds will help operate three overnight shelters on the Central Coast.



### PRESIDENT KRISTEN MCKIERNAN VISITS THE TEXAS OFFICE



# Connecting TOGETHER



### AVILA BEACH CHILDREN'S BUSINESS FAIR

AccuZIP is proud to be a Premier Sponsor of the 2nd Annual Children's Business Fair. Hosted by our own McKiernan Family, the 2022 event will be taking place this October in Avila Beach. The participating kids will develop a brand, create a product or service, build a marketing strategy, and then open for customers at our one-day marketplace. The event is free and open to the public.

*"I am so grateful for the continued support of AccuZIP, Inc. towards this event. Last year's event was a huge success (watch a video of last year's event [here](#)). Children and business are both huge passions of mine, so to host this event and see these young entrepreneurs shine in their creativity and drive is truly heartwarming. This is our future, and it is bright! Thank you, AccuGIVES!"*

KRISTEN MCKIERNAN

President of AccuZIP, Inc. & Host of the Avila Beach Children's Business Fair

### LARISSA BARRIOS PARTICIPATES IN THE SLO RENAISSANCE FESTIVAL



### STEVE AND SHELLY BELMONTE VISIT MARTY AND LYNNE HAYWOOD







# LOOKING Fresh

## KEEP YOUR EYE OUT FOR OUR NEW LOOK

We are ready for our next events and conferences with a new trade show booth, tablecloth, and tabletop pop-up. Most exciting of all, we also have new AccuZIP tumblers for you to take home.



## SHOW OFF YOUR DIRECT MAIL OFFERINGS WITH WINDOW CLING

Our new direct mail window clings have been given out at recent events, included in our Franchise Graduation Packets, and included in the May issue of the NPSOA magazine

# Words of **PRAISE**

“Terry, you again win my #1 award for support help. Thank you for the extremely detailed answer.”

Shutterfly

“We just got the wonderful Franchise Graduation package from AccuZIP off the UPS truck today. You guys really go the extra mile to make people feel welcome and it is much appreciated.”

Minuteman Press of London, KY

“I want to share my appreciation for Donna and all her support through the years. Donna is Awesome!! She has all the answers and is always there early in the mornings to help. She goes over and above to serve and she is a great asset to our company!

Anonymous

“We have partnered with AccuZIP for several years, and they clearly are the best. The software is second to none and what is even better is the support they offer. Their team provides the best customer service and they are able to help us with every challenge and question we have asked. We all know that the mailing and USPS guidelines can be complex, but with AccuZIP we have a competitive edge against our competition. If you want to succeed in direct and EDDM mailing, go with the best strategic partner in the business, AccuZIP!”

Justin Phillips

Minuteman Press of Bradenton



# CELEBRATING OUR OUTSTANDING ACCUZIP TEAM



**TERRY CROUCH**

APPLICATION SUPPORT MANAGER  
SENIOR SUPPORT ENGINEER  
SOFTWARE ENGINEER

## How many years have you been at AccuZIP?

This year is my 22nd year working at AccuZIP, and it's been the most rewarding professional experience I could have hoped for. I started in 1999 a few years after I got out of the Navy (1992-1996, deployed to the Persian Gulf in 1995), and then took a 1-year hiatus to move to Indianapolis and work with an Indycar team. After less than a year, I realized it was a colossal mistake, and nothing like AccuZIP existed elsewhere. Luckily, I was able to come back—and not a day goes by where I don't appreciate what a career it is here!

## What's your favorite thing about AccuZIP?

You hear about a “friends and family” environment, but AccuZIP actually is one. We get along outside of the office environment, and most of us are friends or family. It starts from the top down—from Steve & Shelly's amazing generosity to Kristen's leadership and ability to keep things on target (with a smile!), to individual technicians giving those above-and-beyond efforts that may be required on any given day to keep the gears turning smoothly.

## What's your favorite memory from AccuZIP?

As odd as it sounds to say, my favorite memory will be whatever we do next. I remember everything from moving office buildings to weekend getaways for the whole family to an on-site massage room to destress on the clock to holiday dinners and Super Bowl parties. But as with anything else, people get older and the events change, but the environment doesn't. The comfort in being around people you genuinely love for almost half of your life cannot be understated.

## What are you excited about at AccuZIP?

Steve's innovation in market analysis and product strategies has proven over three decades to be on point. With the economic and global pandemic situations, changing marketplaces, and different generations coming and going in demographics—the ideas never stop flowing. It feels like we're always one step ahead of the game when it comes to our industry.

## What do you feel most proud of in your life?

The trifecta—my marriage, my family, and my career as an all-encompassing unit. My wife and I have one of those marriages that people think don't exist. It doesn't feel like work—never has (just passed our 22nd anniversary)! I've been blessed with great children and grandchildren. It's been incredibly fulfilling watching them blossom into their own personalities. Plus, a career I sort of initially stumbled into that turned out to be the most amazing way to spend my life.





### What's the best career advice you could share?

I usually hear, “if the work doesn’t feel like work, you’re lucky.” I think that’s only partially true. The work can feel like work, but if the people you work with feel like family—anything is achievable. You’ve got to truly love your team to love your job.

### What's your favorite quality about yourself?

I’m generally very good at something almost immediately. It’s been that way ever since I was a small child—if I devoted time to it, I’d be very good right away at a very wide range of activities. It’s definitely getting a little more difficult the older I get, though!

### What do you enjoy doing in your free time?

PC gaming, specifically “sim racing,” for about 33 years now. It’s been amazing watching the hobby explode in the past few years with real race car drivers running in simulated teams from around the world—thanks to technological advancements. I’ve been lucky enough to team up with (and race against) real-world Indy 500 champions, Formula One drivers, NASCAR drivers, and more.

### What is a skill you’d like to master?

Coding – Some years back, I decided to change careers in my mid-40s, from software tech support to software development. While you would think they’re very similar considering their related fields, I don’t think it could be further from the truth. While the troubleshooting mindset coming from tech support helps to debug my own code, it’s not as easy as just passing it off for somebody else to fix! Usually, it’s my headache from start to finish, which is testing that “learning quickly” ability I’ve always had.

### What was your favorite subject in school?

It was always art. I have always been very artistic and actually thought I’d be an artist when I grew into a career.

### What superpower would you like?

Easy...shapeshifting! If you could fly one day, swim without needing air another, become anything you wanted, you could suit whatever mood hits you at any given time.

### What are three things you’d buy if you won a million dollars?

Probably a much bigger and crazier sim rig for my racing. Then, my wife could do what she wanted with the rest—which would probably be something very “adult-like” and involve saving or investing or something along those lines.

### How does your life look different than it did ten years ago?

Entirely different state (from CA to TX!), different lifestyle, different everything. Life is about change and rolling with the punches. My youngest child just graduated high school last year, so this new stage is with grown children—but not the “Golden Years” yet!

### If you could have lunch with anyone living or dead, who would it be?

I don’t know if it would be a specific person, but rather transport to a time period. See what life was actually like at a given period in time, and pick a person from that era to give real details about it that history may have forgotten.

### What movie title describes your life?

“If you want to make God laugh, tell him your plans” – I think Woody Allen already had that one covered, though. What and where I thought I’d be when I was a child or young adult couldn’t ever account for how life has turned out. But it’s an incredible feeling to be completely content with that. I wouldn’t change a thing because every one of those twists and turns put me right where I’m supposed to be.



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# LIVINGPRINT

## Bulk Interactive Direct Mail Postcard Campaigns





LIVINGPRINT is an exciting new technology that allows you to create and interact electronically with physical postcards! Using our LIVINGPRINT mobile application, you can create and send personalized postcards that include exciting and interactive digital experiences!

Each print comes standard with a QR Code. Once scanned, your recipient will experience the custom-made slideshow you designed for them with your photos, videos, and music to tie it all together into one great experience. LIVINGPRINT is an unparalleled digital and mail experience like never before!

Beyond personal use to share your vacation photos with your family, Bulk LIVINGPRINT is a crucial tool to market your business. Using this technology, you are able to create a commercial on a postcard. The postcard will showcase a collage of branded photos. Once prospective customers scan the QR code, they will experience your custom photo and video slideshow commercial up to five minutes long.

Realtors can show off new listings with custom postcards linking to a slideshow of the new property. Local restaurants can use LIVINGPRINT to showcase footage of their fresh offerings while sending coupons. Dentist offices can reach out to local changes of address, welcoming them to the area while sharing their services. The possibilities are endless!

Set your business apart by offering your customers Bulk LIVINGMAIL Postcards. Our LIVINGPRINT App can integrate photos and videos, along with a custom background and music soundtrack to create print-ready artwork that can be printed with variable data or sent as an EDDM. Your customers can create their LIVINGMAIL Postcards in minutes for less than \$2.00. Then you will receive the PDF to use for their mailing with no added work or labor on your side compared to a standard postcard. How many of your marketing campaigns fail or fall flat because they look like everyone else's? Not anymore!

## 4 Easy Steps for Your Customers to Follow:

### Step 1: Download the LIVINGPRINT App

Navigate to the App Store® or Google Play™ store on your device and download LIVINGPRINT.

### Step 2: Create Your LIVINGMAIL Postcard

Open LIVINGPRINT on your device and select the product LIVINGMAIL. Click the Create button, then start selecting photos and videos, along with a custom layout that will be printed on the front of your LIVINGMAIL postcard.

### Step 3: Add Your Print Shop's Information on the Flyer

You will receive a flyer ([view here](#)) with the appropriate recipient information to enter. If you have not received this, please request one from the print shop you are working with.

### Step 4: Take a Screenshot of Your LIVINGMAIL Postcard Image

Pay only \$1.99 for a professionally created camera-ready LIVINGMAIL postcard. So your Printer can associate your LIVINGMAIL postcard with your Mailing List, simply take a screenshot and email the address above with information on who you want to mail it to. Your printer can send the LIVINGMAIL postcard to an EDDM list or targeted list!

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# WEBINAR SERIES

Join our expert staff as they walk you through the details of using AccuZIP6 and navigating USPS® regulations. Or check out our collaborative webinars to find out how AccuZIP partners with other organizations to bring you the most in-depth information about direct mail, mailing services, or using AccuZIP cloud integrations.

## BULK LIVINGPRINT WEBINAR

Learn about this technology and interact with the two presenters and lead developers on the project, Steve and Brock Belmonte, as they walk you through this service and answer your questions.

## DIRECT MAIL 101: MAIL MADE EASY!

The webinar covers everything you need to know to start offering mailing services: from mailpiece design, QR codes, and CTAs; to postal terminology; to applying for a postal permit. We will touch on general types of postal software and equipment required to turn your print shop into a complete direct mail shop!

[LEARN MORE](#)

# IMPORTANT UPDATES & ANNOUNCEMENTS

## POSTALPRO MAIN MENU ENHANCEMENTS BY USPS

Be on the lookout – Enhancements to the main PostalPro menu will gradually be implemented. The first phase will be Promotions and Incentives, and will continue with the Industry Forum section. Though most items will not change location, new features, such as fly-outs, will be added to allow users to find information easier and with fewer clicks.

## USPS POSTAL RATE CHANGES

AccuZIP was prepared for and released all required updates for the July 10th, 2022 rate changes. For the latest “at a glance” view of these rate changes for the most commonly used mail types, check out our Industry Resources page [here](#).

# JOIN TEAM ACCUZIP

We are Currently Hiring Customer Care Specialists!

- DESIRED SUMMARY OF SKILLS:
- Experience using the AccuZIP6 mailing software
- Experience in both the print and mail industry
- Experience with Data Hygiene practices
- Interest in helping users solve their dilemmas

If you go out of your way to help those in need and want to join a cohesive team culture, you’re exactly whom we’d like to welcome to the AccuZIP family. Reach out today at [accuzip.com/about/career/](https://accuzip.com/about/career/).





## ATTRACT CUSTOMERS WITH **DIRECT MAIL**

### **MICHAEL PLUMMER, JR.** ARTICLE FEATURED IN DENTISTRY TODAY

Attracting new customers with direct mail remains a tried-and-true method for your practice to earn new customers, as long as it's done right.

Direct mail allows you to deliver a targeted message to your audience with a personal touch and can help enhance any digital marketing efforts, as well. If you need reassurance that direct mail is still thriving, just take a look at the numbers.

In 2019, consumers engaged with 91% of all direct mail, and by 2020, this figure had risen to 96%. So, direct mail is, in fact, increasing in effectiveness, according to the UK Data Marketing Association. Direct mail also helps facilitate a multi-pronged marketing strategy. Direct mail drove 87% of consumers to make online purchases and prompted 92% of customers to learn more about a business by conducting research online.

To reap the benefits of direct mail marketing, it is essential to take a targeted approach and incorporate the latest advances in technology. Here are just a few ways to make certain your direct mail campaign converts in a digital world.

#### **REACH THE RIGHT AUDIENCE**

One of the advantages of using direct mail is the ability to reach your target demographic with a personalized message. Using Every Door Direct Mail to blanket nearby zip codes with postcards can help add new customers, but targeting potential customers by income, age, and household size can increase your return on investment.

#### **ACTIVATE THE SENSES**

One of the hallmarks of direct mail postcards is their low cost and simple design. Savvy brands are kicking up their direct mail efforts and incorporating innovations in technology to help their campaigns stand out. Companies are adding sensory components to their mailers, such as textured paper or visual effects. Some companies are even using scented paper to make potential customers take a second look.

#### **NEW MOVER MARKETING**

Having the right mailing list is essential to ensure your campaign converts. Whether you are adding new customers or reminding existing patients to schedule an appointment, having a list that is up-to-date makes all the difference.

New mover marketers rely on a list of new residents to help businesses capture new movers before they form loyalties with the competition.

Nearly 27.1 million people moved in 2021, according to the U.S. Census Bureau.

As part of new mover marketing, new residents receive an upscale welcome package filled with proven offers from local businesses shortly after they arrive at their new home.

Having a gift certificate to the local pizza shop or the offer of a free cleaning at a nearby dentist's office is a welcome relief for new customers who are busy unpacking boxes, starting new jobs, and helping children adjust to a new neighborhood.

After two years of change, being able to rely on a trusted marketing approach is a welcome relief. Direct mail marketing is a surefire technique to help you rebuild your practice and provide a valuable service to patients.





Change is inevitable.  
Growth is optional.

JOHN MAXWELL



# HONORING A TRAILBLAZER

# KATHARINE GRAHAM

# POSTAGE STAMP

## STORY BY USPS NEWS LINK

Lee Moak, a member of the USPS Board of Governors, presided as the dedicating official at a stamp ceremony honoring Washington Post publisher Katharine Graham on June 14th.

The event, held at the Library of Congress in Washington, DC, also featured Graham's eldest son, Donald; her younger son, Stephen; and daughter, Lally Weymouth; historian Michael Beschloss; and Carla Hayden, the librarian of Congress.

House Speaker Nancy Pelosi, House Majority Leader Steny Hoyer, House Oversight Committee Chairwoman Carolyn Maloney, Senator Jim Risch of Idaho, and Supreme Court Justice Stephen Breyer were among the attendees. Postmaster General Louis DeJoy was also on hand for the event.

"Katharine Graham was a trailblazer — the first woman to head a Fortune 500 company and

the first to serve as a director of The Associated Press," said Moak.

Graham (1917-2001) was often called the most powerful woman in America for the influential and shrewd decisions she made, starting in the turbulent 1960s until stepping down in the early 1990s.

She was the daughter of Eugene Meyer, a businessman who bought a then-struggling Washington Post in 1933 at a fire-sale price.

She married Supreme Court law clerk Phil Graham in 1940. After Meyer made her husband publisher in 1946, The Post grew in circulation and stature, adding Newsweek magazine and television stations to its portfolio.

In the wake of her husband's tragic death in 1963, Graham, a widow with four children, little journalism experience, and no business background, stepped in as publisher.

Perhaps the defining moment of her remarkable tenure was the momentous decision to publish the Pentagon Papers, a leaked, classified history of U.S. involvement in Vietnam.

The New York Times got hold of the document

first and published excerpts, but a federal injunction barred the paper from any further publication. The Post then obtained a copy.

Graham was urged by journalists to publish and advised by lawyers not to. Adding to the tension of the moment was the fact that The Washington Post Co. was scheduled to go public around the same time.

Her brave decision to publish, and the Time's and Post's subsequent joint victory in a First Amendment case before the Supreme Court, was a watershed moment in American journalism.

Graham was also publisher during The Post's coverage of Watergate, the scandal that ended Richard M. Nixon's presidency.

Her 1997 memoir, "Personal History," won a Pulitzer Prize. She was posthumously awarded the Presidential Medal of Freedom in 2002.

The 2-ounce denomination Katharine Graham stamp, part of the Distinguished Americans series, was designed by Derry Noyes, with original art by Lynn Staley based on a 1970s photograph of Graham. The stamp is available at Post Offices and [usps.com](https://usps.com).

From Left to Right:  
Postmaster General Louis DeJoy; Graham's eldest son, Donald; Lee Moak, a member of the USPS Board of Governors; Graham's daughter, Lally Weymouth; and Graham's youngest son, Stephen.





# MAKE YOUR OWN ACCUFUN



## WORKPLACE WELLNESS KELSEY HAZELTON

Let's talk about AccuFUN! This program was created to honor the birthdays and AccuVersaries of our employees. It now has evolved to include fun outings for creating connection, team building, and fun. Some of these outings have been to escape rooms, cooking classes, sporting events, and holiday parties. AccuFUN has become one of my favorite responsibilities because of the great joy it brings our team.

When I first joined AccuZIP, AccuFUN had not been created yet. Still, I would try to do fun little

things for my coworkers on their birthdays, such as leaving their favorite candy on their desk, bringing in one of their favorite desserts, and giving a birthday card full of confetti.

Now that AccuFUN has been established for a few years, I have a detailed system. I plan at least a month in advance for all birthdays and AccuVersaries. Recognizing how many years someone has been a part of our team helps them feel appreciated for their dedicated efforts for AccuZIP. Setting reminders in my calendar really helps ensure no celebration gets passed and gives me enough time to pick up everything for the special day. Keep an eye out for fun events and offerings in your community, and then reach out to the team to gauge their interest.

One of my favorite AccuFUN memories was when our California team took a cooking class this year. We enjoyed about 8 different small courses while learning how to make the dishes. It was served family style, so we all got to literally share in the experience.

We challenge you to create a program like AccuFUN for your business. It is a surefire way to boost morale, create connection, and celebrate milestones. To start, you will want to create a process to follow to ensure success. This will include setting aside a budget for each event, adding celebration dates to a calendar, and scheduling activities. For birthdays and anniversaries, send out a questionnaire to employees to find out things like their favorite color and treats to help plan their day. For remote employees, plan ahead to send them a birthday card with a gift card or flowers for them to enjoy. Make it exciting by alternating between different celebrations and activities.

We often get stuck in our day-to-day routines. These events will give your team something to look forward to. This time outside of work lifts morale and gives us an opportunity outside of work to connect with each other.



For our recent AccuFUN adventures, we ate our way through a cooking class with local chef Debbie Duggan and took on The Great Escape escape room.

*Top Photo: Top Row Kelsey Hazelton, Larissa Barrios, Kristen McKiernan, Sandy Gunion, Eric Lambeth, Jim Lord's wife Cathy*

*Bottom Photo: Jai Hazelton, Kelsey Hazelton, Eric Lambeth, AnnElise Lambeth, Larissa Barrios, Sandy Gunion*



# PLACES TO JOURNEY



## THE QUEEN MARY

BY LARISSA  
BARRIOS

You walk across the long platform, several stories up in the air, as a sea breeze blows past. As you cross the threshold onto polished teak planks, you're greeted by photos and memorabilia dating back to the early 1900s. You enter the Main Hall, paneled with White English Ash and accented with brass railings and light fixtures. You feel as if you have entered a movie set, and in a way, you have. For on the Queen Mary, history is not just visited but relived.

Currently located in Long Beach, California, the Queen Mary was originally built in Scotland by Cunard-White Star Line. On May 27th, 1936, she began her maiden voyage from Southampton, England to New York City, New York. Her design was intended to mimic the opulence of the Titanic but with the trendier art deco style at the time of her construction. She ran in operation until 1967, where she docked permanently in Long Beach. Now primarily used as a hotel, the Queen Mary also hosts a variety of events and is even used as a set for film and television shows.

Visitors can purchase a guided tour or explore on their own, with a plethora of plaques and photos spread throughout the ship to give visitors a glimpse into life out on the sea. On the Bridge level, view the steering and chart rooms, along with the Captain's and First Officer's Quarters. Looking over the deck, one can spot two massive guns, remnants from the ship's service during WWII. Thanks to her impressive speed and gray color, the ship was able to ferry soldiers to and from the front lines in safety by the thousands. She held the record for the fastest ship of her size for fourteen years therefore nicknamed "The Gray Ghost."

Once you've had your fill of history, be sure to visit the cafes and restaurants on board. Midship

Marketplace offers breakfast to go. Chelsea's Chowder House and Bar serves lunch in an authentic English Chowder House setting with subway tiles and tin ceiling. In the Observation Bar, sip on cocktails in peak art deco style. You may even recognize the bar from scenes in *The Aviator*, *Being John Malkovich*, *Murder She Wrote*, and *Beverly Hills 90210*. For fine dining, Sir Winston's is the cream of the crop, offering delectable fare with stunning seaside views.

Work off your food with a casual stroll on the Promenade, an enclosed deck that wraps around the entire length of the ship. Along the way, you'll find a wedding chapel, telephone booths, a perfect miniature of the ship, enlarged photos of famous passengers, and benches to take a rest. The Promenade also connects to the Tour Center, where one can book a tour or shop at the various gift shops surrounded by maritime memorabilia.

A trip to the Queen Mary Hotel wouldn't be complete without a stay in one of her rooms. While only the previous First Class rooms are in use, one can book a Full Suite, Mini Suite, Deluxe Stateroom, Family Stateroom, or a Standard Stateroom.

Currently, the Queen Mary is closed due to renovations. Over the years, the ship has needed countless repairs, costing millions of dollars. Thanks to grants, film shoots, fundraising events, private donors, and her impressive design, the ship has been able to outlast the wear of time for 85 years. The City of Long Beach hopes to complete all renovations by this fall, at which time the ship will once again welcome guests to explore her past, make memories in the present, and dream of future days to come.

**LEARN MORE** [queenmary.com](https://queenmary.com)



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TO LEARN MORE.



# THE ZIPLINE

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