

ZIPLINE

EXPLORE THE POSSIBILITIES

2023 VOL. 1



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Welcome to the first edition of the zipLINE for 2023! This year already feels fresh, exciting, and jam-packed with industry events, trade shows, new products and services, professional development, and webinars – just to name a few. How apt is the theme of this issue: ‘Explore the Possibilities.’

According to Merriam-Webster’s Dictionary, ‘Possibility’ is defined as:

- 01. the condition or fact of being possible
- 02. one’s utmost power, capacity, or ability
- 03. something that is possible
- 04. potential or prospective value

My favorite of these is number 2. There is so much power, capacity, and ability within the possibility of each of us when our goals and core values align.

I am particularly excited to have our readers get to know our two newest team members, Megan Baxter, and Richard Caro. When we hire staff to join our team, we put them through an extensive interview process to make sure they are a good fit for AccuZIP and that AccuZIP is a good fit for them. After all, we consider this more of an AccuFamily than a workplace. We also consider the ‘possibilities’ for growth within the company for all new hires, and boy, have these two team members shined with possibility in their short time here. They have earned accolades from customer partners and their fellow team members. I have no doubt that their capacity and ability to continue growing is boundless.

I am excited about the Workplace Wellness section on centering yourself and the article on finding your mantra. I’m big on mantras to help me stay balanced and centered when I sometimes get lost in possibility (that whole double-edged, catch-22 thing). It’s all about balance...or at least trying to stay on the beam.

We have some great industry events coming up with five of them already on the books, including MTAC, NPF, NPSOA Spring Conference, MFSA, and Printing United. As always, we are looking forward to connecting with our customer partners and industry friends throughout 2023.

With that said, please enjoy this issue and keep exploring your possibilities. Half the fun is in the journey.



Kristen McKiernan, President

Past EVENTS



PRINTING UNITED EXPO OCTOBER 19-21, 2022

Eric Lambeth represented Team AccuZIP at the trade show, talking to visitors about LIVINGPRINT and LIVINGMAIL. Our BULK LIVINGPRINT app was a new Product Spotlight at Printing United. Thank you to everyone that stopped by.



MAILERS TECHNICAL ADVISORY COMMITTEE

“Attending the first MTAC meeting of 2023 at the USPS Headquarters in Washington, DC provided the opportunity for lively discussions with industry and USPS representatives, including Postmaster General Louis DeJoy. Participating in these in-person meetings and being extended the opportunity to converse in an open forum with industry leaders, executives, and USPS management proved valuable and insightful. I was honored to represent AccuZIP and our position in the industry with this exclusive group.”

Kristen McKiernan, President

Upcoming EVENTS

SPRING NPSOA CONFERENCE Myrtle Beach, South Carolina March 16-18, 2023

We are excited to announce we will be a Silver Sponsor of NPSOA and will have two workshops for you to attend. Visit us at our table at the Vendor Showcase.

MAILING & FULFILLMENT SERVICES ASSOCIATION CONFERENCE Grapevine, Texas March 31 - April 2, 2023

This annual conference is dedicated to the education of commercial mail, printing, fulfillment, and marketing professionals. AccuZIP is proud to be a Silver Sponsor.

NATIONAL POSTAL FORUM Charlotte, North Carolina May 21-24, 2023

Join us in North Carolina for this mailing and shipping conference to learn about the latest developments in our industry. Visit us at NPF at our Booth #721.

PRINTING UNITED Atlanta, Georgia October 16-18, 2023

Printing United is one of our favorite trade shows of the year. We look forward to connecting with you this October. Visit us at our Booth B10006.



Growing with ACCULEARN



VMWARE COURSE

Dave Belmonte completed an advanced course on VMware. This will assist him in his role as AccuZIP’s Network Architect with the implementation and management of our complex network and newly installed equipment in the data center.

SKILLPATH WEBINARS

With customer service and support being the top priority at AccuZIP, we always want to gain new skills and freshen up our existing skillsets to ensure we keep this top of mind. Our team participated in SkillPath webinars to sharpen our skills.

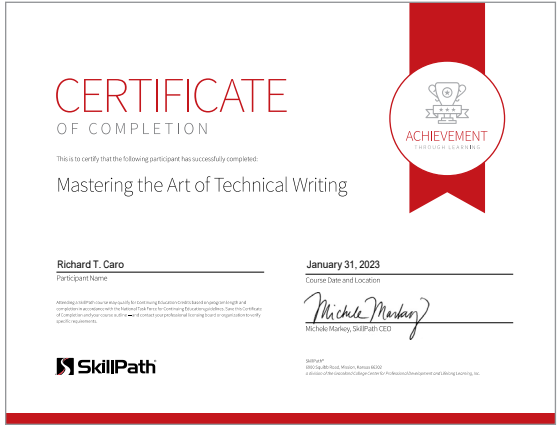


ASSERTIVENESS COURSES

This February, Sandy Gunion completed a course through SkillPath titled ‘Assertiveness Skills for Women.’

RANSOMWARE SUMMIT

Steve Belmonte, Kristen McKiernan, and Dave Belmonte attended the Ransomware Defense and Remediation Summit.



TECHNICAL WRITING

In January, Richard T. Caro completed the ‘Mastering the Art of Technical Writing’ course through SkillPath.



MAILERS HUB CERTIFICATIONS

During onboarding, Meghan Baxter and Richard Caro completed courses through Mailers Hub. They both earned their Basic and Advanced USPS Standards Certification.



Growing with ACCULEARN

ADMINISTRATIVE COURSES

Kelsey Hazelton recently completed courses through SkillPath titled ‘The Conference for Administrative Excellence’ and ‘The Extraordinary Administrative Professional’ course. We look forward to seeing how she implements what she learned into her role.



MARKETING CONCENTRATION

Kelsey Hazelton has been dedicated to expanding her education through courses at Cuesta College. She recently completed her Marketing Concentration. Way to go!



ACCUGIVES Giving Back

AVILA BEACH CHILDREN’S BUSINESS FAIR

For the 2nd Annual Avila Beach Children’s Business Fair, kids from across the Central Coast came together to display and sell their innovative products to a crowd of shoppers last October. There were over 65 children and 37 booths selling everything from sea glass art, homemade dog treats, slime, organic cotton candy, surprise soaps, a young author selling her first published book, and more! A special thanks to AccuZIP and the Belmontes for sponsoring this event as part of AccuGives year after year.

“This event brings our community together. I am so proud of the children who put so much effort and hard work into creating and showcasing their products. I could not do this without the support of my family, friends, community, and event sponsors. It takes a village, and we have a good one!”

KRISTEN MCKIERNAN, EVENT HOST AND ORGANIZER

[Learn More Here](#)



1992–2023

31

accuzip

YEARS

IN BUSINESS

THANK YOU

FOR OVER 3

DECADES OF

PARTNERSHIP

ACCUGIVES

Giving Back



HURRICANE SUPPORT

We are happy to give back to a customer partner impacted by a recent hurricane. As part of our AccuCares program, we gifted them an additional four months of their AccuZIP6 Business Edition subscription. We hope this provided a little time and grace to rebuild and get back on track.



FESTIVAL OF TREES

We are proud to sponsor the Festival of Trees in Houston, Texas. The event benefited Interfaith Caring Ministries. Jill Crouch, Rachel Murdoch, Katarina Little, Mathew Little, Vince Murdoch, and Geoff Cooke represented AccuZIP at the event.



GOLF FOR THE FUTURE TOURNAMENT

AccuZIP is proud to sponsor the Golf for the Future Tournament benefiting the Community Learning Center, a nonprofit helping youth education.

PROJECT PLANT SERVICE PROJECT

On October 29, 2022, we came together to plant over 100 native plants in the San Luis Obispo Botanical Garden. Our Sales Support Assistant organized this event. In reflection, she said, “Funded through an environmental grant from the California Lions Club Foundation, this project was made possible through the help of the Central Coast State Parks Association, Scouts Troop 322, SLO Botanical Gardens, and the Paso Robles and Templeton Lions Clubs. The grant process was long, but it felt good to see the project come to life. Now, it will forever be a part of the SLO Botanical Garden. Thank you to AccuGIVES for sponsoring a pizza lunch for all volunteers. It felt great to give back to our amazing community through a successful community project.”

Texas Office HOLIDAY PARTY

Our Team in Texas celebrated the holiday season and all of our 2022 accomplishments at Perry’s Steakhouse in Houston.



California Office HOLIDAY PARTY

The California Team came together for an evening of great company, memories, and food at the iconic Madonna Inn in San Luis Obispo.



So Much to CELEBRATE



President Kristen McKiernan and her friend Heidi Craig enjoy a fun night out seeing a comedy show in AccuZIP’s VIP Box seats. AccuFUN brings our team laughter and joy and is always a welcome reprieve. Thanks you, AccuFUN!

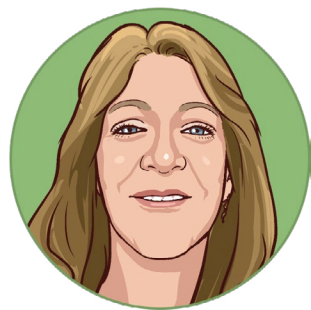


AccuZIP Sales Support Specialist Kelsey Hazelton, her husband Jai, and some family friends enjoyed comedian George Lopez at Vino Robles in AccuZIP’s VIP Box Seat. “That was soooo funny!! Thank you, AccuFUN!” Kelsey says.

In December, we celebrated our Administrative Assistant, Larissa Barrios’ birthday. Then in January, we celebrated her 7th Accuversary. Cheers to many more years ahead!



Our Team's Latest **ACHIEVEMENTS**



ACCUSTAR

SANDY GUNION
Account Administrator & Bookkeeper

Sandy was awarded an AccuStar for her expertise. Her legacy knowledge is a continuous asset to our team and customer partners. Shine on!



BRIGHT IDEA

DONNA TACKETT
Customer Care Specialist

Donna submitted a Bright Idea to create and give out an 'AccuZIP Word Search' to incentivize prospects to visit our booth at trade shows. Thanks for the great idea!



BRIGHT IDEA

KELSEY HAZELTON
Sales Support Assistant

Kelsey submitted a Bright Idea to create a Golden Ticket Referral Outbound Program. This approved initiative will make outbound calls and emails to our existing customer partners to see if they want to personally refer someone they know to buy AccuZIP. She also gained an AccuStar for this idea!

OUR RECENT **TESTIMONIALS**

“Thank you! AccuZIP has the best tech support of any company I’ve worked with.”

JUSTIN

“You are a wonderful company. Thank you for always getting us through the tough times.”

STEVE, NORTHERN KENTUCKY UNIVERSITY

“Chrissy was magnificent in helping me. You have a wonderful staff. Everyone I have dealt with has been incredible.”

S. ROSENBERG

“I cannot thank you enough for all you and your team have helped with. You really, really made quite the impression on me. Accuzip is lucky to have you and the other wonderful people I spoke to.”

HOLLY, THE PRINTING PORT



Refer & SAVE

Refer a company that purchases AccuZIP6, and we will contribute \$995 toward the renewal of your next Annual Subscription for the AccuZIP6 5.0 program.

There are no restrictions on the number of referrals you can make. For each referral of another company to AccuZIP, Inc., when that company purchases an AccuZIP6 Package, your AccuZIP6 5.0 annual subscription will get extended. No need to wait until your subscription is about to expire! Get additional time added to your subscription for every new customer you refer, no matter which AccuZIP6 5.0 Package they buy!

To take advantage of this program, refer a customer to AccuZIP and fill out our form

[AccuZIP.com/referrals](https://accuzip.com/referrals)

Compliance ACHIEVED



AccuZIP, Inc. has again successfully achieved and received the Final Reports for the 2022 Type 1 SOC 2 & Type 1 HIPAA-HITECH Compliance audits.

We want to thank every member of our team for their role in this achievement.



We have created a guide to help you prepare and understand the differences between Retail and BMEU EDDM Mailings.

EDDM RETAIL versus EDDM BMEU

Great for small businesses, restaurants, realtors, and local political campaigns

Send at least 200 and up to 5,000 pieces per day per ZIP Code™

Drop off your EDDM mailing at your local Post Office™

Best for large-volume mailers and those who want a better rate than EDDM Retail

No volume limit on the mailing size, multiple ZIP Codes™ can be selected

Drop off mailings at a large USPS mail processing center (BMEU)

[View the Full Guide Here](#)



EXPLORE the
possibilities.

WELCOME OUR NEW TEAM MEMBERS



**MEGHAN
BAXTER**

CUSTOMER CARE
SPECIALIST



**RICHARD
T. CARO**

CUSTOMER CARE
SPECIALIST

What's your favorite thing about AccuZIP?

MB My favorite thing about AccuZIP is how dedicated the entire team is to creating positive customer experiences. Everyone I work with is genuinely so supportive and helpful, both internally, and in communication with our customers.

RC How every member of the team lifts each other up. A lot of corporations talk about how they are a family, but AccuZIP is the first company I have seen where that actually feels true. Everyone here can be counted on to be true and genuine with each other and with our valued customers.

What's your favorite memory from AccuZIP?

MB As a newer employee, I feel the best is yet to come! I have enjoyed every bit of my time with AccuZIP so far, even the training process and taking my first few calls with customers, all of which could have felt overwhelming, but were positive experiences because of the support I had from our team.

RC It would have to be the initial job interview, when I first met Kristen, Shelly, Eric, and Terry. I could tell right from the start that they are all passionate about what they do and genuinely care about everyone at AccuZIP. Interviewing with them was as fun and memorable as having dinner with beloved colleagues.

What do you enjoy doing in your free time?

MB In my free time, I enjoy going to theme parks and concerts, exploring museums, watching hockey games, reading, and spending time outdoors.

RC I'm a collector of board games, and I like to host socials on my days off to invite people to play them. I try to collect as wide a variety of games as possible so that everyone can find something they love to play. So far, I have managed to collect 125 games.

What do you feel most proud of in your life?

MB I feel very proud of the life I am creating for myself. I am recently married, have three pets that I absolutely adore, a job that I love, and have recently re-enrolled in college to advance my education. When the pandemic hit in 2020, I was in a very different situation, so I feel grateful every day for where I am now!

RC I would have to say when I earned my CompTIA A+ certification. I poured tons of hours into studying and watching videos online so that I could pass the exams. While it may not be as glamorous as a fancy degree, it turned out to be one of the best decisions I ever made. That certificate opened the door for me to get out of my old job working in grocery retail and get started learning the technical knowledge and gaining customer support experience that I use every day at AccuZIP.

What are you excited about at AccuZIP?

MB The mailing industry is constantly evolving, and I look forward to seeing how AccuZIP adapts to new innovations over time.

RC I love how there are always opportunities to learn new things and develop new skills here at AccuZIP. It really feels like the sky's the limit.

What is a skill you'd like to master?

MB A skill I would love to master is baking. My mom is an amazing baker, she has always made the best treats for family and friend functions, and one of my goals for this year is to master a few of her recipes!

RC I think it would be great to learn how to play the piano. Music is a source of incredible joy, and it would be amazing to partake in creating that joy with my own hands. First, I would have to find a way to make room for a piano in my apartment, though.

What superpower would you like?

MB If I could have any superpower, it would have to be teleportation. The ability to travel the world in the blink of an eye without having to ride in a car or plane ever again? Sign me up!

RC Ever since I was a kid, I thought shapeshifting would be a great power to have. There's something about experiencing the world from a different set of eyes that is exciting to me.

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

MB I would love to have lunch with Jane Goodall! I am an Environmental Science major, and she has always been a role model of mine due to her work and influence on wildlife protection and environmental conservation practices.

RC Anthony Bourdain had a unique way of seeing the world and its cultures through food. I believe he would have been a fascinating person to sit and share a meal with.

If you could be any animal, what would it be?

MB If I could be any animal, I would choose to be a Grizzly Bear. They get to hike through the forest all the time, are independent by nature, and hibernate in the winter. Goals!

RC It would be great to experience life as any kind of bird, really, and to fly high up in the sky. If I had to narrow it down, I would pick a raven since they look so cool and have a reputation for being such smart birds.

What is your favorite travel destination?

MB While I love to travel, I don't think I have yet visited my favorite place! My bucket list of travel destinations is quite large, consisting mostly of National Parks, but Greece and Ireland are at the top. Hopefully, I will have the privilege to cross some spots off my list in the coming years!

RC I am in love with Savannah, GA. There really isn't anything else like it on the east coast, and it is full of rich history. Its reputation as America's most haunted city just adds to the excitement.

What's your favorite quality about yourself?

MB My favorite quality about myself is that I am very creative. Since a young age, I have always been artistic, finding outlets through hobbies like sewing and painting. I am grateful for these skills because they transition into my every day now, where I am great at problem-solving and thinking outside the box.

RC My ability to find something to gain from any situation. There are a lot of negative experiences in life, and it can be easy to give up or fall into the belief that nothing can be done. If you can learn to accept the lessons found in failures and see the opportunities that may appear when things don't go your way, it can lead to a more fulfilling existence in the long run.

**WE HOPE YOU ENJOYED MEETING
OUR NEW ACCUZIP TEAM MEMBERS!**

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)

INTRODUCING

buylists.com

Filter Available Fields

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Health and Fitness

Hobby Interest

Investing - Financing

Motor Vehicle Type

Movie - Music

Outdoor Enthusiast

Political Affiliation

Length of Residency

Filter Selected Fields

Unique Addresses Only

Omit PO Boxes

Household Estimated Income

☒ Under \$10,000

☒ \$10,000 to \$14,999

☒ \$15,000 to \$19,999

☒ \$20,000 to \$24,999

☐ \$25,000 to \$29,999

Database	Count
Consumer	44
Business	0
New Mover	0
New Homeowner	0
New Business	0
Total	44

List Usage Type

☒ Single☐ Multi

Checkout

Style Settings

Logo Url:

images/logo-RGB-white.png

Primary:

Primary Offset:

Secondary:

Secondary Offset:

Danger:

☐ Zip, City, State, or County☐ Radius around an address☒ By Carrier Route

Address

Q Enter a central Address that you want to mail around

Description	Value	Zip Code	Carrier Route
Zip Code:	93405	93401	C004
Carrier Route:	C005		
Residential:	706		
Business:	9		
Total Deliveries:	715		
Avg. HH Size:	2.086		
Avg. HH Income:	89,874		
Median Age:	31.82		

Introducing our new innovative list purchase tool designed specifically for you, our customer partners. We have developed a site that lets you and your customers research and buy highly targeted consumer, new mover, new homeowner, business, and new business lists. Our exclusive Price Lock Guarantee reduces your costs, saves you time, and increases profits.

The site is designed to make searching and downloading lists in real-time a breeze. We offer a generic List Purchase site that can easily be branded for your business, and you can control the price that your customers see. With over 31 years of experience in the industry, AccuZIP Inc. wants to be your go-to list provider to help grow your revenue and profits.

For More Information, Reach Out
INFO@BUYLISTS.COM

☒ Zip, City, State, or County☐ Radius around an address☐ By Carrier Route

League City TX

League City TX, USA

powered by Google

Map

Satellite

2450 South Shore Blvd, League City, TX 77573, USA

Radius (in miles)

1

Map

Satellite

SPRING CLEANING

At the start of a business, there are many branding decisions made and marketing materials created. We often set it and forget it. Before you know it, your business' appearance can feel stagnant. This is why we challenge you to an annual spring cleaning. Review your website, check the info on your business cards, and update the call to action on your trade show flyers. This yearly check-in will catch some errors and ensure you are putting your best foot forward. Happy cleaning!

REALIGN

Before we start crossing off our cleaning list, let's check in our higher-level things. Reflect on your vision statement, identified target audience, and brand values. Do these still match your company today and where you want to go? If not, it is time to update these pillars to align with your evolved company. Then, take this new guiding light and make sure it coordinates with your branding. If it doesn't, this doesn't

mean you need a full rebranding. Swapping your brand typography, creating a new color palette, and even adding in new graphics can realign your look with your feel.

REFRESH

Even if your core branding still matches your business, your execution may need a refresh. A tired website or the same marketing collateral year after year will make your business seem stagnant to your clientele. Reach out to a local photographer for updated brand shots or purchase some cohesive stock photography that matches your vibe. Swap these into your marketing pieces and spiff your designs while you're at it!

ACCURACY

Review all of your copy to ensure it is still accurate. This means checking business details like trademarks and copyright dates, searching for typos, and eliminating outdated

information. Now switch to offense and identify what needs to be added. Showcase your new hires, update your achievements, and add more testimonials. You'll also want to review your sales copy to make sure it connects and converts. We shared our favorite tips in the next article!

FUNCTIONALITY

Now that everything looks great and is accurate, it's time to check functionality. Is your layout easy to follow? Do you have clear and compelling call to actions to lead them to the next step? Put yourself in your client's shoes and see what is working and what isn't. Check out your website's analytics to see what platform your viewers are using for your site. If the majority are mobile viewers, it is time to prioritize mobile functionality on your site.

FRESH EYES

Don't forget to enlist some help to ensure your

materials are accurate and effective. When you have reviewed them enough times, you no longer will notice minor mistakes. Share the content with your coworkers and even consider asking a faithful client to review from their perspective.

NEW METHODS

Even though all your assets are now looking better than ever, that doesn't mean you have to stop here. Adding in alternative marketing methods can get you in front of even more prospective clients. Our BULK LIVINGPRINT technology targets customers with custom LIVINGMAIL postcards that create a 'commercial on a postcard' in a matter of minutes promoting your business. Set your business apart and 'Bringing Your Mail to Life'!

CHECK IT OUT

LivingPrint.com/bulk



COPY THAT CONVERTS

Explore Our Top Tips for Crafting
Copy that Converts Prospective
Clients to Faithful Customers

01. HOOK

All of your copy is important, but your headlines are what really bring the reader in. Adding a hook will catch their attention and let them know what the content covers. Consider using a question in your header that they will relate to.

02. READER FIRST

Relate to your target audience. This is the time to embrace their persona and speak to their needs and pain points. Instead of having them figure out how your business will benefit them, they will feel seen and heard.

03. PERSONALITY

Pull back the curtain and let the viewer get to know you. Sharing the people and passion behind your business adds credibility and connection. In addition to sharing behind the scenes content of your team, you can also show your personality by creating your brand voice. Making sure this voice matches your brand and speaks to your target audience lets them get an inside look.

04. CONCISE

Let your offerings speak for themselves. Pairing down your content to the essentials will help prevent the viewer from overwhelm. Don't forget to ditch the industry jargon that won't connect. Simple and clear is the way to go!

05. SKIMMABLE

Once you narrow down your content, design it to catch the viewer's attention. We are all exposed to so much collateral, so it is more important than ever to make your content skimmable. Headers, subheaders, quotes, callouts, and paired imagery are all great tools to make your materials stand out at a glance.

06. VALUE

Make sure your viewer can see the unique assets you bring to the table. Just sharing your offering might not be enough when comparing you to the competition. Showing what sets you apart will show your true value.

07. ACTIONABLE

Leave them with clear action steps so they know what is next. It is always helpful to include the purchase call to action along with a learn more link for those who aren't ready to commit just yet. Time sensitive offers can help convert while you are still top of mind.

The purpose of life is to live it, to taste it, to experience to the utmost, to reach out eagerly and without fear for newer and richer experience.

ELEANOR ROOSEVELT



TAKE WHAT YOU NEED

Each year the holiday season arrives, the ball drops, and we enter the new year with resolutions for the year ahead. Whether you have stayed true to your goal or have inevitably given up, we invite you to choose your mantra and let it guide you through all that is ahead. These short phrases don't need to be elaborate or too out of reach. They narrow down all of our goals to a simple guiding light that can lead the way to more intentional living. The mantra doesn't have to be permanent. Feel free to focus on one that speaks to your current season of life. So, go ahead and find which mantra resonates with you. Use it as your compass and see how your outlook becomes clear.

YOU ARE CAPABLE
OF MORE THAN YOU
CAN EVER IMAGINE.

YOU ARE IN CHARGE OF
INFORMING YOUR DESTINY.
YOUR WORK WILL PAY OFF.

PAUSE AND TAKE THE
TIME TO BE THANKFUL
FOR WHAT YOU HAVE.

YOU HAVE WITHIN YOU
THE POWER TO DO
ANYTHING YOU WANT.

SUCCESS IS NOT FINAL.
IT IS THE COURAGE TO
CONTINUE THAT COUNTS.

DO SOMETHING TODAY
THAT YOUR FUTURE SELF
WILL THANK YOU FOR.

YOU ARE WILLING TO TAKE
RISKS AND STEP OUT OF
YOUR COMFORT ZONE.

EVERY DAY IS A NEW
OPPORTUNITY TO DO
SOMETHING AMAZING.

YOUR LIFE IS PLENTIFUL
AND BRIGHT FILLED
WITH PROSPERITY.

TAKE TIME FOR YOURSELF
AND ENJOY LIFE'S SIMPLE
PLEASURES.

RECENTER REENERGE RECHARGE



WORKPLACE WELLNESS KELSEY HAZELTON

Our industry is consistently buzzing with business and change. With our never-ending schedules and job lists, we neglect to take care of ourselves. My husband often reminds me that you have to take care of yourself before you can take care of others. I wanted to share my recent rejuvenating and mind-opening experience with you!

I took a trip to my local sensory deprivation float spa. Before I dive in, let's talk about what this is. It is a cabin-style private float tank with about 11 inches of water in the bottom. They heat the water to about 94 degrees Fahrenheit, the same temperature as the outside of your skin. This makes it very comfortable. Over 1,000

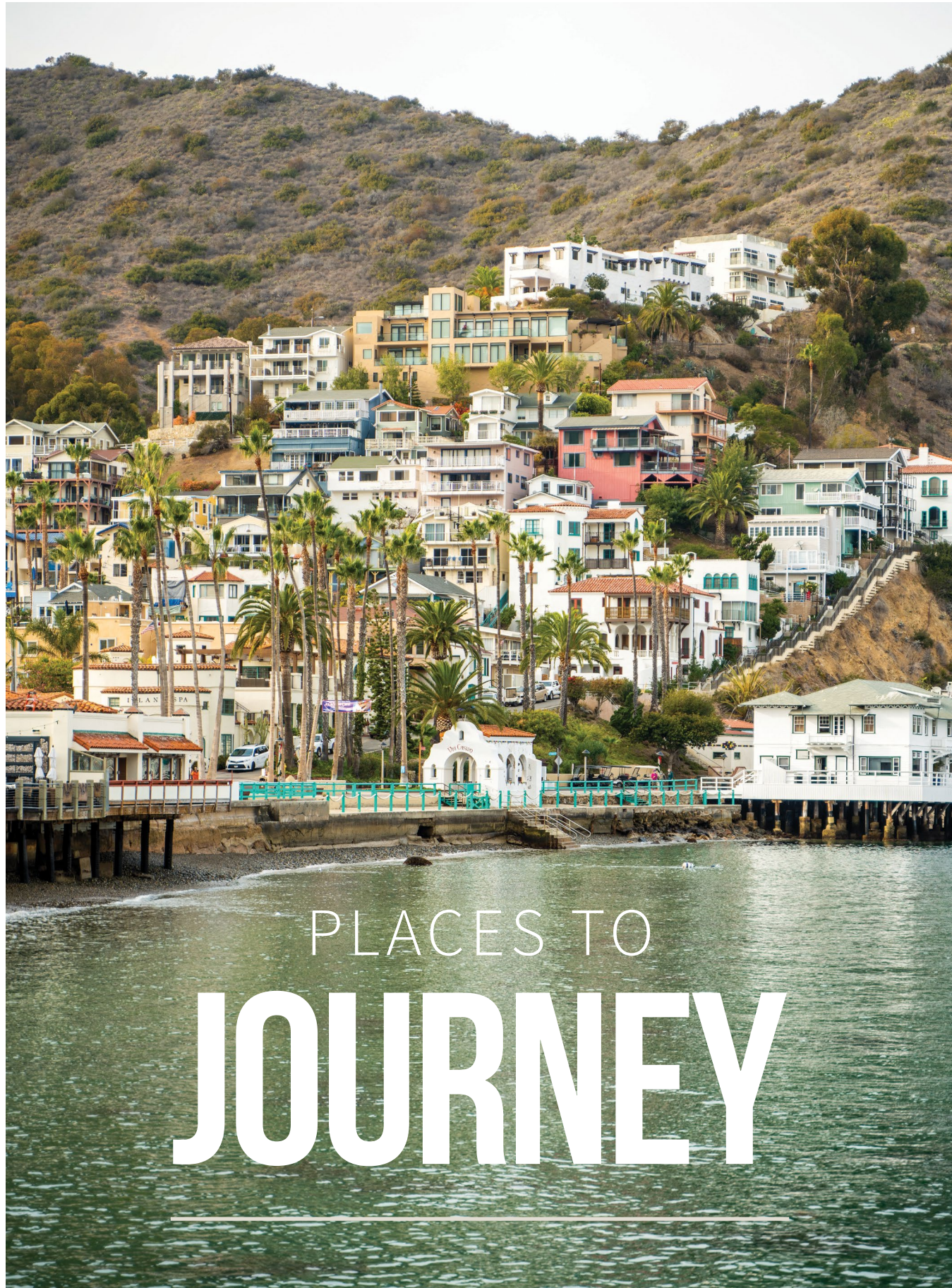
pounds of Epsom salts are dissolved into it, so you can sit down, relax, and effortlessly float on your back. There is the option to have the lights on or off and calming music or silence.

When your hour of float time is up, you exit the tank, shower, and already feel better. The Epsom salts help your muscles relax by creating zero gravity. It felt as if I had had an hour massage after my float because of how relaxed my muscles were. The float spa has a tearoom where I enjoyed a cup of wild orange tea after. You could also draw, color, paint, or write. Many people experience a burst of creativity after their float. I will admit it took me visiting a second time to really let my mind go

and really relax, but it is totally worth the reset and relaxation experienced.

This year, I encourage you to make some YOU time. Take a yoga class, get a massage, walk outdoors, or do what makes YOU happy and recentered. I have noticed that when I take time for myself, I am able to concentrate more and do some of my best work. Until the next edition, I will leave you with this quote:

"If you feel 'burnout' setting in, if you feel demoralized and exhausted, it is best, for the sake of everyone, to withdraw and restore yourself." – Dalai Lama



MAGICAL CATALINA

BY LARISSA BARRIOS

In sunny southern California, just off the coast of Los Angeles, resides a captivating island for both tourists and conservationists alike. A place where certain flora and fauna exist nowhere else in the world. For many, the island serves as a place to escape the hustle and bustle of the big city and reconnect with nature. With a quick ferry ride, you can be transported to a place rich in natural beauty and history. Welcome to Santa Catalina Island.

The island received its name after Spanish explorer Sebastián Vizcaíno landed on its shores on the eve of Saint Catherine's Day in 1602. Since then, the Island has changed hands many times, from Spanish rule to the Mexican Government to ranch owners and private investors to, finally, the Santa Catalina Conservancy. At one point, the island was owned by chewing gum magnate William Wrigley Jr., who made it into a tourist attraction and a spring training locale for his baseball team, The Chicago Cubs. The island was also used as a set for Hollywood movies in the 1920s and 30s.

The main hub of the island is Avalon, a Mediterranean-esque city boasting pristine beaches and stunning views. Hotels ranging from Spanish-style bungalows to contemporary resorts give guests options for any budget. Restaurants and shops lie within walking distance or via a rented golf cart or bicycle. One can learn all about the island and its history at the Catalina Museum and the Catalina

Casino, a two-story building featuring an art deco theater and the world's largest ballroom dance floor.

No trip to Catalina is complete without exploring its natural beauty. Take to the air in a helicopter tour, parasailing, or glide down a zipline through eucalyptus trees and stunning views of the Pacific Ocean. Hop on a bus or jeep tour of the interior to see blackbuck, mule deer, Catalina foxes, bald eagles, and even bison. Or explore on foot through 38.5 miles of hiking trails with campgrounds along the way. Sea lovers can get their fill with fishing, snorkeling, kayaking, and paddle boats. A top favorite is the glass bottom boat tours, giving you a bird's eye view over reefs and shipwrecks filled with orange garibaldi, bat rays, leopard sharks, and bottlenose dolphins.

On the island's western side resides Two Harbor, a quaint little town that offers even more opportunities to get up and close to nature. Its protected waters are a favorite for scuba divers to delve into kelp forests and coral reefs. The Recreation Center offers rentals for everything you need to dive, snorkel, kayak, or bike your way around a lush landscape. For a more leisurely experience, visit the Harbor Sands, where friendly staff serves signature food and drinks from Harbor Reef Restaurant to your rustic palapa. After a long day of adventuring, rest your head at the historic Banning House Lodge and Villas, a 12-room bed and breakfast that offers panoramic views of the harbor.

No matter where you stay or what activities you pursue, Catalina Island is sure to give you a memorable trip. Many visitors return for more, spellbound by its enigmatic beauty and pining for more adventure. It's no wonder why Catalina is nicknamed the "Magic Island."

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THE ZIPLINE

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