

SEPTEMBER 15, 2021

OPINION

Can You Read Me Now? Verizon, Apple, and Things You Should Know About Email

By Harvey Silverman, Silverback Golf Marketing

Those who email market frequently, all 20 or 30 of you, may have noticed some peculiar things happening recently. That is if you bother to check your email statistics, understand what they mean, and know who to contact or how to counteract unusual behavior. Add to that a momentous move by Apple, and email marketing will not be the same. Here's what you should know. Verizon Media recently imposed new spam filters and timing mechanisms affecting mass email marketers. This happens from time to time with Internet providers monitoring and throttling email flows which increased substantially during the pandemic. Imagine a pipeline with valves that direct and control the flow of whatever flows through it. Verizon's new control methods are not something that made the front page of whatever news media you consume... [READ MORE >>](#)

SPOTLIGHT

Teeing Up Tips for Handling Stress in the Workplace

By Whitney Reid Pennell, President, RCS Hospitality Group

Everyone, no matter what, has dealt with some sort of stress. Whether it be studying for a big test, meeting an upcoming deadline, or a job interview the next morning, we have all had that nagging sensation of stress. Some people are able to deal with it better than others. Some have productive, healthy coping mechanisms to help them. And some don't know how to deal with their stress at all. Regardless of the camp you are in, stress is a natural part of everyday life pressures, but stress can become unhealthy when it starts to disrupt day to day life... [READ MORE >>](#)

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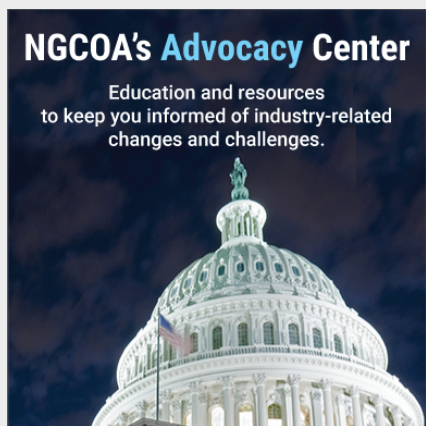


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