

October 2018 Newsletter  
Goju-Ryu Karate-Do Kyokai

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## Where Did My Newsletter Go and Why Didn't I Get It?

### Part One

By Eric Naujock

When email was sent out it was originally built to deliver email from one university to another. Its design was such that there is no true feedback mechanism in the email system to allow the sender to have positive feedback of delivery. In the original days you would compose an email, and send the email. This would drop the email message off at the local mail server. Think post office. From the post office it would relay to the next closest post office towards its destination. In the headers of the email each post office would put a stamp on the message stating it was received and when it moved on to the next location. Eventually the concept was that it would either reach its destination server and be placed in the inbox of the recipient, or after about 72 hours it would timeout and be returned to the sender. There was not class for email; fancy headers and content were not part of the system. There was nothing to verify even that the claimed sender really sent the email. Forging email to the network is very easy and trivial. Especially with old and dumb email servers. If you go person to person this model tends to work. When you send the email your sending server only can tell you where it delivered the message to last. Anything beyond that is no known to the sending server.

With bulk mail (MailChimp, Amazon email services etc.) the rules are the same. There are new headers for bulk mail senders to help prevent them from being considered abusive. There are many laws and regulations internationally that the providers must follow. If they don't then providers refuse to accept their messages and they go out of business. Any email sent to more than ten users typically is best being sent by a bulk email service. If not bad things can happen to the originator of the emails. Mr. Bill ran into them in the earlier years where he had to send emails in groups of 20 at a time through a number of email providers. For the job of sending bulk email to many users the rules and the way they are delivered is the same. The same logic applies to the message. The bulk email provider will gather its list of recipients and apply some custom logic to customize the email message and then it will queue the message for delivery. This customization may be custom addressing, personalized greetings etc. But still it gets queued up for delivery. Now when it goes out for delivery Mailchimp like all email providers will have a record of when it sent the message and whether it was delivered. It only knows about the delivery to the next destination on its way to the recipient. It will be able to determine the following. Accepted, Hard bounce or Soft bounce. These have different meanings but apply equally.

**Accepted** - This means the email was accepted by the next post office for delivery. The sender does not know how the recipient handles the email or what happened to it. Just that it was delivered, and accepted for delivery by the next email server in the line. For example the richstampergkk@gmail.com email would be delivered to the gmail entry servers and if accepted the incoming servers accepted the email for delivery. The thing is that accepted means that the recipient's email system now has responsibility for the email. Once accepted any number of things can and may occur to the email, depending on the receiving email's mail handling rules and filters. This is a topic for another article.

**Hard bounce** - The receiving email server refused to even entertain the email message and the intended recipient is not available at the service. The server also does not have any idea how to deliver it to its intended destination. Effectively a complete failure for delivery. Mailchimp will automatically unsubscribe a user who has a hard bounce. This is related to the laws and regulations revolving around the handling of bulk mail. Mailchimp like all reputable bulk email providers has teams to work with and adjust the negotiations with receiving providers to prevent them from being banned from delivery. AOL used to be one of the most aggressive receivers about these rules.

**Soft Bounce** - The receiving email server accepted the email message but failed to deliver it for some reason. This reason is not likely to be known to the sending server. This can be discovered later when the message bounces after attempted delivery for a mailbox being too full. Or the receiving mail server has not been available for delivery for 72 hours. What is known is that for some reason this time with this address the email message was unable to be delivered to its final destination. After so many soft bounces again Mailchimp will unsubscribe the user to follow industry policies and rules for delivery.

For all bulk email they will do certain things to keep delivery of the email to manageable levels. In many cases they will bundle emails together. Just like you would do if we wanted to deliver bulk mail with the post office. They will also try to validate the recipients. They will filter the lists and cull the list to prevent abusive behavior. There are a number of tips and settings that can be set to assist in the acceptance of the email. We have all of these items from a technical level adjusted. There are some things relating the creation of and forming the email message that can be done to help with the appearance of the email to spam filters on the receiving email servers but that is something that applies to the next part of this series.

The purpose of this is to help explain what I as the bulk email admin can see and effect regarding the sending of the emails. When I say the email message was delivered it am saying the the recipients email provider or service accepted the email for delivery to their mailbox. Once handed off I don't know where it went in the recipients email system, what rules the system used to filter it, or why it went there. I only know that it was delivered to the receiving email system. I have no control beyond that. Spammers would love to have such a system in place, though it would likely result in other changes they would not like so much.

The next part in this series will try explain in some part what happens when the email gets into many email systems for delivery, and why you may, or may not get the email. I will also have some tips to help in making sure you get the email. Though one big tip is to train your email system. Teach it that our sending email address is to be whitelisted for email delivery. This helps eliminate the false spam messages, and tells your system that you want to hear everything from our sending email address.

## From the Cutting Room Floor

Submitted Pictures Not Released in Previous Newsletter Issues – 2018 Toledo Seminar



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