



“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”

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Technology Times



“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

How “Virtual” Meetings Can Help You Close More Sales, Save More Money, And Increase Your Productivity & Profitability

With gas and travel costs in recent memory, the cost of meeting with prospects and clients is becoming a real financial burden for most businesses. But thanks to advancements in technology, you can not only save money, but also demonstrate your products and services to more customers, faster and easier than ever before.

Two of the most common ways of holding “virtual” meetings are teleseminars and webinars. If you haven’t already conducted a teleseminar or webinar to connect with your clients and prospects, chances are that you’ve at least been invited to one.

Both are simply a presentation delivered to folks via a conference line or online meeting which saves you in travel, hotel rooms, gas, and meals. It also saves an incredible amount of time. GoToMeeting.com and GoToWebinar.com (both owned by Citrix) are the big vendors in this space. Others include Webex.com MegaMarketing, Raindance Communications, and WiredRed.

These web-based meeting services do not require expensive equipment or software; you simply download their application right over the web and you instantly have access to web-based tools that enable you to share your screen or PowerPoint with any number of people.

Paul Hartwell, a marketing consultant in Chicago, takes advantage of “old school” thinking. Following each virtual web meeting, he sends his clients a generous gift certificate to a local restaurant with a note that includes a recap of the meeting and ends with how much he knows the ‘business meal’ will be enjoyed when out with a friend or significant other.

Teleseminars follow the same principle, but are purely phone-based conference calls. The advantage of a teleseminar is that anyone can dial in from any phone; however you lose the ability to show a PowerPoint, poll users, and chat via a Q&A window. If you sell a service that doesn’t need to be demonstrated, a teleseminar will work just fine. I recommend using a company called VoiceText.com out of Austin, Texas.

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How To Save BIG Money By Outsourcing Your E-mail

If You Are Considering Purchasing Exchange Server, Don't – Until You Read This...

With the complexity, costs and problems associated with installing a mail server, many businesses are now outsourcing their e-mail instead of bringing it in-house. Think of outsourced e-mail like a gym membership. Instead of purchasing your own home gym equipment, which can be expensive, require maintenance and take up a lot of space, you can pay a small monthly fee to go to the gym and use their multi-million dollar facility that is kept and maintained by someone else.

Outsourced e-mail works the same way. Instead of incurring the costs and hassle of building and maintaining your own mail server, you can pay a low monthly fee and get top-of-the-line services, storage and security for your e-mail. Plus you get the benefit of:

- BIG savings over purchasing and installing it yourself
- More uptime and fewer issues
- E-mail archiving (storing of old e-mails)
- Spam filtering and anti-virus included
- 24/7 - 365 support
- Access to your e-mail through any browser
- Keep your own e-mail address
- Unlimited storage
- Easy synchronization with mobile devices

Want to find out how hosted Exchange can save you a lot of money and solve your storage and archiving problems? Give me a call at 678-977-2032.

Client Spotlight: Trevelino / Keller

"Since CRC took over responsibility for our IT, we have gained a level of confidence in our infrastructure, from the optimum performance of our individual workstations to our servers. The dynamics associated with ever changing software considerations, from the ongoing evolution of Microsoft applications to the challenges associated with spam, viruses and overall network security, elevate the importance of having an IT partner who can respond as quickly as possible to an unforeseen breakdown in day-to-day performance. CRC has a sound response system that enables our staff to raise a flag at any point in the day and request attention, be it speed issues, compatibility issues, software that's simply not performing in the expected manner. They do it successfully against a predictable flat monthly fee." – Dean Trevelino, Principal

\$1 is the average cost per pound of a frozen whole turkey.

3 is the number of cities nationwide named after the holiday's tasty gobbler.

Turkey, Texas is the most populous, with 496 residents; followed by Turkey Creek, Louisiana. (357); and Turkey, North Carolina. (267).

There also are 16 townships around the country named "Turkey," three of them in Kansas.

8 is the number of places and townships in the U.S. of A. that are named "Cranberry" or some variation of the name (e.g., Cranbury, New Jersey).

20 is the number of places in the United States named Plymouth, as in "Plymouth Rock," legendary location of the first Thanksgiving.

Plymouth, Minnesota is the most populous, with 65,894 residents in 2000.

Plymouth, Massachusetts had 51,701.

13.7 pounds is the amount of turkey consumed by the typical American -- no doubt a good bit of it at Thanksgiving time. Per capita turkey consumption was virtually the same as in 1990 (13.8 pounds), but 68 percent higher than in 1980 (8.1 pounds).

Who Said It About Computers?

They've finally come up with the perfect office computer. If it makes a mistake, it blames another computer.

Milton Berle

I think there is a world market for maybe five computers.

*Thomas Watson
IBM Founder*

Never trust a computer you can't throw out a window.

*Steve Wozniak
Apple Co-founder*

Not even computers will replace committees, because committees buy computers.

Edward Mead

If at first you don't succeed, call it version 1.0.

Anonymous Software Developer

640K ought to be enough memory for anybody.

*Bill Gates
Microsoft Co-founder*

Is There A Doctor In?

According to a study by benefits consulting firm Watson Wyatt, 32 percent of all employers with more than 1,000 workers either have onsite medical centers or plan one by 2009. This is part of a boom in private, walk-in, emergency health care clinics.

It's Cool To Ride The Bus Again...

In the past, van pools, mass-transit passes and provisions for bike riders haven't done much to jolt employees out of their individual cars, but gas prices have. Employees who didn't want to be bus people or van riders are signing up for all types of subsidized transportation programs.

“Who Else Wants A \$25 Gas Card?”

Take my monthly Trivia Challenge and you could win!

The Grand Prize Winner of last month's Trivia Challenge Quiz is...drum roll please: Chip Fagan of Eagle Merchandising was the first person to correctly answer my quiz question...

WD40 is a 'miracle' solvent, penetrating oil, and lubricant that claims over 2000 uses. What does WD40 stand for?

- a) Wet or Dry to 40 degrees b) Will Douglas (The Inventor) 40th Birthday
c) Water Displacement – 40th Try d) Wiethglycol Distillate 40%

The answer is c) Water Displacement – 40th Try
Congratulations Chip you've won a \$25 Gas Card! Now...let's move on to this month's trivia question for a \$25 Gas Card to Give Someone a Little Pump Insurance...

What founding father proposed the turkey as the national bird of the United States of America?

- a) George Washington b) Ben Franklin c) John Adams d) Thomas Jefferson

Call me right now with your answer! 678-977-2032

Top Mistakes That Make You A Prime Target For Identity Theft

The numbers are staggering: according to the 2008 Identity Fraud Report, identity theft cost consumers *and* businesses a whopping \$45 billion dollars.

How They Steal Your Identity

The methods identity thieves use include low tech strategies (like “dumpster diving”) to highly sophisticated phishing scams that include cloned PayPal or bank websites that trick you into giving your username, password, or account number. Other ways include:

- Stealing records from an employer or bribing an employee who has access to the records.
- Hacking into the company's employee records.
- Stealing mail, such as bank account or credit card statements, tax documents, pre-approved credit cards, or new checks.
- Abusing their employer's authorized access to credit reports.

How to Protect Yourself and Your Employees



Each year a turkey is pardoned by the President of the United States, free to live a natural life comfortably in a zoo at Herndon. It is said that this tradition was first observed in 1947 and was conceived by Harry Truman.

Some of the witty comments that the Presidents of the United States of America have gobbled up on this occasion are:

"We can all be grateful that there will be one less turkey in Washington." - *President Clinton, 1997*

"I'm not going to speak too long because our guest of honor looks a little nervous. Nobody's told him yet that I'm going to give him a pardon." - *President Bush, 2001*

"I see the turkey standing there. He looks a little nervous, doesn't he? He probably thinks he's going to have a press conference!" - *President Bush, 2002*

"In a moment you can come up and welcome our guest of honor, Stars, the turkey. He looks pretty friendly. He actually looks well rested. You'd be well rested, too, if you had your own room in Hotel Washington here in Washington, D.C." - *President Johnson, 1965*

We Want Your Input!

Do you have an idea to make this newsletter better? Would you like to submit a story, article, or trivia? We'd love to hear from you!

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Never give financial information, social security numbers, usernames and passwords, or other private information to anyone online unless you are absolutely certain you are dealing with a legitimate company. Make sure your employees are given an AUP (acceptable use policy) that educates them on the dangers of phishing scams and spam e-mails designed to either trick you into giving your information or installing a virus that secretly steals the information stored on your PC without your knowledge.

You can recognize a secure website, as it has an https:// at the beginning of the web address (regular web sites only have http:// and no "s") at the top of the page on which you are submitting your information. It also must have a picture of a lock in the bottom right corner of the page. If you don't see both of these measures in place, do not submit your information.

And even if you DO see this, use a credit card instead of a debit card or pay by check option because Visa, MasterCard and American Express all have a zero liability policy. Shred all medical information, financial statements, credit card applications, tax statements, or any other mail that contains confidential information about you before you throw them into the trash.

Signs That You've Fallen Victim to Identity Theft

If you see any unexplained charges or withdrawals from your bank accounts, if you receive credit cards that you did not apply for, or if you start receiving bills or collection letters for items you have not purchased, someone may have stolen your identity. Always follow up with the business or institution as quickly as possible to find out exactly what is causing the situation. The faster you act on identity theft, the easier it will be for you to clear your name.

A Thanksgiving Wish For You!

May your stuffing be tasty, may your turkey be plump,
May your potatoes and gravy have never a lump.
May your yams be delicious and your pies take the prize,
And may your Thanksgiving dinner stay off your thighs!

- Unknown



Please Welcome My Newest Clients And Friends!

I'm thrilled to welcome my newest clients into our company! I want to extend a sincere "thanks" for the trust and confidence these clients have shown in us:

Direct Technologies, Inc.

(Refer a monthly managed services client with over 20 computers and choose from a free laptop, iPod, iPhone, or \$500 cash!)