



“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!”

Robert Gerace, CEO
678-977-2032
Computer Resource Center, Inc.

Volume I, Issue 5
September, 2008
Atlanta, GA

Inside This Issue...

The Little-Known Threat To Computers & Servers.....Page 1

How to Be More Productive By Getting Organized..... Page 2

Client Spotlight: Learn How Details, Inc. Solved their inability to build out their technology....Page 2

Fun With MnemonicsPage 2

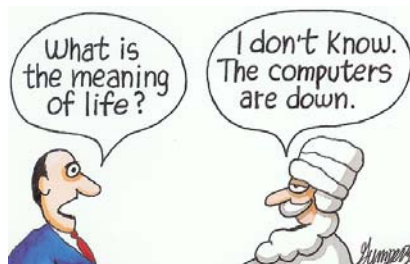
Yapping On The Phone AT Work Could Do You Good.....Page 3

The Biggest Pet Peeve At Work Has Been Identified.....Page 3

Answer This Trivia Question And You Could Win A \$25 Gas Card.....Page 4

How To Save Money On Laptops For Students.....Page 4

FREE Report Is A Must Read For Every Business Owner..Page 4



Technology Times



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

The Little-Known Threat To Computers & Servers

We generally think of viruses, spyware, or hackers when considering computer threats, but one that is often overlooked is heat; and it can be one of the most sinister enemies of electronics and computer equipment. Here are a few simple ways for you to reduce or eliminate this threat and keep your computer safe from damaging heat:

1. **Take Off The “Dust Quilt”** – No matter how clean your home or office is, dust will eventually accumulate in hard to reach places like your computer circuit board or processor. The cooling ventilation fan sucks the dust to the case, and the magnetic field created by the computer components acts like dust “glue.” We recommend opening up your computer to remove dust buildup at least once a year, twice if you are in a dusty environment or if you have pets in your home or office. Just make sure you power the machine off and use an approved computer vacuum so you don’t damage your PC.
2. **Check The Circulation** – While you have the computer cover off, clear off the dust bunnies in the exhaust vent. The cooling fan will lose 50% efficiency or more if airflow is restricted. Next, check the cooling fan by spinning it with your finger. It should spin easily and freely.
3. **Make A Gap** – Many people put their computers on the floor, in hidden cabinets, or in other tight spaces with little or no clearance. It certainly makes sense organizationally, but these places can restrict air flow causing excess heat and dust buildup in the computer box.
4. **Make Sure Your Computer Room Is Cool** – The room where you store your server should have its own ventilation and, ideally, its own temperature control. If possible, keep the room slightly cooler than room temperature (68 degrees) and close the door to keep out dust.
5. **Laptop Trick** – Laptops are jam packed with tiny components that can easily overheat. Although most are equipped with cooling fans, they aren’t designed to run constantly. To keep it from overheating, place it on an old fashioned baker’s cooling rack. This will keep airflow underneath moving and your laptop cool!

Get More Free Tips, Tools, and Services At My Web Site: www.crcSecure.com

What does Roy G. Biv tell you?

A mnemonic is a rhyme or formula used to assist in remembering facts.

For example, many remember how to adjust their clocks for daylight savings time with the formula: spring forward, fall back. Other mnemonics use the first letter of a series of words to form a new word. For example, the admonition to writers is KISS -- Keep It Sweet and Simple.

Below are mnemonics common in some circles, but less well known generally. Combine your knowledge with the process of elimination to match them.

1. Roy G. Biv
2. Every good boy does fine.
3. Do men ever visit Boston?
4. My very earnest mother just served us nine pickles.
5. HOMES
6. RICE
7. PAIL
8. Bless my dear Aunt Sally.

- A. Order of British peerage.
- B. Names of the Great Lakes.
- C. Treatment for a sprain.
- D. Colors in the visible spectrum.
- E. The names of the planets in order outward from the sun.
- F. Types of skin cuts.
- G. Order for algebraic operations.
- H. Lines of the treble clef.

ANSWERS:

1. (D.) Colors in the spectrum: red, orange, yellow, green, blue, indigo and violet.
2. (H.) Lines of the treble clef are E, G, B, D, F. Spaces spell FACE.
3. (A) British titles in order of rank: duke, marquis, earl, viscount and baron.
4. (E.) The planets are Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune, Pluto.
5. (B) The great lakes: Huron, Ontario, Michigan, Erie and Superior.
6. (C.) Treatment for a sprain: Rest, ice, compression, elevation.
7. (F.) Types of cuts are puncture, abrasion, incision and laceration.
8. (G.) The algebraic order: brackets, multiply, divide, add, subtract.

How To Run Lean, Mean and Clean

We've all been there...you take a few hours to organize your desk and then it's a mess again within a few days. This type of experience only gives people an excuse not to be organized; they argue that it takes too long to stay organized and that it won't make a difference to their productivity anyway. But research shows that nothing could be further from the truth.

As a matter of fact most people underestimate the effect of working in an 'intentional environment' where everything present supports your current effort. Barbara Hemphill, an 'organizing consultant,' estimates that 80% of the documents and items we keep never get used.

All of this stuff piles up and leads to procrastination. If you get rid of the clutter, you can think more clearly and have the time to be more creative. Most people work best with a completely clear work space, but are bombarded with paperwork, proposals, notes, hardware, disks, and other items piled high by the day's end. Being organized requires a daily ritual of sorting and stowing your pile of stuff every day.

Not only will this improve your productivity, but it will polish your professional image. The last thing you want a client to see on your desk is clutter and chaos because it will give them the impression you are out of control and incompetent. So how can you clean up your act and start being more organized? Professional organizer, Greg Vetter, of Vetter Productivity offers these tips:

- **Keep A Clear Desk** – Only keep bare essentials on the desk and stow, file, or throw away everything else.
- **Use Technology** – Use tech gadgets to make life easier (i.e. PDA, label printer for organization, business card scanner, tablet PC, etc.)
- **Keep An Electronic Calendar** – Don't keep an extra paper one on your desk; train yourself to go "paperless" and you'll not only be less cluttered, but you'll help save the environment!
- **Document Imaging** – Scan important documents and shred the paper; you'll find files faster, save on desk and storage space, and never have to worry about losing a paper document to mishandling, fire, flood, etc.
- **Purge Reference Files** – Create reference files to support your work; just make sure you purge these files annually around the holidays.

Client Spotlight: Details, Inc.

"Originally we were operating as our own technology provider. ...we were really not large enough to put the implementation dollars out there to build that developmental infrastructure. We looked at five different companies, and CRC was definitely the strongest. I am very careful making recommendations, but with CRC I would do so without hesitation."

- Steven Osborne, VP



If you bought your office supplies, fax machine, or computer but never got the promised rebate, you are one of many. The Federal Trade Commission reports that "the problem is huge."

It may appear that the main function of rebate processors is to find a reason to deny the money-back offer. Rules are often so complicated and vague that most customers don't even bother. Rebate complaints have risen 400 percent since 2002 according to the Council of Better Business Bureaus. To get the rebate you expect:

- Know the terms on the rebate form or store receipt. Ask the retailer to explain the terms.
- Make copies of everything including store receipts, bar codes, forms, product containers, and serial numbers.
- Fill in every blank on the form. If it asks for your email address, for example, say you don't have one rather than leaving the space blank.
- Act fast! The average time to submit a claim is now 15 to 30 days.
- Use certified mail and ask for a receipt. Fill out all forms in writing to avoid suspicions of mass-mailing fraud.
- Shop where rebates are easy to apply for. Stores like Staples, Cingular, and Costco let customers fill out rebate forms at the checkout or online. Some stores have the rebate form printed out at the end of the sales receipt.

The best idea: Fill out forms immediately after the purchase. Send them along with required proofs that day or the next day.

Back To The Phones

I think e-mail has moved us from the "information age" to the "too-much-information age." With 84 million e-mails sent worldwide each day, you might think it has! The problem with e-mail is that it is grossly abused by spammers as well as "cc" addicts, joke forwarders, and URL pushers.

With all this competition for a person's attention, the days of an instant reply to your e-mail are gone. Recipients have 50 or 60 other messages in line before yours, and unless the tag line is fascinating, your message could be deleted along with many others or sent to a folder to only be forgotten. I've found that if you ask two questions in an email you are likely to get an answer to just one, and inevitably it addresses the question you care about least. Similarly, if you ask multiple people a question in an email, often nobody responds.

That's why telephones are looking more convenient than ever to communicate with people. When you reach your party, the information you exchange could help you avoid several email exchanges. Even if you are routed to voice mail, the number of messages you are competing against will be far fewer than the e-mail queue. Plus, the sound of your voice can indicate the importance of the call.

Email is here to stay, but often you can save time by seeing a person face-to-face or calling on the phone. Sometimes what's old is new again.

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:

Braswell Foods, Inc.

What's Your Biggest Pet Peeve At Work?

Up until recently, the number one pet peeve of people in the workplace was the temperature. Oddly, about the same percentage of workers said the place was too hot as said the place was too cold. But now, temperature has taken a backseat to a more "modern" problem...

According to a Harris Interactive poll, 30% of employees now say ringing cell phones are their biggest pet peeve. Rings were followed by personal conversations at work (11%) and the use of Blackberry devices during meetings (9%). To respond to this problem, many companies are limiting the use of cell phones on the job, and more than a third of organizations have policies to address the issue, such as requiring employees to keep personal cell phones on a 'vibrate' setting.

What's YOUR biggest pet peeve? Write in and let us know! We'll compile them and post them here in the next Technology Times edition!

Get More Free Tips, Tools, and Services At My Web Site: www.crcSecure.com

Thanks For The Kind Words...

"CRC came in and made it very easy for us. They provided us with the proper training tools that we needed; they provided us with the right support...they were always there to answer the phone...so while we were apprehensive at first, the experience was nothing short of exceptional. In terms of the service and support that the Hillman Group has received from CRC, I would have to say it is actually been above our expectations. Their customer service, in my opinion, is second to none." – Chip Church, Hillman Group

Buying Used Or Refurbished Laptops... Good Idea Or Bad Move?

With kids in college, funds can be tight and you might consider purchasing a used laptop to save a few bucks. However, buying a used laptop may not be the bargain you think it is.

Most used laptops are overpriced, out of date, and have serious problems. Prices for new laptops have fallen dramatically in recent years; you can get a Windows machine for about \$500 and Macs start around \$1,100. Furthermore, you can get educational discounts for students. College bookstores often sell laptops and some manufacturers offer student discounts on their web sites.

If that is still beyond your budget, consider a refurbished laptop. These laptops are often returned to the manufacturer for repair and will carry a warranty. You can find refurbished laptops in the Dell Outlet. Apple also sells refurbished laptops, as does Hewlett-Packard and Gateway. You may be able to save a couple hundred dollars.

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!

Robert Gerace
Computer Resource Center, Inc.
800-862-1497
Robert.gerace@crcsecure.com
www.crcSecure.com

Who Else Wants \$25 In FREE Gas?

Take my monthly Trivia Challenge Quiz and you could win too!

The Grand Prize Winner of last month's Trivia Challenge Quiz is...drum roll please: Joe Perkins was the first person to correctly answer my trivia question...

Prep schooler Chris O'Donnell finds work "babysitting" what blind actor in the movie "Scent of a Woman?"

- a) Jerry Lewis b) Al Pacino c) Robin Williams d) Pierce Brosnan

The answer is b), Academy Award winning actor Al Pacino. Congratulations Joe, 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 relief at the pumps!...

What country ended conflicts with the Treaty of Paris in 1763 and the Treaty of Paris in 1898?

- a) Great Britain b) France c) United States d) Spain

Call me right now with your answer! <<XXX-XXX>>

FREE Report:

“The 3 Most *Expensive & Deadly* Computer Disasters That Wipe Out Small Business Owners ... And How To Avoid Them”

If You Depend On Your Computer Network To Run Your Business, This Is One Report You DON'T Want To Overlook!

You'll Discover:

- 5 critical security measures every small business should have in place; ignore these and you are a “sitting duck” for downtime, data loss, and other expensive computer disasters.
- The single costliest mistake most small business owners make when it comes to backing up their data--read Step #2 in this report and see if you are operating under a false sense of security when it comes to your data backups!
- The fastest and easiest way to avoid costly network repair bills while simultaneously making your network run faster and cleaner.
- A simple way to protect your network that won't cost you a dime!

To claim your FREE copy now, call me at: 678-977-2032

Get More Free Tips, Tools, and Services At My Web Site: www.crcSecure.com