



“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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SMB Networks, LLC  
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New Haven, CT

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# Technology Times

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

## The Little-Known Threat To Computers & Servers ... HEAT

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:

- ❖ **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.
- ❖ **Check The Circulation** – While you have the computer cover off, clear off the dust bunnies in the exhaust vent. The cooling fan will loose 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.
- ❖ **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.
- ❖ **Make Sure Your Computer Room Is Cool** – The room where you store your server should have its own ventilation and, ideally, its own temperate control. If possible, keep the room slightly cooler than room temperature (68 degrees) and close the door to keep out dust.

**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!

# FREE:

**Disaster Recovery Audit Reveals How FAST Your Business Could Be Back Up and Running After A Natural Disaster, Server Crash, Virus Attack, Or Other Catastrophe**

## Don't Get Caught Unprepared!

We want to give all our clients and friends a FREE Disaster Recovery Audit to answer critical questions such as:

- How fast could you recover after a data-erasing disaster?
- What would happen if you HAD to restore all of your data tomorrow? What steps would be involved, what would it cost and how long would it take?
- Is ALL your data being backed up, every day in a format that is usable?
- Are you REALLY protected from hackers, viruses, and human error?
- Do you really know the steps and costs to rebuild your servers and recover your data?

There is no cost or obligation when you say "YES!" to this free service. If we find a problem, we'll let you know right away what you can do to resolve it. If we don't find any problems with your current backup, you'll at least gain the peace of mind knowing your data IS safe!

**To Claim Your FREE Disaster Recovery Audit:**

Go To:

[www.smbnetworksllc.com](http://www.smbnetworksllc.com)

**866 975-1688**

This Free Audit Offer Ends August 31st so Act Today!

## “Who Wants To Win A \$20 Starbucks Gift Card?”

*Take our monthly Trivia Challenge and you could win too!*

The Grand Prize Winner of last month's Trivia Challenge Quiz is...drum roll please: [LOUISE CIRINCIONE](#) was the first person to correctly answer my quiz question...

### Mondegreen

1. “Another one rides the bus”
2. “But it's better than drinking cologne”
3. “Get your motor runnin'/Dead cat on the highway”
4. “It doesn't make a difference if we're naked or not”

### Song

- a) Livin on a Prayer – Bon Jovi
- b) The Piano Man – Billy Joel
- c) Another One Bites The Dust – Queen
- d) Born to Be Wild – Steppenwolf

Answers 1-c, 2-b, 3-d, 4-a

**Congratulations Louise from The Write Approach in New Haven,** you've won a \$20 Starbucks Gift Card!  
Now...let's move on to this month's trivia question.

### Phew! That's HOT!

Death Valley, California, maintains the honor of the hottest spot in the U.S. What is the highest (Fahrenheit) temperature recorded in Death Valley?  
Hint: It happened in 1913.

**a) 115 degrees   b) 123 degrees   c) 134 degrees   d) 141 degrees**

**Call right now with your answer! 866 975-1688**

## Attention Companies Using VoIP: Here Are Four Cool Tools You Might Not Be Taking Advantage Of!

If you switched to a VoIP service for the cost savings, you might not be aware of the “big business” tools it offers:



**Unified Messaging:** In simple terms, this means one-stop access to voice mail and e-mail. E-mails can be translated to voice messages, and voice messages can be turned into e-mails. You can also set priorities so messages from key people get to the top of the list, and others...well, go into the “circular file.”

**Get More Free Tips, Tools, and Services At My Web Site:**  
[www.smbnetworksllc.com](http://www.smbnetworksllc.com) Or call 866 975-1688

**PC Spell Checkers are ubiquitous these days, but are they always everything they're supposed to be?!?!**

## An Ode To Spel Chek

Eye halve a spelling chequer  
It came with my pea sea  
It plainly marques four my revue  
Miss steaks eye kin knot sea.

Eye strike a key and type a word  
And weight four it two say  
Weather eye am wrong oar write  
It shows me strait a weigh.

As soon as a mist ache is maid  
It nose bee fore two long  
And eye can put the error rite  
Its rare lea ever wrong.

Eye have run this poem threw it  
I am shore your pleased two no  
Its letter perfect awl the weigh  
My chequer tolled me sew.

## Tech Support Stories – Not So Em'powering'

An individual called frustrated that he couldn't turn his computer on. Boy was he embarrassed when we determined he had plugged his power strip back into itself.

A computer store technician stopped by the house of a woman who was having trouble turning on her computer. After asking the lady to turn on her computer he quickly discovered the problem. She had gotten into the habit of turning the computer on by first pressing the power switch on the computer, then the power switch on the monitor. But somehow, they had gotten out of sync, so when the computer was on, the monitor was off, or vice versa. So no matter how many times she flipped both switches, the computer just wouldn't seem to work.

**Conferencing:** VoIP systems can take the traditional audio conference to the next level, injecting collaboration capabilities so participants can exchange files, sync calendars and (given the right broadband connection) communicate via video.

**Find Me/Follow Me:** This is a single-number forwarding function that lets callers find you or your employees whether they're at their desks, in a hotel, working from home or on a job site.

**Auto Attendant:** This feature answers incoming calls, lets you play music or prerecorded messages to callers on hold and supports a voice-mail tree that can route calls by employee to make your small shop appear much bigger to callers.

## How To Use Simple Video Messages To Your Web Site To Boost Sales

A fast-growing trend for businesses is using online video "sales letters" to deliver everything from sales presentations and customer testimonials to short educational clips to demo a product. While you certainly want your video to look as professional as possible, the tools needed have become so inexpensive and easy that anyone can create a decent video without a trip to the studio.

The tool we recommend starting with is a Flip Video camera that can be purchased at Target or an electronics retail outlet for under \$200 (you can also go online to [www.theflip.com](http://www.theflip.com)). It's super simple to use and contains its own self-installing software that makes it ultra easy to save your video to your computer's hard drive.

We recommend posting your videos to YouTube.com and saving them with certain keywords that are important to your business. From there, your webmaster can post the videos to your web site via YouTube.com. Posting the videos this way will prevent problems with them playing correctly AND will give you an added boost to your company's natural SEO rankings.

According to the marketing experts we researched, adding video to your web page can actually DOUBLE conversion rates and leads generated! Why do they work so well? For starters, some people prefer to get a quick video clip of the "bottom line" instead of reading through a web site. Plus, if you're good in front of people, why not let them "meet" you by watching a quick welcome video of you and your team online. Another powerful way to use video is via testimonials from happy customers. In a world full of skeptics, it's hard to argue with a good video testimonial from a client talking about how you've helped them.

**If you've used video on your web site and have a great story to tell, let us know! We'll feature you in an upcoming newsletter.**

Get More Free Tips, Tools, and Services At My Web Site:  
[www.smbnetworksllc.com](http://www.smbnetworksllc.com) Or call 866 975-1688

Check Out Our Banner At  
COSTCO!



We were thrilled to be able to participate in the fundraiser for the "Children's Miracle Network" at Costco, Milford!

### Weird Facts:

- The great pyramids of Egypt now stand a full three miles south of the spot where they were originally built. That's how much the earth's surface has shifted in the last 4,500 years.
- A strand of spider web is stronger than an equal diameter of steel.
- There are sand dunes in Arcachon, France, that are 350 feet high.
- The whale has the slowest metabolism of all animals. Despite its size, it lives on one of the smallest of all creatures, the microscopic plankton found throughout the sea.

### Top Reasons Why Windows Is Not A Virus

- Viruses are free.
- Viruses don't take up most of your hard drive.
- Viruses don't have major bugs.
- Viruses don't have three different sets of documentation.
- Viruses aren't on every computer.
- Viruses install themselves!

### 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!

Call Us At 866 975-1688

# Do You HATE Having To Remember Computer And Various Web Sites?

## *RoboForm Will Make Those Password Headaches Go Away!*

If you are like most people, you have a hard time remembering all of the passwords you have to use for various web sites and vendors. Problem is, choosing easy to remember passwords won't thwart the "bad guys." Writing them down is not recommended, and using Microsoft applications to remember your passwords is like walking through a crowd with hundred dollar bills hanging from your pockets.

If you'd like an easy way to not only keep track of all the passwords you use, but also make filling in online forms faster and easier, then I recommend a software product called RoboForm. This inexpensive program completely automates password entering and form filling. The software...

- Memorizes your passwords and logs you in automatically.
- Fills in long registration and checkout forms with one click.
- Encrypts your passwords to achieve complete security.
- Generates random passwords that hackers cannot guess.
- Fights phishing by filling in passwords only on matching web sites.
- Defeats keyloggers by not using the keyboard to type passwords.
- Backs up your passwords and copies them between computers.
- Portable: RoboForm2Go runs from a USB key; no install needed.
- Neutral: works with Internet Explorer, AOL/MSN, Firefox.

To download a free 30-day trial, go to this page  
on the Roboform web site: <http://www.roboform.com>

## Are We *REALLY* In A Recession?

A 50-year-old Texas accountant named Randy Reeves, paid \$1,500 cash in April for the dentist's mold of the upper and lower teeth of Tiny Tim, which the late singer had given to the seller.

In May, the University of Washington ran a two-month campaign of compassion to help out people hurt by the downturn in the economy. Fans of UW's football team who lost their jobs or are otherwise financially unable to renew their Huskies' season tickets can tap into a special philanthropic fund. A donor's \$500 tax-deductible gift to "Dawgs Supporting Dawgs" would permit a hard-hit fan to maintain his place on the priority season-ticket list (though this year's seats would be in an inferior location).

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