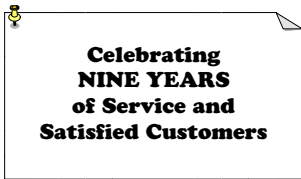


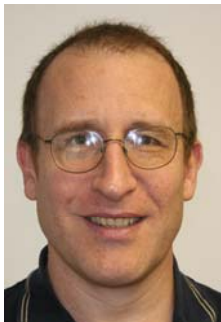
Holzager Technology Services, LLC  
P.O. Box 535  
Fair Lawn, NJ 07410-0535  
(201) 797-5050  
support@tech4now.com



Volume 3, Issue 4  
April 2011



This Newsletter is Published by



Fred Holzager,  
IT Director of  
Holzsager Technology Services

Visit our blog at  
<http://insightsforsmallbusinesses.blogspot.com>

**Inside this issue:**

Quotations	2
Avoiding ID Theft	2
Green Page	2
Trivial Matters	3
Quick Tech Pointers	3
The Lighter Side	4

# The Tech Insider

## Does Your Web & e-Mail Address Reflect YOU?

We come across them everyday: e-mail addresses at Gmail, Hotmail, MSN, Verizon and ATT amongst others. How many businesses do you know that have their e-mail at EarthLink.net and have no website? Does a website with matching e-mail addresses confer a more professional impression? Does it reflect you better than a generic e-mail address?

### More Established

Businesses that have been around for a while have determined ways to make themselves stand out from the crowd. They know that a website can help them market their business on a 24-hour schedule. Do you have the time to speak with everyone that expresses interest in what you do? How do you communicate to those that want to know more, but don't know enough about you yet to WANT to do business? Can you think of a way to reach them on a personal basis without losing a wink of sleep and still show them your best?

### Gain a Marketing Edge

One of the keys to a valuable website and professional e-mail address is the selection of an appropriate **domain name**. The domain name is your *web address* (e.g., tech4now.com).

The domain name should have a connection to your business or its name. There is a catch though...not all of the names that you may want to use are available. As an example, our company name is Holzager Technology Services, LLC. Most people cannot spell "Holzsager" even if they were offered money, so an alternate was explored.

We looked at taking part of the company name and part of the business to create "holztech.com," but that was already taken by someone in Belgium for their wood-working machinery company. We had to look elsewhere. After visiting the "whois" portal on Network Solutions, we came to the decision that "tech4now" would work well. Mind you, we had not anticipated the fact that many folks

*(Continued on page 2)*



Holzager Technology Services, LLC

# \$100 OFF

your next service when you provide us with a new business client.

Discount will be awarded upon receipt of payment from new client after first visit.

*Fred W. Holzager*  
Managing Member



# 100

## Quotations

*"There is nothing like returning to a place that remains unchanged to find the ways in which you yourself have altered."*

**Nelson Mandela**

*"Learning is not attained by chance, it must be sought for with ardor and attended to with diligence."*

**Abigail Adams**

*"Better to bend than to break."*

**Scottish Proverb**

*"I'd rather regret the things that I have done than the things that I have not done."*

**Lucille Ball**

*"It's not what you look at that matters, it's what you see."*

**Ralph Waldo Emerson**



If you have ever been the victim of identity theft, chances are you may relive the frustration on a daily basis until all of the matters have been fully resolved. This may take weeks, it may take months, or it may take years. No one wants to be a victim and this crime is no exception. Try the list of safety measures to help keep you safe.

**"We make all of your computer problems go away without the cost of a full-time I.T. staff"**

**Ask us about our fixed price services HTS Insight Hassle-Free Agreements— Computer Support at a flat monthly fee you can budget for just like rent!**

## Winning With Your Website & Domain Name

*(Continued from page 1)*

would spell out the number "four" or would use the spelling "for," nor had we anticipated that some people would use "tek" or "know." Yes, we actually came across it a few times! The point we are trying to make is that the name must not only be one that relates to your business, but must be one that can be easily remembered or typed.

### The First Place To Look

If you want to find a valid/available domain name, one of the first places to go is the whois section of a domain name vendor's site. If you go to Network Solutions, they have it on the home page (under Search for a Domain Name) [www.networksolutions.com]. Verizon is making a valid point in their current radio and TV spots about getting found on the internet—**Is your business invisible?**

Consider the fact that without a website or a listing in an organization's website, your business is, for all intent, invisible. One of the quickest ways to improve your profile and gain visibility is to have a website. The next

thought should be wanting an e-mail address that connects you to your business. But be warned, even though you may be able to have a domain name with up to 67 characters does not mean you need a long address. You may wish to use initials, just make sure they lend themselves well to your company. If your name is "The Newest Addition," you might not want "TNA.com" (the acronym has way too many other connotations). The same may be said for long names appended on as in "SusySellsSeaShellsByTheSeaShore.com" or one with hyphens inserted in order to use a name already taken, yet popular: air-line.com. In general, a site with dashes should only be used in written media; it does not fare well when it is spoken. Finally, you may wonder about the "other" endings... If you are a non-profit, you may want .ORG. There are many endings to choose from as well as many other considerations. If you need additional help, feel free to contact us at (201) 797-5050 or fred@tech4now.com.



## Tips to Avoid Identity Theft

The following list was compiled by a lawyer who was a recent victim of identity theft. By using the measures given, you should be able to reduce your likelihood of being victimized. Good Luck!

1. **DO NOT SIGN** the back of your credit cards. Instead, put **PHOTO ID REQUIRED**.
2. When writing checks to pay credit cards, **DO NOT** put the complete account number on the 'For' line. Instead, just put the last four digits.
3. Put your **WORK** phone number on checks, not your home phone. If you have a PO Box, use that instead of your home address. **NEVER** have your Social Security Number printed on

your checks. You may always write it, if it is absolutely necessary.

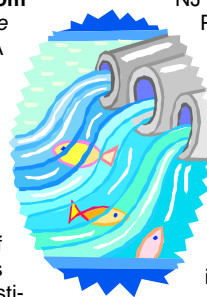
4. Place the contents of your wallet on a photocopy machine. Do **BOTH SIDES** of licenses, credit cards, etc. You will know what you had in your wallet and all account numbers and phone numbers to call if you need to cancel. **Keep the photocopies in a safe place.** You may want to keep a copy of your passport, too. Within a week of losing a wallet, victims have learned that thieves ordered expensive monthly

*(Continued on page 3)*

## Green Page: Think Globally, Act Locally

### Do you recycle hazardous waste from your home or office? If not, do you see the risks you may be taking?

The BCUA (Bergen County Utilities Authority) will host a Household Hazardous Waste (HHW) Collection at Bergen Community College on April 10 from 9a-3p. The **HHW Management and Disposal Program** has been around for many years and affords the residents of Bergen County the opportunity to dispose of HHW in a safe and quick manner. Items such as paints, automotive products, pesticides, aerosols and flammable materials may be surrendered free of charge at the site. This is a regular event. The next BCUA HHW event will be on April 30 when you may bring in unused or expired medical items as part of **Operation Take Back NJ** an initiative of the NJ Drug Enforcement Association, the Office of the Attorney General, the



NJ Association of Chiefs of Police, and the Partnership for a Drug Free America. After that another HHW Collection will be held on May 14 in Mahwah from 9a-3p. For the full calendar of events and more details on how you may benefit from the disposal programs, visit [www.bcuu.org](http://www.bcuu.org) or call them at (201) 641-2552.

By disposing of HHW at a controlled facility, we reduce the toxins introduced into the water tables, thus improving the quality of life for those around us. Next time you feel tempted to dump something you cannot identify into a sewer, take a second and consider the ramifications. The food chain is a lot shorter than you think; you may be ingesting toxins as a result of a selfish action of an individual or company. Don't be that person. For more green tips contact us by e-mail us at fred@tech4now.com.

# Trivial Matters

Growing up, I found etymology (the origin of words) and trivia fascinating. Here are some interesting facts that you may enjoy reading about.

☞ In the 1400s, a law was set forth in England that a man was allowed to beat his wife with a stick no thicker than his thumb, hence the 'Rule of Thumb.'

☞ In Scotland, a new game was invented. It was ruled 'Gentlemen Only...Ladies Forbidden', thus the word GOLF entered the English language.

☞ The first novel ever written on a typewriter was Tom Sawyer.

☞ If you were to spell out numbers, you would not get to 'A' until you reach *one thousand* (1,000).

☞ In Shakespeare's time, mattresses were secured on bed frames by ropes. When you pulled on the ropes, the mattress tightened, making the bed firmer to sleep on. Hence the phrase... 'Goodnight, sleep tight' (*don't let the bed bugs bite*).

☞ It was the accepted practice in Babylon 4,000 years ago that for a month after the wedding, the bride's father would supply his son-in-law with all the mead he could drink. Mead is a honey beer and

because their calendar was lunar based, this period was called the *honey month*, which we know today as the *honeymoon*.

☞ In English pubs, ale is ordered by pints and quarts... So in old England, when customers got unruly, the bartender would yell at them 'Mind your pints and quarts, and settle down.' That's where we get the phrase "*Mind your P's and Q's*". [I had always thought it was from confusion in writing the lower case letters 'p' and 'q'.]

☞ **Read this:** I cdnuolt blveiee taht I clud aulacly uesdnatnrd waht I w rdnrieg. The phaonmneal pweor of the hmuan mind. Aoccdnrig to rscheearch at Cmabrigde Uinervtisy, it deosn't mttae in waht oreidn the ltteers in a wrod are, the olny iprmoatnt tihg is taht the first and last ltteer be in the rghit pclae. The rset can be a taotl mses and you can still raed it wouthit a porbelm. This is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Pterty amzanig, huh?

*If you need help cutting through the facts and the fluff of technology, give us a call at (201) 797-5050.*



"POSH accommodations" was derived from **Port-side Out Starboard-side Home**. If you cruised from England to the U.S., then you would travel in a bright and sunny cabin that had a southern exposure in both directions. I guess wealth has its rewards.

# Protecting Your Identity from Thieves

(Continued from page 2)

cell phone packages, applied for credit cards, had credit lines approved to buy computers, received PINs from DMV to change driving record info online and more. Here's the **critical information to help you limit the damage** if this happens to you or someone you know:

1. **Cancel your credit cards immediately.** The key is having the toll free numbers and your card numbers handy so you know whom to call. Keep them where you can find them.
2. **File a police report immediately** in the jurisdiction where your credit cards or wallet was lost or stolen. This proves to credit providers you were diligent. This is a first step toward an investigation (if there ever is one).
3. MOST IMPORTANT OF ALL is to **Call the three national credit reporting organizations immediately** to place a **FRAUD ALERT** on

your name and also call the **Social Security FRAUD LINE** number.

The ALERT means any company that checks your credit knows your information was stolen and they have to contact you by phone to authorize new credit.

**Here are the numbers you always need to contact about your wallet, if it has been stolen:**

- ◆ Equifax ..... 1-800-525-6285
- ◆ Experian (formerly TRW)..... 1-888-397-3742
- ◆ Trans Union ..... 1-800-680-7289
- ◆ Social Security Administration (Fraud Line)..... 1-800-269-0271

Hopefully, you will never need to resort to calling these numbers, but if you follow the suggestions, you should be able to mitigate the inconvenience inherent with this crime. For more ways to secure your business, please call us at (201) 797-5050.

If your company would like to be featured as the *Client of the Month*, please call us to express your interest. You will get positive press for your use of technology and may even gain a client from the exposure.

# Quick Tech Productivity Pointers

As Windows 7 becomes more popular and grows in its distribution to small businesses, questions arise as users make the best of their investments.

One of the recent questions that we were asked was how to use a projector with a laptop running Windows 7.

There are two easy ways to display your screen using a projector. The first method is



to open **Control Panel**, then type "**projector**" in the search box. You will see the options to "**Connect to a projector**" and "**Connect to an external display**" appear. Click on "Connect to a Projector." The other method is to simply depress the Windows key (⊞) at the same time you press the "p" on your keyboard (⊞+P).

When you get the panel (see above), you may choose from four (4) display settings:

1. **Computer Only**—This shows your desktop only on

your computer screen.

2. **Duplicate**—This shows your desktop on both your computer screen and the projector.

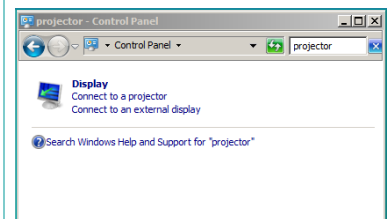
3. **Extend**—This extends your desktop from your computer screen to a projector.

4. **Projector Only**—

This shows your desktop only on a projector. BEFORE using this utility, be sure to turn

on the projector and have it connected to the computer using the proper video connector. The same method used to connect a projector may be used in a similar manner for connecting the computer (laptop or desktop) to an external monitor.

Hopefully, this is a helpful tip. If you need more help regarding this or another productivity issue, drop us a line at [fred@tech4now.com](mailto:fred@tech4now.com) or call us for help anytime at (201) 797-5050. We're dedicated to your success.



Accessing the "Projector" menu may be accomplished using a keyboard shortcut (⊞+P) or via the Control Panel. Once you open the Control Panel, type "projector" into the search box in the upper right corner. As you type, the option will appear (as shown above).

Holzager Technology Services, LLC  
P.O. Box 535  
Fair Lawn, NJ 07410-0535

Rochelle Park Office  
11 W. Passaic Street  
Rochelle Park, NJ 07662

Phone: 201-797-5050  
E-mail: support@tech4now.com



IT Solutions for YOUR  
Business

Ask about our **HTS Rewards Program!** It's easy \$\$\$!

We're on the web!

Visit us at [www.tech4now.com](http://www.tech4now.com)

Visit our blog at  
<http://insightsforsmallbusinesses.blogspot.com>



Feedback & Suggestions...

Is there a topic or feature you would like to include in a future issue? Opinions and feedback are welcome and encouraged. Send me an e-mail or call our direct line.

Fred Holzager  
E-mail: [fred@tech4now.com](mailto:fred@tech4now.com)  
Phone: (201) 797-5050

If you enjoy our publication and wish to read back issues of *The Tech Insider*, go to our website and look under **Articles**.

If you are new to us and have over five workstations, please visit our website at [www.tech4now.com](http://www.tech4now.com) for a special opportunity and a free gift.

### Services We Offer:

- ✓ **Hassle-Free IT** powered by **HTS Insight** Managed Services
- ✓ General Network Repair and Troubleshooting
- ✓ Onsite and Offsite Backup
- ✓ Disaster Recovery and Planning
- ✓ Virus Protection & Removal
- ✓ Network Security
- ✓ Mobile Computing
- ✓ E-mail & Internet Solutions
- ✓ Wireless Networking
- ✓ Spam Filtering and E-mail Archiving Solutions
- ✓ Storage Solutions
- ✓ System Audits and Network Documentation

**"We make all of your computer problems go away without the cost of a full-time I.T. staff"**

Ask us about our fixed price service agreements—Computer support at a flat monthly fee you can budget for just like rent!

*"If you depend upon software, which we do for our business, it's a no brainer. You do it [enroll in Hassle-Free IT]. It's an investment and it brings back many returns as far as reliability and dependability."*

—Steve Braverman, President, **Industrial Firedoor & Hardware Supply**



In order to receive your free copy of this newsletter, visit: [www.tech4now.com](http://www.tech4now.com) to sign-up!

April 2011

## The Lighter Side...

### The Toothbrush

"Daddy!!" the four year old yelled from the bathroom, "My toothbrush fell into the toilet!" "Don't worry, son, we'll get you another one," the father said as he deposited it into the trash. "That brush is full of bad germs. You certainly don't want to put THAT in your mouth."

The next thing he knows, the boy is handing him his own toothbrush. "Then we better throw this one out, too! I dropped it in the toilet last week."

### At Breakfast

A little boy comes down for breakfast and his mother asks if he had done his chores. "Not yet," said the little boy. His mother tells him that until he completes them, he won't be getting any breakfast. Well, he's a little angry, so he goes to feed the chickens and kicks one. He goes to feed the cows, and kicks a cow as well. He goes to feed the pigs, and he kicks a pig. He goes back in for breakfast and his mother gives him a bowl of dry cereal. "How come I don't get any eggs and bacon? Why don't I have any milk in my cereal?" he asks.

"Well," his mother says, "I saw you kick a chicken, so you don't get any eggs for a week. I saw you kick the pig, so you won't get any bacon for a week either. I also saw you kick the cow, so for a week you aren't getting any milk."

Just then, his father comes down for breakfast

and kicks the cat half way across the kitchen. The little boy looks up at his mother with a smile and says, "Are you going to tell him, or shall I?"

### Tickets to the Theater

A young couple got married and went away on their honeymoon. After two weeks they came back and finally put away all of the presents they received from friends and family. Since this was a new home, the process took some time.

A week later, they received in the mail two tickets for a popular show where tickets were impossible to get. They were very excited and warmed by the gesture of the person who sent this. Inside the envelope, however, was only a small piece of paper with a single line, "Guess who sent them."

The pair had much fun trying to identify the donor, but failed in the effort. They went to the theatre, and had a wonderful time. On their return home late at night, still trying to guess the identity of the unknown host, they found the house stripped of every article of value.

And on the bare table in the dining room was a piece of paper on which was written in the same hand as the enclosure with the tickets: "Now you know!"

### Daffy-nitions

Adult: A person who has stopped growing at both ends and is now growing in the middle.

Beauty Parlor: A place where women curl up and dye.