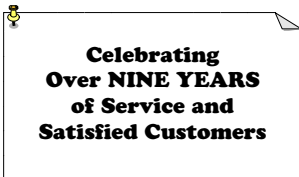


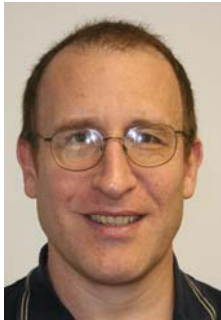
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The Tech Insider

Giving Your Computer More Bang!

For those of you working with computers that are at least three years old, how many of you feel that you could brew coffee faster than you can access your data from a cold start? If you recently bought a computer, you may find that it is a faster performer; but, if you just bought an Apple MacBook Air, it would be even faster because the "Air" is using a Solid State Drive (SSD) for its hard drive. The MacBook Air is not the only computer on the market touting the SSD.

What exactly is an SSD?

According to Wikipedia, "A Solid State Drive is a data storage device that uses solid state memory to store persistent data with the intention of providing access in the same manner of the traditional block I/O (Input/Output) hard drive." In other words, it is a drive that works in a similar manner to your USB thumbdrive—it uses **microchips** to store data in **non-volatile**

memory chips [*Volatile* refers to the data becoming lost once the charge to the chip is turned off (e.g., RAM in a PC).] and contains no moving parts. Compare/Contrast this with common hard drives—electromechanical devices which have spinning disks and moving read/write heads. SSDs, in light of their non-mechanical nature, tend to be less susceptible to physical shock, run silently, have lower running temperatures, as well as provide far lower access times (faster data retrieval). Furthermore, SSDs tend to use the same physical interfaces as normal hard drives (e.g., SATA). So, if the SSD is so much better than the standard hard drives, **Why aren't they used in all computers moving forward?**

Two reasons:

1. The chips used in an SSD typically allow only a limited number of writes over the life of the device. This is not as critical as you may think, since the number will usually surpass the



(Continued on page 2)

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Fred W. Holzager
Managing Member



Quotations

"An investment in knowledge pays the best interest."

Benjamin Franklin

"Happiness is not something ready made. It comes from your own actions."

Dalai Lama

"A career is wonderful, but you can't curl up with it on a cold night."

Marilyn Monroe

"Ah, the patter of little feet around the house. There's nothing like having a midget for a butler."

W. C. Fields

"I've loved the stars too fondly to be fearful of the night."

Galileo Galilei



With the threat of an unresolved debt ceiling crisis looming over Congress both the Executive and Legislative branches have resorted to Social Media to read the pulse of the American Public. Many lawmakers have posted videos on Facebook and other networks to communicate their stances on the current situation.

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Speeding Up Your System with Solid-State Drives

(Continued from page 1)

number of writes you will use during the lifetime of a drive.

2. The real clincher is the price. Current local prices for a 60GB 2½ inch internal SATA drive runs from \$90-\$100. If you get a larger drive, 120GB 2½ inch internal SATA drive, the price rises to the \$160 - \$275 range. The 240GB drive starts around the \$400 mark. Compare this to a similar drive using the actual disk—2TB under \$100! (We're talking an order of magnitude: GB is BILLION and TB is TRILLION.)

Just a few years back, these drives were relatively too expensive to install for most users. As the SSDs have begun to make their presence known, users have often made comments to the effect of *upgrading your car from a VW to a Ferrari*. They also comment that *once you start using SSDs, you will never return to using the "old fashioned" hard drives again*. Expect the prices to drop even more to very affordable,



but the prior rule of thumb was to expect the price to be 10 times that of the conventional hard drive. The best part of the newer SSDs is that they are far more reliable than their predecessors were and the technology is only going to improve as the demand rises.

As newer computers are distributed with the SSD drives, users commonly sacrifice space for speed. However, there is one other facet that many don't realize about the drives...the ability to encrypt data is seriously affected due to the way the drives work. If you change a file and decide to encrypt it, on a hard drive you would overwrite the data on the same file.

However, on an SSD, these changes must be written to a new location on the drive. In other words, the encrypted file AND the unencrypted file reside on the same drive pending the deletion. Need encryption? Get a drive with the secure erase feature and 128-bit encryption.

If you wish to order one and have it installed or if you would like to learn more about SSDs, tweet us at @FredTech, call (201) 797-5050, or e-mail us at fred@tech4now.com.

Did You Get My Message? It's Posted on YouTube.

Washington has quickly learned to adopt the Social Network for its gain. During the recent debt ceiling crisis, members of Congress used the 'Net to its fullest by posting videos outlining their positions on the debates, conducted opinion polls, sought feedback from their constituents and, in general, tried very hard to "personally" convince the American Public that what they were doing was necessary and justified.

Often, speeches made in Congress and caught on C-SPAN were converted into video snippets to

demonstrate to the viewers how they stood. House Speaker, John Boehner's Facebook posts in the past two weeks have been focusing on the crisis. In fact, one of his postings received over 15,000 comments. Those in opposition of his stance, such as Sen. Mark Udall (D-CO) have been urging Facebook users to sign an online petition to have Congress adopt a "sensible" bipartisan solution. Will these postings sway the public's opinion? Can the politicians discern a

(Continued on page 3)

Green Page: Think Globally, Act Locally

Do you use an office supplier that sells you envelopes and reams of paper? Considering the average U.S. office worker goes through 10,000 sheets of copy paper a year, they're making a lot of money on you. **How can you save money and help the environment?**

Make it a habit to print on both sides of paper using the duplex feature of your printer. By printing on both sides, you can reduce your paper use by up to 50%. Furthermore, the sheets of paper that you print and don't send out can often be used for scrap paper or writing drafts. Think of how many pads you may do without simply by keeping the scrap paper in a designated bin.

Depending on your needs, consider buying chlorine-free paper with a higher percentage of post-consumer recycled content. You may also



want to switch to a lighter weight stock of paper or choose alternatives made from hemp, bamboo, or organic cotton.

You should also print in color as little as possible inasmuch as that tends to create more waste for the landfills. If you recycle your toner & ink cartridges and buy remanufactured ones,

according to Office Depot, you keep approximately 2.5 pounds of metal and plastic out of the landfills. It also conserves about a half gallon of oil. Better yet, if you don't really need to print out the items and can send an electronic copy, you save on printing, on postage, and on time.

Now that you have some new ideas make some educated decisions for your health and business. For more green tips contact us by e-mail us at fred@tech4now.com.

Trivial Matters

If you haven't observed my slant toward etymology by now, here's more proof that I enjoy the art of wordcraft.

- ☛ The term **"the whole 9 yards"** came from W.W.II fighter pilots in the Pacific. When arming their airplanes on the ground, the .50 caliber machine gun ammo belts measured exactly 27 feet, before being loaded into the fuselage. If the pilots fired all their ammo at a target, it got "the whole 9 yards."
- ☛ The name **Jeep** came from the abbreviation used in the army for the "General Purpose" vehicle, GP
- ☛ One of the longest one-syllable words in the English language is **screeched**. (Strengths is another one.)
- ☛ No word in the English language rhymes with **month, orange, silver** or **purple**.
- ☛ **"Dreamt"** is the only English word that ends in the letters "mt".
- ☛ **Maine** is the only state whose name is just one syllable.
- ☛ **'Stewardesses'** is the longest word that is typed

- with only the left hand.
- ☛ There are only four words in the English language which end in "-dous": **tremendous, horrendous, stupendous, and hazardous**.
- ☛ **Typewriter** is the only ten letter word you can type on the top row of your keyboard.
- ☛ **Checkmate** comes from the Persian phrase "shah mat" which means the king is dead.
- ☛ **"two plus eleven"** and **"one plus twelve"** not only give the same result but use the same letters
- ☛ **"Angry"** and **"hungry"** are the only words in the English language ending in "-gry" (although gry is a word, it does not "end" in -gry, since a suffix requires the word before it to be a word)
- ☛ **Polish** is the only word in the English language that has two completely different meanings when the first letter is capitalized.
- ☛ The longest word in the English language is **Pneumonoultramicroscopicsilicovolcanoconiosis**.



"Go" is the shortest complete sentence in the English language.

Where Do We Stand On The Issues?

(Continued from page 2)

true gauge of where American sentiment lies through such actions? It appears that Congress is using Facebook, YouTube, and Twitter to the best of its ability. The real question lies in determining how accurately Washington interprets the responses found online.

A recent poll of congressional staffers by the Congressional Management Foundation found that 75% think Facebook is "somewhat or very important" for communicating their members' views followed closely by YouTube. (info found on *CNN.com*) So, it appears that, although it is considered a high value interface

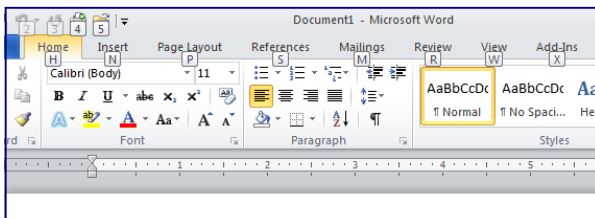


with the public, Congress recognizes that it cannot rely on the feedback through Facebook for a clear stance of the constituency's opinion. As in any situation where an opinion is derived, there must be a significant sample. Just as in an open forum, it is always a select few that tend to stand out and voice their opinions while many simply observe. When was the last time you visited the website of your State's Senators or Representatives? Have you ever visited the official website of the White House (www.whitehouse.gov)? It is your civic duty to stay informed and learn/know what is happening in government that will affect you. Get involved and read more—it's in your best interest to do so.

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

Moving from earlier versions of Microsoft Office to 2007 or 2010 is a major change for many users. If you are amongst those that had internalized many of the key-strokes to speed up your work, rest assured, your cries have been heard. When you work in any of the Office programs using the new ribbon, all you need to do is:



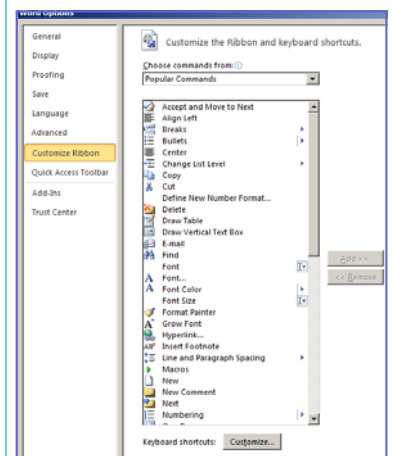
4. Continue pressing the **KeyTips** letters until you press the letter of the specific command or option that you want to use. In some cases, you have to first press the letter of the group

that contains the command.

5. To turn off the **KeyTips** on the screen, simply press and release the **ALT** key again.

1. **Press and release the ALT key.** **KeyTips** will be displayed on each feature that is available in the current view.
2. **Press the letter shown in the KeyTip over the feature that you want to use.**
3. **Depending on which letter you have pressed, you may be shown additional KeyTips.** For example, if the Home tab is active and you pressed N, the iNsert tab is displayed, along with the KeyTips for the groups in that tab.

Although the ribbon in the newer versions of Office represents a learning curve, it does not have to be a brick wall stopping you. Using **KeyTips** may make it easier for you to learn to use the newer products and may get you up to speed quicker than simply searching with the mouse. Don't **be afraid to experiment and explore**, you will learn faster. If you need more help regarding this or another productivity issue, drop us a line at fred@tech4now.com or call us for help anytime at (201) 797-5050. We're dedicated to your success.



If you click on **File>Options** in Office 2010, you have the opportunity to setup the ribbon with customized settings. Just choose **Customize Ribbon** and you may change it to your preferences.

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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.

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August 2011

The Lighter Side...

The Lonely Islander

A guy is stranded on an island with only a pig and a Doberman for company. There's plenty of food and water, and the weather is beautiful, so he's doing alright - but after a few months he gets lonely... The pig starts to look more and more attractive - soft, pink flesh, round buttocks, etc. But every time this poor guy makes an advance towards the pig, the Doberman snarls at him and once, almost bit his leg. It's very frustrating.

One day the guy sees a speck on the horizon, so he swims offshore and it turns out to be a dinghy, cast adrift. In the bottom of the boat is a beautiful woman, unconscious. He drags her to shore and brings her into his hut. She is slowly nursed back to health. Finally, she is well enough to walk and she says to him "Thank you, thank you for saving my life. I don't know how I can ever repay you. I'll do anything for you, anything, just name it." "Anything?" he asks. The guy thinks for a minute and says, "Would you mind taking the dog for a walk?"

Reasonable Doubt

A defendant was on trial for murder in Oklahoma. There was strong evidence indicating guilt, but there was no corpse. In the defense's closing statement, the lawyer, knowing that his client would probably be convicted, resorted to a trick.

"Ladies and gentlemen of the jury, I have a surprise for you all," the lawyer said as he looked at his watch. "Within one minute, the person presumed dead in this case will walk into this courtroom." He looked toward the courtroom door. The jurors, somewhat stunned, all looked on eagerly. A minute passed. Nothing happened. Finally, the lawyer said, "Actually, I made up the previous statement, but you all looked on with anticipation. I, therefore, put it to you that there is reasonable doubt in this case as to whether anyone was killed and insist that you return a verdict of not guilty."

The jury, clearly confused, retired to deliberate. A few minutes later, the jury returned and pronounced a verdict of guilty. "But how?" inquired the lawyer. "You must have had some doubt; I saw all of you stare at the door." Answered the jury foreman: "Oh, we did look, but your client didn't."

Three Words

A guy meets a hooker in a bar. She says, "This is your lucky night. I've got a special game for you. I'll do absolutely anything you want for \$300, as long as you can say it in three words."

The guy replies, "Hey, why not?"

He pulls his wallet out of his pocket and, one at a time, lays three hundred-dollar bills on the bar. He then says slowly: "Paint my house."