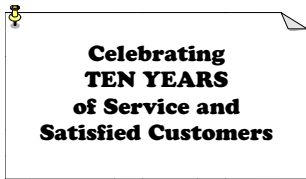


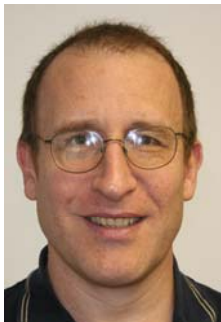
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<http://insightsforsmallbusinesses.blogspot.com>

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Snapple® Real Fact #724: A pineapple is neither an apple or a pine. It is, in fact, a large berry.

The Tech Insider



Can Congress Achieve Its Objective with SOPA?

The world is filled with ludicrous acronyms, why should Congress contrive anything less for its constituency to read about. On October 26, 2011, Rep. Lamar Smith (TX), introduced the **Stop Online Piracy Act** (S.O.P.A.), also known as H.R. 3261. The full title of it is "To promote prosperity, creativity, entrepreneurship, and innovation by combating the theft of U.S. property, and for other purposes." This is to augment the **Protect Intellectual Property Act** (a.k.a., "Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act") (PIPA) of May 12, 2011. By the way, PIPA passed, but has been put on "hold."

I feel so limited, I thought 'sopa' was 'soup' in Spanish. It's good to see that Congress is actively increasing our collective vocabulary. Whereas the expression 'PIPA' means "large nosed person" in Spanish (or a small pipe if referenced as a feminine noun). Why do they pick Spanish words to describe acts to preserve "American" rights? Please read on.

The text describing the Act on the Wikipedia website (an openly biased source) reads as follows (see <http://en.wikipedia.org/wiki/>

Stop_Online_Piracy_Act) :

"The originally proposed bill would allow the U.S. Department of Justice, as well as copyright holders, to seek court orders against websites accused of enabling or facilitating copyright infringement. Depending on who makes the request, the court order could include barring online advertising networks and payment facilitators from doing business with the allegedly infringing website, barring search engines from linking to such sites, and requiring Internet service providers (ISPs) to block access to such sites. The bill would make unauthorized streaming of copyrighted content a crime, with a maximum penalty of five years in prison for ten such infringements within six months.

The bill also gives immunity to Internet services that voluntarily take action against websites dedicated to infringement, while making liable for damages any copyright holder who knowingly misrepresents that a website is dedicated to infringement.

Proponents of the bill say it protects the intellectual property market and corresponding industry, jobs and revenue, and is necessary to bolster enforce-

(Continued on page 2)



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Fred W. Holzager
Managing Member



Quotations

"Do not let it be your aim to be something, but to be someone."

Victor Hugo

"People rarely succeed unless they have fun in what they are doing."

Dale Carnegie

"It is better to conquer yourself than to win a thousand battles."

Buddha

"The great thing in this world is not so much where we stand, as in what direction we are moving."

Oliver Wendell Holmes

"Always write angry letters to your enemies. Never mail them."

James Fallows



*** Hard Drive Shortage Update ***

Reuters reports that Western Digital plans to resume their operations this March. Factories plan to be able to restore the supply levels back to pre-flood output by September 2012. CEO of Western Digital, John Coyne has indicated that since the flooding occurred in Thailand, the worldwide availability of hard drives has dropped by about 30%.

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Can SOPA/PIPA Effectively Reduce Intellectual Theft?

(Continued from page 1)

ment of copyright laws, especially against foreign websites. They cite examples such as Google's \$500 million settlement with the Department of Justice for its role in a scheme to target U.S. consumers with ads to illegally import prescription drugs from Canadian pharmacies.

Opponents say that it violates the First Amendment, is Internet censorship, will cripple the Internet, and will threaten whistle-blowing and other free speech actions. Opponents have initiated a number of protest actions, including petition drives, boycotts of companies that support the legislation, and planned service blackouts by English Wikipedia and major Internet companies scheduled to coincide with the next Congressional hearing on the matter."

It seems to me that the initial intent was a move in the right direction to reduce piracy; however, the way it is being implemented is off. The US already lived through McCarthyism. Is it healthy to close down sites because of allegations or links to others that have been accused of illegal acts? If your family member had been accused of a crime, do you feel it is appropriate for society, as a whole, to ostracize you and effectively punish you for another party's acts? How can it be justified in the eyes of Congress? A number of the original sponsors of the

bill and the President have openly expressed their opposition to such a piece of legislation. Those in favor of the bill cite the responsibilities of those using the web to curtail the theft of movies and music. Would this approach be effective?

Being a business owner, I can clearly understand the mandate that Congress may be trying to convey, but the forum where they are asking to have jurisdiction is one which has neither a venue nor an actual population—cyberspace. It is inappropriate for the U.S. or any country, for that matter, to assume that the Internet falls under their auspices. I recognize what I feel is right and do my best to infuse it into my daily interactions with clients and colleagues. The Internet is a shared World asset run under the classic *laissez faire* environment of Adam Smith. We may be proven wrong when history is reviewed years from now. What is your take on this subject?

Get informed, take a stand and speak your piece. Contact your Rep to make sure you have a say in the future. It does not matter whether you agree or disagree, be heard!



Keep Your Servers Up and Running

As small businesses grow and expand their needs, servers proliferate. One of the greatest threats to your servers' uptime is heat. Remember, a cool server is a happy server. The question is how can we make our server happy or happier?

1. **Be mindful of space.** If you crowd your servers together, airflow becomes a greater challenge. All heat build-up recycles and may cause your CPUs to malfunction.
2. **Watch the thermostat.** If your air conditioning is

set too high, the machines cannot dissipate heat fast enough. Failures may occur with greater frequency if the room gets too hot.

3. **Rack 'Em Up!** Rack-mounted servers use space more efficiently and racks allow for better airflow. A rack may hold multiple servers, voice or network equipment and other components. Not only will it allow you to work more efficiently, but it will give your server room a more professional look.

(Continued on page 3)

Green Page: Think Globally, Act Locally

Although we have typically used this column to provide tips on going green at the office, we wanted to share a super resource for anyone that rents or owns a home. The site is from the U.S. Dept. of Energy — <http://www.energysavers.gov>. They have a library under the "Tips" section called "Energy Savers Guide: Tips on Saving Money and Energy at Home." The full 44 page reference can be downloaded for your convenience. Here are some of the tips offered in the guide:

- ❖ Install a programmable thermostat to lower utility bills and manage your heating and cooling systems efficiently.
- ❖ Air dry dishes instead of using your dishwasher's drying cycle.
- ❖ Turn things off when you are not in the room such as lights, TVs, entertainment systems, and your computer & monitor.
- ❖ Plug home electronics, such as TVs and DVD players, into power strips off when the equipment is not in use—TVs and DVDs in standby mode still use several watts of power.



- ❖ Air dry clothes.
- ❖ Take short showers instead of baths and use low-flow showerheads for additional energy savings.
- ❖ Lower the thermostat on your water heater to 120°F.
- ❖ Check to see that windows & doors are closed when heating or cooling your home.
- ❖ Wash only full loads of dishes and clothes.
- ❖ Drive sensibly; aggressive driving such as speeding and rapid acceleration and braking, wastes fuel.

Based upon the fact that the average U.S. family spends at least \$2,000 on home utility bills, if you follow the suggestions in this guide for Long Term Savings Tips, you may be able to lower your bills by up to 25%. I suppose if we were all to following such measures nationally, not only would we realize an increase in retained disposable income, but may even reduce our dependency upon foreign oil.

If you need more ideas to go green, feel free to contact us at (201) 797-5050. We're here to help you benefit from your use of technology at home & work.

Trivial Matters

It's amazing how many useless details are online. Here are a few 'bytes' pertaining to computing.

1. Google started as a research project at Stanford University, created by Ph.D. candidates Larry Page and Sergey Brin when they were 24 and 23 years old, respectively.
2. In 2009, the losses to Internet fraud grew to \$560,000,000. (So, be careful out there!)
3. Amazon.com sold its first book in 1995.
4. Symbolics.com was the first registered domain name on the 'Net in 1985. Others such as HP, Intel, Sun, Xerox, TI, AT&T, IBM, GE and AMD waited until 1986 to do so.
5. Two-letter "dot com" domain names are some of the most valuable 'virtual' real estate.
6. There are around 100 million .com domains registered today.
7. It is projected that in 2013, online commerce will

DOUBLE from where it was in 2010!

8. As of 2010, there were over 5 billion cell phone users with over one billion using their phones to surf the Internet.
9. The first banner ad used on the Internet was to promote AT&T in 1994.
10. The computing power in today's cell phones is much higher than the processing power of all the computers used in the Apollo 12 Lunar Lander that put 2 men on the moon.
11. Early hard disks in personal computers held only 20MB of data and cost around \$800. In 2012, you could buy a 2GB flash drive for \$5. This represents a 160 fold reduction in price versus a 1024 fold increase in storage capacity.

If you find yourself at a loss when it comes to your technology needs, just give us a call. As you can see, we have the answers. We can be reached at (201) 797-5050 or write to fred@tech4now.com.

Maintaining a Reliable Server Environment

(Continued from page 2)

4. **Tie your cables.** When you have a connection issue and need to troubleshoot a source, having well labeled and tied cables can reduce the time from outage to productivity. Running cables through conduit can reduce clutter, dust and frustration. While you are at it, why not introduce a Keyboard-Video-Mouse switch (KVM). This simple tool allows you to place multiple devices in a rack and access them with a single mouse, keyboard and monitor. You can only focus on one server at a time, so why not accept a logical limitation and work it to your benefit.
5. **Remove the CRT.** Cathode Ray Tubes (CRT) are a thing of the past. They take up excessive space, give off lots of heat and consume more power than their LCD counterparts. If you have your server(s) in a rack, using an LCD allows you to view more with fewer obstructions.

6. Virtualize your Servers.

Companies that host e-mail and backup have been doing it for years. Not only do you use multiple servers in a rack, but the servers themselves are able to support multiple virtual servers per physical server. It's like having a triple-scoop ice cream: you have three flavors, but only hold one cone. Imagine having VMs (virtual machines) running your server farm—fewer hardware issues, lower management costs and less cooling and energy worries.

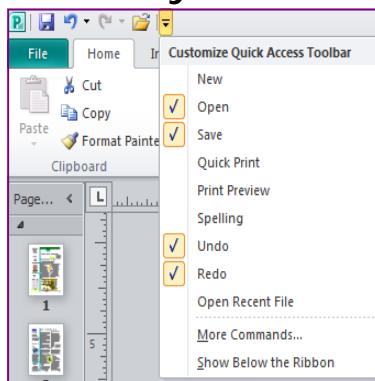
If you want to implement any of these ideas for your business or need help with your existing setup, feel free to contact us by phone at (201) 797-5050 or by e-mail (fred@tech4now.com). We're happy to help and are dedicated to your success.



Quick Tech Productivity Pointers

When Microsoft introduced **Office System 2007** and, later, **Office 2010**, their ribbon became a complication for many new users. As an accommodation and to ease the transition, the **Quick Access Toolbar** was introduced. Since users had become accustomed to having certain functions at the click of the mouse, a fix was needed—this was the result. You could now access the NEW file menu, OPEN existing files, QuickPrint as well as a number of other features that had become commonplace for many. This was a good thing; it improved acceptance.

In addition to the Quick Access Toolbar, the users were given the ability to customize it according to their preferences. Not only could the toolbar have certain items "removed" from the list, but the location could be determined to be where you, the end user, wanted it. To access this menu (above), all you need to do is click



on the down arrow to the right of the bar. In addition to the standard options, you can also add items like picture formatting, grouping, print preview, besides a plethora of other choices. Simply click a menu option to toggle it on or off.

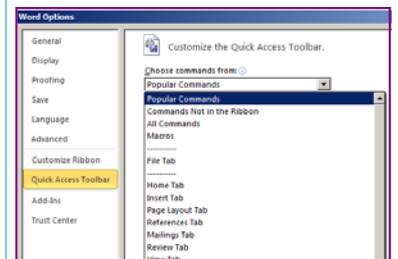
Play with this feature and you will see your productivity rise. It is one of the basic items in the application that can transform your working environment from a meandering of menus to a better tool. A second method to access these items is through the OPTIONS menu found on the File Menu.

Besides being able to adjust your work environment, you will find that you can get things done faster. Don't be afraid to explore in the apps, you may find a great function! If you need more help regarding this or another productivity issue, call us at (201) 797-5050. We're dedicated to your success.



Cookie Monster is not alone online. His fan-base of 3 and 4 year olds are online, too! The web is just as popular with toddlers as it is with the adult crowd. Don't believe us, visit sesamestreet.org or youtube.com and you will see a large presence of items targeting that demographic. It's the future.

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.



Not only does the customization menu of QuickAccess Toolbar allow you to select specific features, it even allows you to select based upon other menus and tabs. This gives you an unparalleled ability to enhance your workspace.

If you are not careful, you will find yourself using the QuickAccess toolbar exclusive of the ribbon. Of course, that's your call based upon personal preference. Enjoy!

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



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January 2012

The Lighter Side...

Cabbie

A mother, accompanied by her small daughter, was in New York City. The mother was trying to hail a cab, when her daughter noticed several wildly dressed women who were loitering on a nearby street corner. The mother finally hailed her cab and they both climbed in, at which point the young daughter asks her mother, "Mommy, what are all those ladies waiting for by that corner?"

The mother replies, "Those ladies are waiting for their husbands to come by and pick them up on the way home from work." The cabby, upon hearing this exchange, turns to the mother and says, "Ah, C'mon lady! Tell your daughter the truth! For crying out loud... They're hookers!" A brief period of silence follows, and the daughter then asks, "Mommy, do the hooker ladies have any children?"

The mother replies, "Of course, Dear. Where do you think cabbies come from?"

The sacrifice....

A married couple was in a terrible accident where the woman's face was severely burned. The doctor told the husband that they couldn't graft any skin from her body because she was too skinny. So, the husband offered to donate some of his own skin. However, the only skin on his body that the doctor felt was suitable would have to come from his buttocks. The husband and wife agreed that they would tell no one about where the skin came from,

and requested that the doctor also honor their secret. After all, this was a very delicate matter. After the surgery was completed, everyone was astounded at the woman's new beauty. She looked more beautiful than she ever had before! All her friends and relatives just went on and on about her youthful beauty!

One day, she was alone with her husband, and she was overcome with emotion at his sacrifice. She said, "Dear, I just want to thank you for everything you did for me. There is no way I could ever repay you."

"My darling," he replied, "think nothing of it. I get all the thanks I need every time I see your mother kiss you on the cheek."

No Talking

Six-year-old Angie and her four-year-old brother Jack were sitting together in church. Jack giggled, sang, and talked out loud. Finally, his big sister had enough. "You're not supposed to talk out loud in church." "Why? Who's going to stop me?" Jack asked. Angie pointed to the back of the church and said, "See those two men standing by the door? They're hushers."

A Fair Chance

One Day the Devil challenged the Lord to a baseball game just for the sport of it. Smiling the Lord proclaimed, "You don't have a chance, I've got Babe Ruth, Lou Gehrig, Mickey Mantle, Ted Williams and all the greatest players up here." "Yes", laughed the devil, "but I have all the umpires!"