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**Celebrating
NINE YEARS
of Service and
Satisfied Customers**

This Newsletter is Published by



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The Tech Insider

How Are You Portrayed Online? (Inaccurately)

Last month, we discussed how to have a website and e-mail that fits your business. Did you ever consider the details about you that are online that someone *else* posted?

Joel Stein, a writer for TIME.com wrote an article about personal information available online. Mr. Stein had given his name and e-mail to Michael Fertik, the CEO of Reputation.com. Mr. Fertik called him back soon afterward to provide his social security number. But, the information did not stop there. He continued to read off more data that revealed personal preferences, age, religion, income and a wealth of detailed information that anyone could access (regardless of accuracy). The article is online at <http://www.time.com/time/business/article/0,8599,2058114,00.html> and includes the author highlighting the points made in his article in a rather entertaining video.



students applying for job postings at highly regarded firms and learning that they were not "of the right caliber" inasmuch as they failed to demonstrate discretion when posting their videos and pictures on various social media sites? Are you one of those people who will

live to regret being frivolous or carefree at a time in your life? Do you sign up for too many online webzines and now have your name on their blogs reflecting questionable taste?

We are always on stage or as some would say, "It's like 'showtime' everytime you are in front of someone." How many surveys have you done

online recently? Did you get a free bar of soap or a perfume sample by mail? Guess what? You are a marketing statistic. The data collected about you is amassed in the ether and can be harvested without any major restrictions or barriers for either a fee or free.

As a test, start by entering your name in a

How many times have you heard of college

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payment from new client after first visit.

Fred W. Holzager
Managing Member



Quotations

"Do you know the difference between education and experience? Education is when you read the fine print; experience is what you get when you don't."

Pete Seeger

"Don't tell people how to do things. Tell them what to do and let them surprise you with their results."

General George S. Patton

"Nothing is easier than self-deceit. For what each man wishes, that he also believes to be true."

Demosthenes

"It is no dishonor to be in a minority in the cause of liberty and virtue."

Sam Adams



Global Positioning System (GPS) has found its way into our lives in many places—in our cars, in our phones, in our software. Now, Verizon has determined that there is the need to reveal this fact in light privacy matters and other concerns getting high visibility in the press. Did you know your location can be tracked when you make a phone call?

"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!

Your Online Reputation and How To Protect It

(Continued from page 1)

Google search. In my case, I find that there are a number of articles that I have written listed. There are also "other" sites that lead you to more personal data. By clicking on one of the "People" searches, I found a photo from the newsletter/website and my kindergarten photo on Facebook, but others that appear without caption were NOT me. Most of the addresses that I have lived at and e-mails that I have used appear, as do phone numbers. I could parse through two dozen pages on Google, but the scary part is when I pay \$39.95 for an online service, they offer me details on my full name, address, date of birth, phone, relatives, address history, average income, property owned, criminal & court checks, bankruptcies, liens, judgments, aliases, lawsuits, neighbors, marriage, divorce, and death records (!). Why, they can even list if there are any sex offenders in my neighborhood. How is one to maintain any privacy now-a-days!

A new feature of Internet Explorer (IE) is **InPrivate Browsing**. It helps prevent IE from

storing data about your browsing session. This includes cookies, temporary Internet files, history, and other data. This feature also disables toolbars and extensions. There is also **InPrivate Filtering** which also helps to prevent website content providers from collecting information about sites you visit. For more details, just open IE and click on Tools.

An important factor to promoting a positive reputation online is to be proactive about it. You can't just visit Google, type in your name, and sit back. You need to visit other sites that may be used by your customers. If you want to monitor your reputation, visit *Twitter*, *Facebook* and other sites. You may want to visit *Yelp* or *CitySearch* if you are a storefront or local business. Take the offensive and you will sustain fewer "negative reviews." Try to leverage your employees with social media--see the benefit.

If you need additional help, feel free to contact us at (201) 797-5050 or fred@tech4now.com. We're dedicated to your success!



If Only Hansel & Gretel's Parents Knew...!

Had the Brothers Grimm lived in our time, the storytelling business might have been much less lucrative and the tales far more bland. It would be the fault, of course, of the wireless phone carriers. Imagine if H&G's parents had given them cellular phones...they either would have called or tracked their way back via satellite assistance. *Boring!!!*

Now, Verizon is coming clean on the fact that all phones sold by them with built in GPS will carry a warning to advise the purchaser that it exists. The truth is that the location data of consumers has been collected for years for "internal marketing

purposes" and was not shared; however, the user, in most situations, was not cognizant of the fact that any information was being collected at all.

Enter the entrepreneurial aspect of the GPS and phones...*Hey, Parents!* Did you know that, for a modest fee, some carriers will enable you to track not only the location of your teenagers, but the speed at which they travel while in a moving vehicle? Heck, if Verizon can benefit from "internal use only," why shouldn't worried parents?

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Green Page: Think Globally, Act Locally

With the price of gasoline on the rise, have you assessed how you and your staff use vehicles for work?

When you make a trip to a client do you also visit other clients in the same area? If you run into a store or make a short stop, do you leave the engine idling? Too many times, people fail to recognize the simple things that they may do to reduce their carbon footprint.

Here are some misconceptions about idling a vehicle...

Idling is good for a vehicle because it warms up the engine and keeps it warm. FALSE. Idling can actually be hard on an engine because fuel doesn't undergo complete combustion, and some fuel residues condense on cylinder walls.

Idling wastes fuel and money and is hard on the environment. TRUE. Idling wastes an enormous amount of money because it burns fuel, but



doesn't get you anywhere. It's also hard on the environment because it produces needless exhaust emissions.

It's a good practice to shut off the engine when your vehicle is going to be stopped for more than 10 seconds, 10 minutes or 30 minutes? Surprise, 10 seconds!

The most common reasons given for idling include: warming up a vehicle, sitting in the drive-thru lane of a fast-food restaurant, stopping to talk to a friend, and waiting for someone. Perhaps, you can think of more. To take a quiz on this, visit <http://www.hcdoes.org/airquality/anti-idling/IdleQuiz.htm>. It may be a Canadian website, but the information is universal.

We want to help you make educated decisions for your health and business. For more green tips contact us by e-mail us at fred@tech4now.com.

Trivial Matters

Now that personal computers have been around for a few decades, many are no longer needed by the businesses that initially purchased them. Here is a list, compliments of Microsoft, with ways to recycle your old PC.

■ **Use it as a DVR.** Windows Vista and 7 come with Windows Media Center which can record and play back from broadcast and non-scrambled cable TV for free. Now, you can see your must-see TV!

■ **Help find a cure for cancer.** Sign up to let your processor be used to help crunch data for scientific research. To volunteer your free cycles visit www.DistributedComputing.info.

■ **Donate to charity.** You may need the latest and greatest, but many schools and non-profits will gladly accept old PCs that work or need minor fixes.

■ **Give it to a family member.** As long as the PC is able to get online, it may be enough to bring a new life to someone homebound or a PC novice.

■ **Environmental Recycling.** OK, so you really can't use it anymore. Bring it to a PC recycling cen-

ter so the heavy metals may be recovered and re-used. Besides, tossing it in the dumpster is illegal.

■ **Use the old monitor as a TV.** If the 19 inch monitor still works, you can "fix it up" with an external TV receiver and give it a new life. Now you can watch TV in the garage while you work on the car.

■ **Make a games server.** If you use someone's server, there may be a lag in response or a charge. If you use your machine, it is slower because you use it to play the game. But, if you repurpose your old PC, you get faster response & avoid a moderator.

■ **Set up a security system with a webcam.**

■ **Artful Recycling.** Use the old parts for your new media—paint, glue, mount and assemble them.

■ **Moving picture frame.** You've seen them in stores, now you can make one too, even bigger!

■ **Use it as a backup device.** Stick it in a closet or basement and connect it to the network. Store your files on the hard drive as a secondary storage. If you need help with your older technology, give us a call at (201) 797-5050.



You can attach your old computer's 17 or 19 inch monitor to an external TV tuner (about \$50), plug in an antenna cable on one end, a VGA lead from the monitor on the other and, voilà, a new TV for use in your workshop. Just be careful near the bandsaw and router!

Big Brother Is Watching You

(Continued from page 2)

We may consider this a segue to the article on privacy, but recent concerns have emerged about the rights of parents to use Verizon's **Chaperone Service** which allows parents to monitor their children's locations in real time as well as be notified if their children leave predefined "zones" of where they're expected to be. Verizon notifies the child's phone by text message if their parents look up their location.

Another program, from Nextel, is **Teen Arrive Alive**. This option allows parents to track their children in real time as well as determine the direction and speed they're traveling. They also provide "**Am I driving safely?**" decals for the back of teenagers' cars.

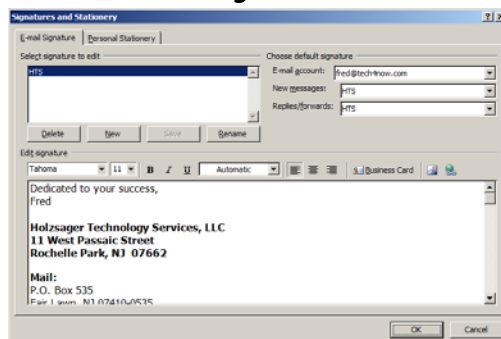
In light of these offerings, the question emerges about children in the technology age becoming

accustomed to living without privacy or recognizing limitations for when they have their own families. Will they quietly acquiesce to a state of constant surveillance or will they see it as a loss of personal rights and privileges? Maybe it's a good time to take out George Orwell's **1984** and review some of the messages presented by the author.

If you run a business, it makes sense to have a GPS in a truck to track its use during and outside of normal business hours. However, if we take the technology available and subject our loved ones to its power, are we creating a new standard that we will deeply regret in the future? You can go to a veterinarian and have a microchip embedded in your pet for identification and retrieval purposes. Are we bordering on the advent of the same for humankind? Do you feel it would be beneficial or would threaten our independence. Do you think it would be abused by those in power to suppress controversy or opposition? We'd like your opinion.

Quick Tech Productivity Pointers

Outlook is one of the most popular applications used in business today. Inasmuch as it is so important in business to make the right impression, it makes sense that you sign you messages. For a more consistent look and feel to your correspondence, consider using the signature feature in Outlook. It will paste your



closing, name, contact information and other important details (like legal waivers) automatically on every piece of correspondence that you send. If you want to, you may even embed your photograph or company logo.

The method may vary depending upon which version of Outlook you use, here is 2007 and earlier. Go to the Menu Bar and select **Tools > Options...** On the **Mail Format** tab, click the **Signatures....** button.

On the E-mail Signature tab, click the **New** button. In the **New Signature** window, type in a name for the new signature, then click **OK**. You are then able to edit the signature in the **Edit signature** section in the lower half of the dialog box. The signature may be formatted with the tools provided or you may create it in an HTML editor

(advanced) for a more striking result. You have the option to use the signature in new and reply messages. You may also create multiple signatures and use them for different e-mail addresses.

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 or call us for help anytime at (201) 797-5050. We're dedicated to your success.

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.



If you want to write a quick e-mail without launching Outlook, just create a shortcut on your desktop. Right-click on a clear space on the desktop, select **"New > Shortcut"** from the menu. In the first entry, type **"mailto:"** (click "Next"), then give it a name. *That's all folks!!*

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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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May 2011

The Lighter Side...

Girls Night Out

The other night, I was invited out for a night with "the girls." I told my husband that I would be home by midnight. "I promise," were my last words. The hours passed and the margaritas went down way too easily and around 3 a.m. we piled into a cab and headed to our respective homes, quite inebriated.

Just as I walked through the door, the cuckoo clock in the hall started up and cuckooed 3 times! Realizing that my husband would probably wake up to this, I quickly cuckooed another 9 times. I was quite pleased with myself for coming up with such a quick witted solution to cover up my tardiness. Even with my impaired judgment, I could count 3 cuckoos plus 9 cuckoos equaled 12 cuckoos!

The next morning, my husband asked me what time I got in, and confidently, I replied, "Midnight...like I promised." He didn't even raise an eyebrow and went on reading the morning paper! Phew! Got away with that one!

After a moment, he then replied, "I think we might need a new cuckoo clock."

A bit nervously, I asked him why, to which he responded: "Well, last night our clock cuckooed 3 times, then said, 'Oh, crap,' cuckooed 4 more times, cleared it's throat, cuckooed another 3 times, giggled, cuckooed twice more, then tripped over the coffee table and farted."

Icing

A young man was visiting his brother and sister-in-law for the holidays. As he arrived at their house he found his young nephew, Timmy, helping them to bake some cupcakes. After they were done, his sister-in-law allowed Timmy to put the icing on. When the boy had finished, he brought them to the table.

"The cupcakes look delicious, Tim," his uncle said. He took a bite and said, "Timmy these are so good." As he finished the cupcake and took another, he again complimented his little nephew. "These cupcakes look beautiful, Tim," his uncle said. "How did you get the icing so neat?" His nephew replied, "It was easy. I just licked them." The uncle turned pale. He pointed to the plate of cupcakes. "You licked all of these?" Timmy replied, "Well no. After a while my tongue got tired, so I got the dog to help."

Efficiency Expert

The efficiency expert concluded his lecture with a note of caution. You don't want to try these techniques at home. "Why not?" asked somebody from the audience. "I watched my wife's routine at breakfast for years," the expert explained. "She made lots of trips between the refrigerator, stove, table and cabinets, often carrying a single item at a time. One day I told her, Hon, why don't you try carrying several things at once?" "Did it save time?" the guy in the audience asked. "Actually, yes", replied the expert. "It used to take her 20 minutes to make breakfast. Now I do it in seven."