

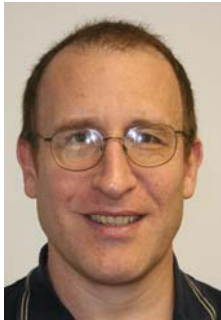
Holzager Technology Services, LLC
P.O. Box 535
Fair Lawn, NJ 07410-0535
(201) 797-5050
support@tech4now.com



Volume 3, Issue 11
November 2011

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

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
Hard Drive Shortage	2
Green Page	2
Trivial Matters	3
Quick Tech Pointers	3
The Lighter Side	4

Snapple® Real Fact #788: The average person falls asleep in seven minutes.

The Tech Insider

Is Your e-Mail A Burden or A Benefit?

Do you find e-mail gets in the way of performing your daily work? Does it impede your workflow with constant interruptions? You read one email, delete it and ten more appear? Is it impossible for you to get through your e-mail every day? If that's the case, we have some suggestions for you that may enable you and your staff to get more accomplished.

1. If you find that you have more spam than legitimate mail messages in your inbox, it is time to seriously address it by using a SPAM FILTER. Spam is a huge productivity killer. Figure the average person takes between 1-10 minutes a day to clear spam messages (a.k.a., Unsolicited Commercial E-mail (UCE)). Multiply the 10 minutes by 7 days per week, then 52 weeks per year and you now have 3640 minutes lost with trash disposal. This time works out to 60-2/3 hours or the equivalent of one and a half work weeks. Couldn't you use this time more constructively, like on a vacation?



discuss the options that we could give you to reduce your wasted time. Just so you are aware, if you use an e-mail account provided by Gmail, Hotmail or AOL, your options are more limited than if you use your own domain name. We have clients that use our SPAM solution and they have found it to recover hours per week. Could you use this time for YOUR business?

2. Cancel subscriptions to unwanted mailing lists, and opt-out of legitimate e-zines. When online, be sure to uncheck the auto enroll features of websites. You must also use similar care when you purchase items online—to avoid being put on mailing lists. If you are on a mailing list, look to the footer of the message for an UNSUBSCRIBE or Opt-Out link. If you click on these links with spam, you may actually confirm to the sender that they have a "live" one and you could continue to receive spam as a result of it. Trust your intuition and gut instincts.

If you are in this situation, you may wish to

(Continued on page 2)

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Fred W. Holzager
Managing Member



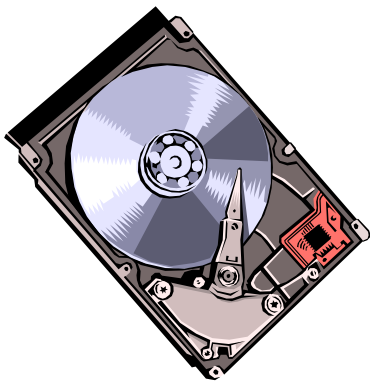
Quotations

"A good head and a good heart are always a formidable combination."
Nelson Mandela

"As you walk down the fairway of life, you must smell the roses, for you only get to play one round."
Ben Hogan

"Discipline is the bridge between goals and accomplishment."
Jim Rohm

"If you're trying to achieve, there will be roadblocks. I've had them; everybody has had them. But obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it."
Michael Jordan



Flooding of electronics factories in Thailand has caused a major reduction in the world's supply of hard drives. Prices are expected to rise for the next six months.

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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!

Controlling The Daily Barrage of Messages

(Continued from page 1)

3. Keep the message brief. If you can't make a phone call to complete the communications, try not to be too wordy. Avoid phone tag or message tag whenever possible.

4. Once you have read and processed the message, you should file it and not touch it again. If a message has been read and does not need to be retained, you should see if you may delete it. Prior to deleting items, be sure that you do not need to comply with any retention policies or FRCP (Federal Rules of Civil Procedures). This reduces the size of your Inbox, as well.

5. Turn off the e-mail notification feature of your e-Mail application. Having a pop-up pull you away from your focus constantly during the day is a valid reason NOT to use the feature. Instead, dedicate or block out certain times of the day to read and respond to email.

6. Use the subject line in the e-Mail. By giving the reader a hint to the content, you are enabling that person to process e-mail more efficiently, not to mention find important

items faster. Suggest that your colleagues do the same for you.

7. Don't publish your e-mail address on your website. It's way too easy for you to be added to a UCE list if your name is published.

8. Don't respond to every e-mail you get. Not all messages need a reply. If it's a blast, either ignore it or delete it unless you need it.

9. Ask friends not to put you on their joke groups or chain messages. You may want to laugh or know about how to love better, but it is not adding to your day's benefit. You do not want to propagate such messages to them either. Ask them nicely to remove you from those lists, it will help you be more productive.

Remember to be courteous when you write and expect the same from those you correspond with. Forward only when needed.



Have You Purchased a Hard Drive Lately?

Did you know about the extensive flooding in Thailand? It was the worst in 50 years resulting in hundreds of lives lost, over 900,000 people and businesses impacted and hundreds of factories closed. Would you like to know how this affects you? Have you purchased a hard drive lately?

For those in the dark, here's the skinny...floods have hit the industrial areas of Thailand that supply about half of the world's supply of hard drives. The

devastation has been so significant that prices for drives have tripled since mid-July. If you had purchased a drive around July 15, 2011, you would have paid about \$50 for a 1TB (terabyte) SATA drive. That drive today, if you can still find one, would cost about \$149 and the prices are still on the rise! For those looking to buy a new server or having to replace a failed drive, consider yourself

(Continued on page 3)

Green Page: Think Globally, Act Locally

The cost of electricity is a constant battle for most home and business owners. One way that you can reduce your electric bill is by unplugging the electronic devices which use standby power.

Items to look for typically have an external power supply, a remote control, a continuous display (e.g., LED), or charge batteries. Not everyone has the foresight to do this though, so companies that manufacture surge control devices have devised clever ways for you to save. One item is the **APC SurgeArrest Essential Power-Saving Timer Surge Suppressor** (left), this item has six preset time programs that you can use to limit (or allow) power to reach the devices plugged into the provided sockets. Besides arresting surges, this also lets you turn off the devices attached. It can be used for an entertainment center to turn off the TV, DVD player and speakers while you leave the DVR or cable box powered up. Belkin has a similar item, its **Conserve Smart AV Surge suppressor** (center) that has a master plug (no timers to tinker with), so when you have the TV in the master socket and power it off, the DVD, speakers, amplifiers etc. can be powered



off, too! It has two sockets on the end to give constant power. They can be used for your cable box or DVR that you may want to have on all the time. Belkin also sells a **Conserve Socket Power Timer** (right) that is semi-manual and simple to use. Set

the length of time that you want it to provide power for (30 minutes, 3 hours or 6 hours), press the button on the top, when done, it shuts off. This is good for phone chargers, toasters, or other items that typically only need power for a short time, but not necessarily at a specific hour. None of these items are pricey and most will pay for themselves in short order, not to mention that they help the planet. Another easy option is to shut down your power strip by clicking the toggle to "off". For a free power calculator to determine your usage, visit <http://www.srpnet.com/energy/powerwise/savewithsrp/EnergyVampires.aspx>.

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 in an insightful and responsible manner.

Trivial Matters

As an adult, you have responsibilities and a job. You slowly recognize changes in your life creep up on you. How many of these fall into that category?

- ☞ Your house plants are alive, and you can't smoke any of them.
- ☞ You keep more food than beer in the fridge.
- ☞ You hear your favorite song on an elevator.
- ☞ You're the one calling the police because those damn kids next door won't turn down the stereo.
- ☞ Eating a basket of chicken wings at 3 AM would severely upset, rather than settle, your stomach
- ☞ A \$4.00 bottle of wine is no longer "pretty good stuff."
- ☞ "I just can't drink the way I used to," replaces, "I'm never going to drink that much again."
- ☞ You actually eat breakfast food at breakfast time.
- ☞ Dinner and a movie is the whole date instead of the beginning of one.

- ☞ You feed your dog Science Diet instead of McDonalds leftovers.
- ☞ You watch the Weather Channel.
- ☞ You don't know what time Taco Bell closes anymore.
- ☞ Older relatives feel comfortable telling sex jokes around you.
- ☞ Your friends marry and divorce instead of hook up and break up.
- ☞ You no longer drink at home to save money before going to a bar.
- ☞ You know why you make a "V" with your fingers when you say, "Live long and prosper."
- ☞ 6:00 AM is when you get up, not when you go to bed.
- ☞ 90% of the time you spend in front of a computer is for real work.
- ☞ You read this entire list looking desperately for one sign that doesn't apply to you!!!

Flooding in Thailand Affects Worldwide Hard Drive Supply

(Continued from page 2)

notified that this may need to be factored into your plans if you are "in the market" for some drives. Estimates indicate that prices for PCs and laptops have risen by at least 15% over a few months ago. Stores are now limiting buyers to 1 or 2 drives per purchase—scarcity is evident.

Western Digital has temporarily suspended their operations in the affected areas to protect the staff. Factories were "inundated by floodwater," according to their CEO, John Coyne. Seagate reports that its factories were operational; however, the component supply chain was disrupted, so they will be slow to replenish production levels, as well.

In general, the supplies are expected to be affected through the first half of 2012. In a recent con-



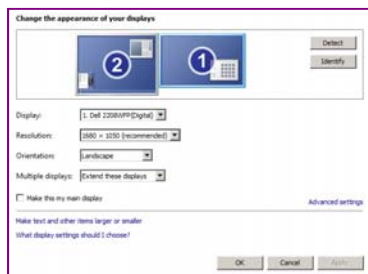
versation with a sales rep at Dell, their supply of 250GB, 1TB and 3TB drives are already diminished with similar short-term expectations for their existing stock of 500GB drives, as well. Many smaller sized hardware vendors have been adversely affected and have already depleted their stock; while the larger distributors anticipate steep drops within the next few weeks of their own supplies causing additional jumps in the rising prices. It is not like a "run" in a bank, but

the potential downside of this event must clearly precipitate a change in the production system. Drive manufacturers need to diversify factory locations. Maybe, now, we will see more work return to the U.S. If not, we can expect to see new locations listed under the country of origin. Hopefully, the recovery will be swift with possible improvements learned from this recent experience.

Quick Tech Productivity Pointers

When you work at your computer, you may be using multiple monitors to enhance your productivity. But, did you know that you can also increase your effective screen real estate by changing your RESOLUTION? If you have a "Hi-Res" screen, you more than likely have the option to make objects on it smaller, thereby giving you more screen visible in a single glance.

How does it work? First of all, right-click the mouse on the desktop (clear space, not on an icon). When you see the context menu, on XP choose **Properties**, on Windows 7, choose **Screen Resolution**. If you are using multiple monitors, click on the **Identify** button to verify which screen you will be modifying. To select an alternate monitor, use the Display drop down menu to find the one you want. Once selected, use the Resolution drop down to change the resolution of the monitor. If you change the resolution, either click on **OK** or



Apply to save the settings. Once applied, you should see an immediate change in the appearance of your screen. Do you see more now? Is it smaller? If it's larger, then you will see less on the screen. Resolution refers to how many pixels (picture elements) fit in a given space (e.g., square inch).

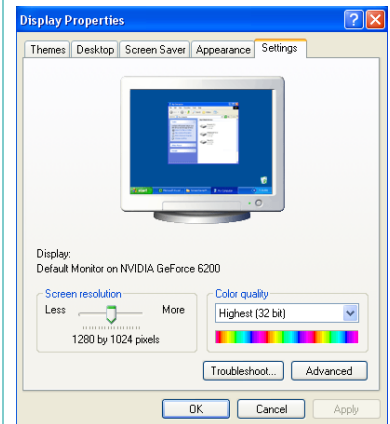
Note that not all resolutions will fit "right" on your screen. Now that there are standard and wide aspect monitors, they will have different resolutions. Before you save a setting, jot down the prior setting to make it easier to reset it in the event you do not like it. The same screen will allow you to set the orientation and if you want the picture spread out over more than one screen. See side panel for XP information.

If you need more help regarding this or another productivity issue, call us at (201) 797-5050. We're dedicated to your success.



Your family bought their first color TV to watch Star Trek on NBC-TV. There you saw new civilizations and space-age tools like the phaser and teleporter as aliens cruised around the galaxy. Your kids are clueless. "Beam me up, Scotty! There's no intelligent life down here."

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.



To change the resolution on XP, go to the Settings tab, then slide the rule labeled "Screen Resolution" to adjust it. As you move it, the image in the demo screen will reflect the display once the settings have been applied. Once satisfied with the changes, click on **Apply** or **OK** to save them.

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

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

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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.

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

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



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November 2011

The Lighter Side...

Down South

A guy walks into a bar down in Alabama and orders a Grape Nehi. Surprised, the bartender looks around and says "You ain't from around here... where you from, boy?". The guy says, "I'm from Pennsylvania." The bartender asks, "What do you do up in Pennsylvania?" The guy responds, "I'm a taxidermist." The bartender asks, "A taxidermist... what the hell is a taxidermist?" The guy says, "I mount dead animals." The bartender smiles and shouts to the whole bar, "It's OK boys, he's one of us."

Dumb Barber

A guy sticks his head into a barber shop and asks "Hey, Buddy! how long before I can get a haircut?" The barber looks around the shop and says "about 2 hours," and the guy leaves. A few days later the same guy sticks his head in the door and asks, "How long before I can get a haircut?" Again, the barber looks around at a shop full of customers and says "about 2 hours." The guy leaves. A week later, the same guy sticks his head in the shop and asks, "How long before I can get a haircut?" The barber looks around the shop and says, "About an hour and a half". The guy leaves. The barber looks over at a friend in the shop and says, "Hey, Joey, I'll give you a free cut if you follow that guy and see where he goes." In a little while, Joey comes back into the shop laughing hysterically. The barber says, "this must be good, where did he go when he left

here?" Joey says, "To your house!"

The Old Man

An elderly man in Louisiana had owned a large farm for several years. He had a large pond in the back. It was properly shaped for swimming, so he fixed it up nice with picnic tables, horseshoe courts, and some apple and peach trees.

One evening, the old farmer decided to go down to the pond, as he hadn't been there for a while, and look it over. He grabbed a five-gallon bucket to bring back some fruit. As he neared the pond, he heard voices shouting and laughing with glee. As he came closer, he saw it was a bunch of young women skinny-dipping in his pond.

He made the women aware of his presence and they all went to the deep end. One of the women shouted to him, "We're not coming out until you leave!"

The old man frowned, "I didn't come down here to watch you ladies swim naked or make you get out of the pond naked." Holding up the bucket, he said, "I'm here to feed the alligator..."

Moral: Some old men can still think fast on their feet.

A Walking Economy

This guy is walking with his friend, who happens to be a psychologist. He says to this friend, "I'm a walking economy." The friend asks, "How so?" "My hair line is in recession, my stomach is a victim of inflation, and both of these together are putting me into a deep depression!"