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This Newsletter is Published by



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# The Tech Insider

## A Simple Document To Keep Your Business From Disaster

Did you ever stop think about how your business' data is vital to its ability to remain stable? Where do you think the weakest point is in your company's IT security? Did you ever consider that your end users may your weakest link?

**It's true.** You can set up a firewall, install encryption software, load anti-virus and anti-malware protection until you are blue in the face. **You know what?** The employee that can't remember his/her password and writes it with the username on a Post-It® note, then pastes it to a the monitor will bring you down.

Most security breaches are the result of human error—the installation of viruses and spyware, deletion of data, even the e-mailing of confidential information may

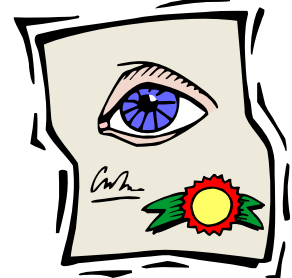
be the result of **PEBCAK** (*Problem Exists Between Chair And Keyboard*).

So, how do you prevent this from happening and protect your business? Try an Acceptable Use Policy (a.k.a., "AUP"). An AUP opens the door for the company to establish grounds by which it may introduce education, while affording it the possibility of enforcing its rules and disciplining those that fail to comply. By informing your employees about what IS and IS NOT allowed on the network, you establish a clearer understanding of how they are to carry out their daily chores. You can convey to them that it is NOT OK to disable the antivirus when they want to visit a questionable website.

The question remains, how do you actually get them to adhere to your policies?

☆ **KEEP IT SIMPLE.** A long and confusing policy that looks like a legal document will be about as well read as the instruction manual to

*(Continued on page 2)*



It may seem like "Big Brother is Watching", but an Acceptable Use Policy could keep your business away from costly litigation and potential embarrassment leading to expensive losses.

## Is it Legal to Monitor Your Employees' Computers?

Courts have ruled that an employer's monitoring of its employees' e-mails and other computer related activities during work hours and/or on company-owned equipment, Internet, and e-mail accounts is not illegal.

Companies typically monitor employees' online usage for the following reasons:

- ① To avoid claims based on sexual, racial, ethnic, and other forms of harassment.
- ① To protect against an employee sending or posting confidential information.
- ① To reduce exposure to intellectual



property infringement claims.

- ① To decrease the likelihood that an embarrassing message attributed to the employer will be sent.
- ① To guard against computer viruses.

- ① To improve productivity.

We recommend that you create an AUP (**Acceptable Use Policy**—see article above) that outlines what is and isn't acceptable use of electronic media and communications.

## Quotations

*"Do the right thing. It will gratify some people and astonish the rest."*  
**Mark Twain**

*"If you don't get everything you want, think of the things you don't get that you don't want."*  
**Oscar Wilde**

*"I'd call him a sadistic, hippophilic necrophile, but that would be beating a dead horse."*  
**Woody Allen**

*"If life was fair, Elvis would be alive and all the impersonators would be dead."*  
**Johnny Carson**

*"Make your optimism come true."*  
**Unknown**

**"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!**



Some people connect on Facebook to get back in touch with old friends. However, some of those that they reconnect with may be "old flames." Online, the flames may rekindle and the romances begin anew. As a safeguard, couples may wish to share passwords to help maintain a healthy check on their partner's online communications.

## Introducing an Acceptable Use Policy (AUP)

(Continued from page 1)

your photocopier. Make the policies clear and easy to read. Provide examples and give screen shots if needed.

☆**PROVIDE TRAINING.** If you send everyone the AUP by e-mail, don't be surprised if it doesn't get read. The employee may simply sign the form and be ignorant to its content. Instead, require a training session of 15 to 20 minutes in order to explain the agreement. At worst, the employees may learn a thing or two.

☆**KEEP THEM UPDATED.** Make sure to update your users to keep them *fresh* on your policies and to educate them about new threats.

☆**EXPLAIN THE CONSEQUENCES OF *NOT* FOLLOWING THE POLICY.** You should explain both the negative effects to the business as well as the disciplinary actions that will be taken if they refuse to abide by the policy. Occasional violators should be warned and habitual violators should be disciplined.

☆**MONITOR THEIR BEHAVIOR.** The best policy in the world won't work if it's not enforced. There are many tools on the market that can do this for you automatically.

For more information on an **Acceptable Use Policy**, feel free to contact us (and then consult with your attorney) to get started.



## Are you addicted to Facebook?

Jim had always been fond of using the chat features in AIM and ICQ, but now he had found a new obsession that would change his life—Facebook.

It all started innocently enough.... First, Jim received an invitation from an old school days friend, Mary. She wanted to let him know that there was a photo of him from his elementary school days online—he should take a look at it because he was "tagged."

Jim joined Facebook to visit the tagged picture. Then he noticed that he was online with a number of other acquaintances from "the old days," so he decided to "friend" them. Early on, he was invited to "friend" with others. Soon, his network began to grow. He would occasionally "poke" at some of his new "friends" and began to feel a part of the community. Jim was "connected".

Before long, Jim was hooked. He felt as if he were getting a fix of adrenaline every time he was tagged or poked by one of his "friends." He needed to have that level of acknowledgement every day in order to continue. He was inviting people just so he could see them accept his invitation.

When he started with it, he thought that it was fun. Here he was reconnecting with people that he remembered—some fondly, some not so much, but each friend brought back his recollections of the good times that he wanted to relive.

The need for affirmation, the recognition that he experienced by receiving a response became his compulsion. He needed to stay connected. His family, although living in the same house, was seeing less of his involvement. His daughter

needed help with her homework, but he did not want to help her for fear that he would miss a reply from a new "friend."

Doctors observe that this social networking has transformed into a social dysfunction. Currently, there are no statistics on the long term effects of Facebook; however, more and more marriage and family therapists are seeing the results of the online visitors in their offices.

Some of the casualties have been layoffs and divorce. The divorces may occur as a result of the distance growing between partners or old flames from the past being rekindled.

Facebook for some has been a healthy experience, while others have grown too dependent upon what it offers: fame, flirting, friends and fantasy. A therapist in North Carolina, Paula Pile, has compiled a "*Facebook Compulsion Inventory*" to help people determine whether they may need intervention to get them back to a productive and healthy lifestyle. Some people find themselves spending up to 20 hours per week online in Facebook.

Indications of a "Facebook addiction" may include: Losing Sleep, Spending Excessive time on Facebook (more than an hour per day?), You find yourself ignoring work or getting off of Facebook gives you the sweats from becoming anxious.

A blogger, Sarah Browne, has even come up with "*Seven Signs You May Be Ready for a Social Media Detox.*"

To view these items and other links related to the topic, please visit <http://www.cnn.com/2009/HEALTH/04/23/ep.facebook.addict/index.html>.

**Here's to your health!!**

## Thoughts to Ponder...

A Native American and his friend were in downtown New York City, walking near Times Square in Manhattan. It was during the lunch hour and the streets were filled with people. Cars were honking their horns, taxicabs were squealing around corners, sirens were wailing, and the sounds of the city were almost deafening. Suddenly, the Native American said, "I hear a cricket." His friend said, "What? You must be crazy. You couldn't possibly hear a cricket in all of this noise!" No, I'm sure of it," the Native American said, "I heard a cricket." "That's crazy," said the friend. The Native American listened carefully for a moment, and then walked across the street to a big cement planter where some shrubs were growing. He looked into the bushes, beneath the

branches, and sure enough, he located a small cricket. His friend was utterly amazed. "That's incredible," said his friend. "You must have super-human ears!" "No," said the Native American, "My ears are no different from yours. It all depends on what you're listening for." "But that can't be," said the friend. "I could never hear a cricket in this noise." He reached into his pocket, pulled out a few coins, and discreetly dropped them on the sidewalk. And then, with the noise of the crowded street still blaring in their ears, they noticed every head within twenty feet turn, and look to see if the money that tinkled on the pavement was theirs. "See what I mean," asked the Native American. "It all depends on what's important to you."



Just as a mother's ears are tuned to the cry of her child... What will you sense above the din of the daily rush and commotion? Can you identify a diamond in the rough?

## Client of the Month—The Metropolitan Laser Vein Institute



John A. Chuback, MD, FACS, FCCP  
Ned K. Majid, MD, FACS—Owners,  
Metropolitan Laser Vein Institute

This month, we are proud to feature the **Metropolitan Laser Vein Institute** of Ridgewood, NJ. The practice specializes in the treatment of vein disorders. The doctors use state-of-the-art laser techniques to cure painful and unsightly varicose and spider veins. The Institute has been a client since 2006.

We spoke with Diane Chuback, the practice administrator and asked her *What is the biggest reason you've been using us? "Your services are excellent. We've always*

*appreciated your timely response to our computer dilemmas. The day-to-day monitoring*

*you've done for us has also helped us to avoid certain problems. We truly feel that you understand and care about our business."*

*Working with us, what has been the biggest benefit experienced in your business? "Excellent service. You've always been right there. Our services have never had to be put on hold because there is always somebody from your office that can attend to our problem right away. That is most important since being shut down for even a few hours is most difficult—it slows everything down. We appreciate this the most."*

If you or a friend want more information, please visit them at [www.njcosmeticveincenter.com](http://www.njcosmeticveincenter.com). Their offices also offer a balance of both medical and cosmetic approaches to keep you looking and feeling your best.

Next month, we will introduce you to another of our *Clients of the Month*. If your company would like to be considered as a candidate for *Client of the Month*, drop me a line at [fred@tech4now.com](mailto:fred@tech4now.com).

## Quick Tech Productivity Pointers

Feedback for this column has been so high, that we felt the need to make it a regular feature in the newsletter. Thanks for the wonderful response. Most of the shortcuts are shared by the Microsoft Office applications and other programs (for consistency). If you question a command, try it on a non-production document or one that has been saved—as the old adage goes: "Measure twice, cut once."

**Reverse an action by pressing the ALT+BackSpace key.** This is the same as the **UNDO** function within most programs.

**If you want to close a file without closing the program,** depress the **Control (CTRL)** key, and depress the **F4** function key. This will allow you to close the file without having to restart the program. If you wish to close the program, use the **ALT+F4** combination.

**If you want to repeat a prior step,** press the **F4** function key by itself. That will have the application apply the last collection of keystrokes used. This may apply to formatting or pasting items in your documents.

Last, but not least, to format your words, either highlight or place the cursor in the word, press the **CTRL** key and one of the following for the format method: **B** for **Bold**, **I** for **Italic**, **U** for **Underline**. To clear the formatting, press **CTRL+SpaceBar**. If you don't like the result, refer to the first option in this article.

For a full display of all keyboard shortcuts, press the **F1** (Help) key in *Word* or *Excel*, then type *keyboard shortcuts* in the search box. You will be amazed at how much more productive you will become with just a few helpful keystrokes.

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 learn to work the keyboard with shortcuts, your skills as a virtuoso will transform the keyboard into a true instrument of function and delight.

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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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**“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**



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## The Lighter Side...

### An Innocent Question...

A salesman goes up to a house and knocks on the front door. It's opened by a little ten year-old boy who has a lit cigar in one hand, a glass of whiskey in the other, and a Penthouse magazine tucked under his arm.

Salesman: "Hello son. Is your mom or dad home?" To which the little boy responded: "What the heck do you think?"

### On Second Thought...

A young lady stops by her grandmother's house on the way to a dance. She wants to introduce her boyfriend to her granny. As they are chatting, the boyfriend spies some peanuts on the coffee table. He begins munching on them as they converse. After about an hour, they are getting ready to leave and he thanks the grandmother for her hospitality and especially for the peanuts. "Oh, you're welcome young man," she says. "I appreciate you finishing them up. Ever since I lost my dentures, I can only suck the chocolate off of them."

### Three Wishes

A woman was cleaning her attic with her cat

by her side for company. Amongst the boxes and old papers, she found a little lamp. She picked it up and was wiping it off with her apron, when "POOF!" out popped a genie. "I will grant you three wishes," proclaimed the genie. The woman thought for a moment and said, "I wish I were the most beautiful 20 year old woman in the world; I wish I had more money than I knew what to do with; I wish you would turn my cat into the most handsome prince around." The genie nodded and after a huge cloud of dust cleared, the genie was gone and so was the lamp. The woman looked at herself and she was certainly beautiful. She was surrounded with scads of money in large bills. She flung an armful in the air and watched it flutter down around her. She giggled with delight at the mountains of cash. Then she turned to look where her adoring cat once stood. There, in the feline's place, stood a tall, dark, handsome man with chiseled features, a washboard stomach, broad shoulders, and a soccer player's tush. She walked over to him. He put his arms around her, brushed his hand upon her cheek, looked deeply into her eyes and whispered softly, "Now, aren't you sorry that you had me neutered?"