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Volume 12, Issue 1

January 2020

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**Fred Holzager,  
IT Director  
Holzsager Technology Services  
and  
Publisher of  
*The Tech Insider***

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#### Snapple Real Fact # 64

Strawberries contain more vitamin C than oranges.

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# The Tech Insider

**TWENTY  
Happy  
TWENTY**

“Insightful Tips To Make Your Business Run Faster, Easier and Be More Profitable”

## Top Strategies I Learned To Fight Off Complacency And Get Out Of My Comfort Zone

Jesse Itzler is a man of many talents. He spoke at a recent conference this past fall and brought a lot of great business insight with him. Itzler got his start as a rapper in the early '90s. He worked with artists including Tone Lōc, wrote a song that made it to the Billboard Hot 100 (“Shake It Like A White Girl”) and wrote and sang the New York Knicks theme song, “Go NY Go.” He then went on to write the theme songs for over 50 other professional sports teams.

But it turned out that as much as he loved the music business, it wasn’t his true passion. Itzler was an entrepreneur at heart. He had a lot of ideas he wanted to turn into reality. One of those ideas stemmed from his short music career. In 1996, he founded Alphabet City Sports Records with a friend. The business served pro sports teams and remixed songs for their use. In 1998, Itzler and his friend sold the company.



Then in 2001, Itzler moved on to his next major venture: Marquis Jet. This company would quickly become one of the biggest and best-known private jet companies ever. They offered prepaid access to private jets, and it became wildly popular. In fact, in 2009, Warren Buffett’s Berkshire Hathaway bought Marquis Jet (Berkshire Hathaway is also the parent company of NetJets, which offers fractional ownership in private jets).

Itzler didn’t stop there. He founded 100

*(Continued on page 2)*



### “We Love Referrals” 2020 Offer

**Keeping with the spirit of helping others, if you refer a business to us and they become our customer, we will donate \$100 to your favorite charity.**

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**For more information, please see our website at [www.tech4now.com/we-love-referrals](http://www.tech4now.com/we-love-referrals), contact us by phone at 201-797-5050 or email us at [info@tech4now.com](mailto:info@tech4now.com).**



## Quotations

*"What we fear of doing most is usually what we most need to do."*

**Henry David Thoreau**

*"Keep your eyes on the stars and your feet on the ground."*

**Theodore Roosevelt**

*"The future depends on what you do today."*

**Mahatma Gandhi**

*"A day without laughter is a day wasted."*

**Charlie Chaplin**

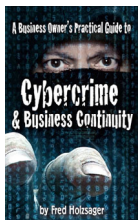
*"The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle."*

**Steve Jobs**

*"Stay away from negative people. They have a problem for every solution."*

**Albert Einstein**

## Read Fred's Book!



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## Avoiding Complacency

*(Continued from page 1)*

Mile Group, a brand incubator. He partnered with ZICO Coconut Water, which exploded in popularity and was acquired by Coca-Cola. And to top it all off, he lived with a former Navy SEAL and wrote a book about the experience: *Living With A SEAL: 31 Days Training With The Toughest Man On The Planet*. All these accomplishments only scratch the surface of Itzler's professional life.

**"... he knew that if he wanted to be successful, he had to push himself."**

Itzler accomplished all of this over the last 30 years because he wasn't complacent. He routinely pushed himself out of his comfort zone and made choices to get to the next level. It's not an easy thing to do, but he knew that if he wanted to be successful, he had to push himself. It's something we all have to do.

One major piece of advice he offered to the Producers Club crowd was to differentiate. He used a great analogy: "Your brownies have to be different from all of the other brownies on the market." This was in reference to a brownie business he worked on in college. You must ask yourself how you're going to stand out in the market, because chances are there's

another guy out there offering the same thing you are. You have to set yourself apart. This is why Itzler got out of the rap game and started producing music for sports teams – he set himself apart.

Another strategy to fight complacency that he recommends is this: You need to put yourself in a position where luck will find you. You have to put yourself out there. Early in his career, Itzler was cold-calling all the way to the top. He'd cold-call CEOs to get their attention when he was working on his music career. Later, when he was running Marquis Jet, he was getting himself in front of celebrities like Matt Damon and Ben Affleck. He took major risks getting his name and company in front of influential people, but by being willing to take those risks, luck, as he put it, found him.

Another of his strategies that really stood out to me was when you have momentum, you have to double down and "hit the gas." For instance, when you accomplish a goal, go after even bigger goals. Complacency is what happens when you don't hit the gas. On top of that, you can't negotiate your goals and change them because you don't want to put the effort into doubling down. It's okay if how you get to the goal changes, but the final goal shouldn't change. After all, you set goals for a reason – you do want to push yourself; you just have to put in the effort.

## Top Strategies For Leading Your Company Through Rapid Change

**Technologies change and businesses change.** Sometimes they happen faster than we'd like – and faster than we can adapt. It can be stressful. But there are strategies you can implement with your team in those moments when things start to move at a breakneck pace.

**Keep everyone in the loop.** When change hits, stress levels can go through the roof. This stress can be tempered when you keep everyone in the loop. Everyone needs to know what is going on, and they also need to know that their feedback is being heard.

**Define the future.** As things change around you, one of the best things you can do is define your vision of the future. You need to know where you're going and how changes, in whatever form they take, are going to affect you and the business. What is your purpose?

**Facilitate learning.** This is crucial, especially as you introduce new technologies, systems or processes into the mix. You don't want to leave anyone behind. You want to make sure everyone has everything they need to come up to speed. Management needs to fully support their team.  
*Inc., 10/16/2019.*

## Trivial Matters

Here are some New Year's trivia points to share with your fellow party-goers if things get slow before midnight.

- ❏ According to the National Crime Bureau, more vehicles are stolen on New Year's Day than on any other holiday throughout the year (NYE is in 6th place).
- ❏ The Time Square New Year's Eve Ball was the result of a ban on fireworks. It started in 1907 as an iron and wood ball with 100 25-watt bulbs weighing around 700 pounds. Today, it is comprised of 2,688 Waterford crystals and weighs just shy of 6 tons. In 1942-43, it did not drop due to WWII light restrictions. About One million attend NYE in Time Square.
- ❏ In Italy, red underwear is worn as a symbol of good luck for the new year.
- ❏ 24% of Americans stay home for NYE and 12% are asleep before midnight.

- ❏ On Jan. 1, 1788, the Pennsylvania Quakers emancipated their slaves.
- ❏ The top three NYE destinations in the US are Las Vegas, Disney World and NYC.
- ❏ On 1/1/1945, Emperor Hirohito announced that he was not a god.
- ❏ 1/1/1971, cigarette commercials were banned from U.S. television.
- ❏ In general, 40-45% of American adults make a resolution. The top resolutions are to lose weight, exercise, quit smoking or manage their money better. By the second week of January, 25% have abandoned their resolutions, 80% fail by February.
- ❏ Food and superstition play a part, too! People avoid foods that move backwards (lobster) to prevent a reversal of fortune. Instead, people eat 365 Black Eyed Peas for the upcoming year's prosperity.

## Quick Tech Productivity Pointers



### Save on electricity with these PC Tips!

When it comes to saving energy, every little bit goes a long way. The more energy-efficient your PC habits, the more money you save. In fact, activating your PC's power-saving features can save you up to \$50/year. And if you want to increase your savings even more, take note of the following tips.

#### 1. Disconnect your external devices

Devices that connect to your PC such as printers, headphones, and webcams consume power, too. That's why you should disconnect or remove these devices from your PC when you are not using them.

#### 2. Use a smart strip, especially for computers you cannot turn off

A smart strip is a series of several electrical outlets in one strip, with circuits to monitor and maximize your gadgets' power consumption. It can electronically unplug any device so that they stop drawing current, and you save energy. By connecting your PC and peripherals like printers and scanners to the smart strip, you don't need to unplug your equipment when you're not using them.

#### 3. Adjust your energy settings

You can also consume less energy by adjust-

ing your PC's power settings. For example, you can make sure your hard drive and monitor go into sleep mode when they're left idle for a few minutes. You can further save electricity by lowering your screen's brightness. *(If it is monitored, don't put hard drive to sleep, it won't be monitored or updated.)*

#### 4. Use a charger only when charging your laptop

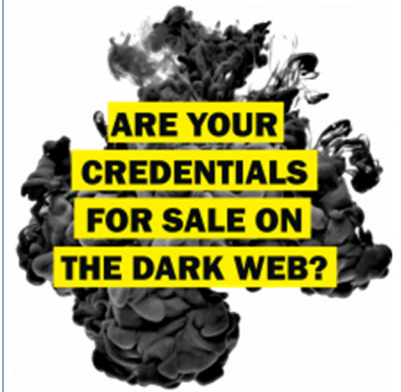
When we charge our laptops, it's easy to just leave them there and forget about them. This overcharging eventually degrades the battery. Meanwhile, leaving the charger plugged in — even if it's not connected to your computer — also consumes standby power. To save energy, either use a wall outlet with a timer, or plug your charger on a smart strip.

#### 5. Choose an Energy Star-compliant PC

Energy Star is the US Environmental Protection Agency's (EPA) symbol for energy efficiency. Every product that earns the Energy Star symbol is guaranteed to deliver both quality performance and energy savings. The more stars a product has, the more energy-efficient it is. Studies have shown that a single Energy Star-compliant computer and monitor can save between \$7 and \$52 per year in electricity bills.

These tips should help you develop energy-conservation habits and make smart choices in hardware. If you need assistance in choosing the best hardware for your specific needs, give us a call. We'll be glad to help.

—Published with permission from TechAdvisory.org.



Find Out  
with a Complimentary  
Dark Web Scan

### Did you know...?

- Cyber-attacks have continued to grow in cost, size, and impact—causing 60% of SMBs to go out of business within 6 months of a cyber incident.
- Over 80% of data breaches leverage stolen passwords as the principal attack vector—often acquired on the Dark Web.
- Far too often, companies that have had their credentials compromised and sold on the Dark Web don't know it until they have been informed by law enforcement—but then, it's too late.
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*"Just a note to say how painless you made the change from Windows 7 to 10 for my office. I didn't have to learn any new tricks and it's faster by far. Many thanks for your expertise."*

—Anne B. Horst, Kando Service Agency, Inc.

January 2020

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### Four legs

A wife comes home late one night and quietly opens the door to her bedroom. From under the blanket, she sees four legs instead of just her husband's two. She reaches for a baseball bat and starts hitting the blanket as hard as she can. Once she's done, she goes to the kitchen to have a drink. As she enters, she sees her husband there, reading a magazine. He says, "Hi darling, your parents have come to visit us, so I let them stay in our bedroom. Did you say hello?"

### Bad Shoulder

A guy goes to see the doctor for his aching shoulder problem. The doctor said, "Okay, it is a bit inflamed. What I want you to do is put a bag of frozen peas on it, on and off for a week."

"The peas will work?" the guy asked.

The doctor replies, "Yes, just give peas a chance."

### What a man!

A seventy-six-year-old man married a woman less than half his age and took her off on honeymoon to the Caribbean. When he returned home, his sister asked him how it had gone.

"Oh, it was wonderful," he said, "We made love almost every night."

"That's quite a feat at your age," said the sister.

"Yes," he continued. "Almost Monday, almost Tuesday, almost Wednesday..."

### At the Pearly Gates...

Recently a teacher, a garbage collector, and a lawyer wound up together at the Pearly Gates. St. Peter informed them that in order to get into Heaven, they would each have to answer one question. St. Peter addressed the teacher and asked, "What was the name of the ship that crashed into the iceberg? They just made a movie about it."

The teacher answered quickly, "That would be the Titanic." St. Peter let him through the gate. St. Peter turned to the garbage man and, figuring Heaven didn't REALLY need all the odors that this guy would bring with him, decided to make the question a little harder: "How many people died on the ship?" Fortunately for him, the trash man had just seen the movie and answered, "about 1,500." "That's right! You may enter." St. Peter then turned to the lawyer. "Name them."

### Read Me a Story

A little girl asked her father, "Daddy? Do all Fairy Tales begin with Once Upon A Time?" He replied, "No, there is a whole series of Fairy Tales that begin with 'If Elected I promise...'"