

“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”

- David Streit, *Stephill Associates*

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A HAPPY  
NEW YEAR

# Stephill Associates, LLC

"Helping You Over The Hills of Technology!"

## Technology Times

### Client Snapshot: Rollman & Shapiro, D.D.S.



### “I Love Going to the Dentist!”

I look for excuses to visit my friends at Rollman & Shapiro, a dental practice in East Brunswick, N.J. Pictured above clockwise are Joe Shapiro, Amarilis Cruz, Sandra Johnson, Eileen Carney, Joann Cirillo, and Rick Rollman.

I don’t actually have to make excuses to visit. They call me frequently to stop in and solve interesting computer problems! Recently, their office PC ceased talking to the server PC at reception where the practice management database resides. We always joke the problem is likely Rick’s fault, but this time, he was innocent! (I can’t divulge for reasons of confidentiality that Joe did the upgrade ... WHOOPS!)

Seriously, often network interruptions can be traced to security software problems. I had to adjust the software firewall trust settings and add the practice management programs to the antivirus scan exclusion list.

Lesson to be learned: If a problem surfaces after a change in your systems, investigate that change as the source of the problem.

## The Easiest, Fastest and Safest Way to Reliably Backup all of Your Important Information

Never Worry About Losing Critical Data Again.

**Stephill Online Backup** is an automated data backup and restoration system providing powerful tools to protect your organization's data. Unlike traditional data protection tools, **Stephill Online Backup** does not require any human assistance beyond the initial installation and setup. There is no media to install, remove, protect, or replace. **Stephill Online Backup** is highly secure and only you have access to your information and data. We call it, eSafe, eSimple, and eSecure!

Try our FREE, no obligation 30 day unlimited storage trial at:  
<http://www.stephillassociates.com/backupportal>

## Happy New Year to you and yours!

The new year has come and with it new plans and hopes for 2009. May it be a year of discovery and success for our organization, for you and for your family. You deserve the best that life can bring.

Thank you for your help and good work in 2008 and thank you in advance for your contributions in 2009. Your work will help to make our organization successful.



## Best Practices Backup Methods

When I meet a prospective client, I review their backup methods. I still occasionally find someone not backing up at all, or they \*think\* they have a working backup method that I find doesn't work. The way some people learn the need to backup is when they lose their important data. Don't let this happen to you.




The table below lists current backup media and methods I recommend. Combine media and methods to put together a comprehensive backup strategy for your data AND programs.

Copy files to flash drives as needed. If you're copying lots of folders and files regularly, try software to synchronize (make identical) source and destination folders. I like Goodsync Pro, \$30, [www.goodsync.com](http://www.goodsync.com).

Use an imaging program to make exact copies of your hard drive to the external USB hard drives shown below so you can restore your computer to a state exactly as it was at the time the image was made. I use Shadow-Protect Desktop Edition 3.3 (\$80) because it's the fastest imaging program available. Less expensive imaging programs include Acronis True Image 2009 (\$30) and Norton Ghost 14 (\$30).

In addition to the methods above to do local backups, sign up for an online backup service to ensure you have off-site backups. Stephill offers a managed online backup service ([www.stephillassociates.com/backupportal](http://www.stephillassociates.com/backupportal)) where we set up your backups, monitor them, and assist with restores as part of the monthly fee. Try Mozy ([www.mozyhome.com](http://www.mozyhome.com)) to back up less than 2 GB of data FOR FREE.

### Backup Media and Methods

Method	Capacity	Cost	Data/Programs
<b>USB flash drives (Sandisk, Kensington, PNY, etc.)</b> 	1 GB—16 GB	\$10 — \$70	Data—convenient to transport and transfer files between computers
<b>USB external portable hard drives (Western Digital Passport, Seagate, etc.)</b> 	250 GB—500 GB	\$80 — \$150	Data/Programs—high capacity suitable in a small package suitable for transport and for imaging entire internal hard drives
<b>USB external hard drives (same)</b> 	250 GB — 1 TB	\$80 — \$180	Data/Programs—All of the above, plus capacity to store multiple hard drive images

Check out Picasa 3, my favorite FREE photo management software from Google—<http://picasa.google.com>

**From The Minds of Babes**  
On a cold Sunday morning, the congregation was filing into the early Mass. Father Tom noticed little Peter standing in the foyer of the church staring up at a large plaque. It was covered with names draped on either side by small American flags.

The six-year old had been staring at the plaque for some time, so the priest walked up, stood beside the little boy, and said quietly, 'Hello, Peter.'

'Hello, Father Tom,' he replied, still focused on the plaque. 'Father Tom, what is this?' he said, pointing to the plaque.

The good Priest looked directly into Peter's eyes and with all the comfort and compassion his voice could muster explained, 'Well son, it's a memorial to all the young men and women who died in the service.'

Soberly, they just stood together, staring at the large plaque. Finally, little Peter, in a voice barely audible and trembling with fear stated, "Was it the early service or the late service?"

#### **Did You Know...**

A typical computer chip without a heat sink gets as hot as 370 degrees. Keep those vents clean and the fans running!

If you opened the case of the original Macintosh, you would find 47 signatures, one for each of Apple's Macintosh division as of 1982.

The first computer company to register for a domain name was Digital Equipment Corporation.

The QWERTY keyboard layout used today is more than 129 years old.

## **“Would You Like A \$20 Starbucks Gift Card?”**

*Take my monthly Trivia Challenge and you could win!*

**What did the inventors of the original CD use to determine its size?**

- a) The radius of a 1 lb. coffee can lid
- b) 5/8ths the size of a 45 record
- c) Capacity to Store 1.5 MB of information
- d) The ability to hold Beethoven's 9<sup>th</sup> Symphony at any tempo

*Call me right now with your answers! <<732-682-8540>>*

## **The Story of The Starfish Thrower...**

A man was walking along the beach early one morning when he noticed a young boy who appeared to be picking something up off the shoreline and throwing it out into the sea. As the man got closer to the boy he saw that the objects were starfish, and that the beach was covered with hundreds of them that had washed up on shore the night before.

The man watched the boy for a few minutes and then decided to approach him. "Why in the world are you out here so early in the morning throwing starfish into the water?" he asked.

"If these starfish stay where they are when the mid-day sun comes up, they will die. I come here every morning to throw them back into the sea so they can live," he replied as he continued his work.

"But that is ridiculous!" said the man, "Look around you. There are thousands of miles of beach and millions of starfish. The sun will be up within an hour. And tomorrow morning they will all wash back up again. How can you believe that what you are doing could possibly make a difference?"

The young boy picked up another starfish, paused thoughtfully, and remarked as he tossed it out into the waves, "It makes a difference to this one."

While we know we can't save all the people in our area from the challenges, problems, and perils of running and growing a business, we take great pride in knowing that in our own small way, we are the starfish throwers, making our own small contribution to their success.

This new year, we want to thank you for the trust and confidence you have shown in us over the years. Whether you are a soon-to-be new customer or long-term client, we truly appreciate your business and look forward to serving you in the new year! - **David Streit, Principal, Stephill Associates**

*The Lighter Side...*

## On Free Advice...

A doctor and a lawyer were talking at a New Year's party. Their conversation was constantly interrupted by people describing their ailments and asking the doctor for free medical advice.

The exasperated doctor asked the lawyer, "What do you do to stop people from asking you for legal advice when you're out of the office?"

"I give it to them," replied the lawyer, "and then I send them a bill."

The doctor was shocked, but agreed to try it. The next day, still feeling slightly guilty, the doctor prepared the bills.

When he went to place them in his mailbox, he found a bill from the lawyer.

## Old Goats

A tourist bus stopped at an English cheese farm. The guide explained the process and showed the tourists a beautiful hillside where goats were grazing.

She explained that these were older goats put out to pasture when they no longer produce. Then she asked the tourists what Americans did with their older goats. A spry old gentleman answered, "They send us on bus tours!"

## We Want Your Input!

Do you have an idea to make this newsletter better? Would you like to submit a story, article or trivia? We'd love to hear from you!

**Stephill Associates, LLC**  
*"Helping You Over The Hills of Technology!"*

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# YouTube Isn't Just For Silly Teenagers Anymore

YouTube is a phenomenon like no other with more than 3 billion videos viewed on the site in January 2008\*, covering virtually every topic under the sun. Imagine the impact to your business if you could capture even a tiny fraction of those eyeballs.

YouTube's popularity has been fueled by its low barrier to entry including free video uploads and no need for high-end production. You can produce low resolution videos using simple camcorders and PC-based editing equipment with standout videos costing less than \$1000.

Even though it's easy to produce videos for use on YouTube, finding a good concept and reaching the appropriate subset of customers is tougher.

The videos that rate the highest provide education, entertainment, or valuable information. You can get those eyeballs for your business if you can provide one or more of those qualities.

Businesses are using YouTube for product advertising (using demos and highlighting benefits), product promotions (including price reductions or bonus goods), as well as product support (addressing common issues at the customer's convenience).

There is also a growing trend to use YouTube in providing business support services such as recruiting, employee training, and general company communications.

As a business owner, YouTube offers you both value and opportunity. It's like no other media because it costs so little but can allow you to reach millions -- 24 hours a day. With the right investment in messaging and creativity, your ROI could be infinite.

\*Source: comscore.com

## Using the Flip Video

I use the Flip Video Camcorder (\$100 on Amazon.com) to record client testimonials for my website and in my marketing materials.

The USB connector (shown) on the device lets you plug it into a computer to transfer the recordings. They will play on Windows Media Player and other popular media player.

It's a fun device to use, and the video quality is astonishingly good. You can record videos as long as an hour.



*If you have a cat or dog, your computer could be subject to overheating from animal hair sucked in by the cooling fan.*