



“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*

May 2009  
Manalapan, NJ

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“With this approach, we just cut to the chase.”

# Stephill Associates, LLC

*"Helping You Over The Hills of Technology!"*

## Technology Times

**Client Snapshot: The Campbell Organization, Red Bank, NJ**

### “Building a Foundation ...”



Dave Campbell (above right, pictured with his analyst Pat Rogers) is the President of The Campbell Organization (TCO) in Red Bank, NJ. TCO is a fee-only investment advisory financial planning firm registered with the Securities and Exchange Commission. TCO specializes in conservative investment programs built around no-load mutual funds and exchange traded funds. Dave and his father Bob founded the firm 20 years ago, building their client roster one relationship at a time. Stephill began working with TCO more than five years ago. I am saddened to share with you that Bob recently passed. We will miss his warmth and sense of humor, and we share our condolences with Dave for his loss.

I continue to enjoy working with Dave and his colleague Pat. They provide service to clients I emulate; personal attention, accessibility, and understanding of client needs. (When I visit, Dave always treats me to a foot-long hot dog with mustard and sauerkraut from The Windmill, a nearby eatery.)

We have done many projects with TCO over the years. We did a same-day successful emergency server rebuild with data recovery, implemented a virtual private network connection so Dave could connect to the office securely from home, and we recently installed a wireless print server to enable an isolated workgroup printer to be accessible by all PCs.

## Golden Rules of E-Mail

(Reprinted from PC Magazine, first in a series)

1. **Beware of hoaxes**—don't forward warnings of viruses
2. **Don't perpetuate pointlessness**—chain letters and your sense of humor others might not share
3. **Get a permanent address**—not with your ISP which can change. Use GMail or create your own domain and associated addresses
4. **Consolidate addresses**—Keep work and personal, drop the others
5. **Don't hand out your address like candy**—to avoid generating spam. Create temporary addresses for order forms, etc.
6. **Do not use "Reply All" blindly**—start a new message instead
7. **BCC (Blind Carbon Copy) is your friend**—for large mailing lists and to protect privacy of your recipients
8. **Subject lines matter**—for people you are writing to who receive hundreds of messages daily
9. **One topic per message**—makes it easier to search and refer to past messages when necessary
10. **Brevity is the soul of wit**—keep messages to three paragraphs or less

### 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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## “Who Wants To Win A \$50 American Express Gift Card”

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

No one won the movie tickets for last month's Trivia Challenge Quiz. Does anyone play with dolls anymore?!

**What is the official last name of the doll Barbie?**

- a) Johnson b) Roberts c) Meredith d) Thompson

The answer is “b”) – Barbie's Official Full Name is *Barbara Millicent Roberts*

Now...let's move on to this month's trivia question for a *\$50 American Express Gift Card*...In honor of National Car Collector Month...

**What year was the Corvette first introduced?**

- a) 1943 b) 1953 c) 1963 d) 1973

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

## Refer 3 People To Us In April And Receive A FREE iPod Nano!!!

Refer three of your colleagues to us and we'll give you a FREE iPod Nano...it's that simple! Your referrals aren't required to buy anything; they simply need to be a business owner with 5 or more PCs. Plus, we'll give them a FREE Network Tune Up (\$300 Value) simply because you referred them. To send us your referrals, call me at 732-792-2021 or e-mail me at [dstreit@stephillassociates.com](mailto:dstreit@stephillassociates.com).

## Windows XP enters extended support April 14

The clock is ticking for Windows XP. On April 14, the most-widely used operating system on the planet enters what Microsoft calls "extended support." This means the company will release security patches for XP through April 14, 2014.

After that date, XP updates that are not security-related will no longer be available for free. Performance enhancements and compatibility patches will be offered only to customers who pay for extended support.

I don't see this as a problem. Five years from now, a lifetime in the computer business, you'll almost certainly be using a new computer, probably running Windows 7 or the Mac OS!

An interesting twist is Microsoft's recent decision to allow OEM computer manufacturers to sell ultra-low-cost PCs running Windows XP Home until June 30, 2010. It appears XP will continue to be sold nearly a decade after its debut.

The fastest consumer broadband in the world is an amazing 160 mbps offered by J:Com, a large cable company in Japan.

**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. 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>

**Introducing Stephill Reflexion Total Control (RTC) anti-spam and Stephill Reflexion Archiving, Discovery, and Recovery (RADAR) online e-mail archiving!**

If your company e-mail is inundated with spam and virus attachments, Stephill RTC stops it cold before it ever gets to your inbox! RTC has many flexible configuration options, and it includes a useful daily quarantine summary report sent to your inbox.

RADAR makes a copy of every inbound mail and puts it into an online archive with flexible and advanced search and recovery functions.

RTC costs \$4/month.  
RADAR adds \$10/month, plus \$3/month for each 1 GB storage above 2 GB.

Give me a call at 732-682-8540 to get set up!

**Which Is The Smarter Decision:**

**Buying Or Leasing Computer Equipment?**

With everyone trying to save a buck these days, start-up companies with limited cash flow or companies needing to refresh and update their computer equipment are considering leasing their computer equipment over buying it outright. Is that a good idea? What are the downsides, and do they overshadow the upsides?

Computers and other tech equipment all become obsolete – and usually at a rate faster than we'd all like. Since this is a fast-depreciating asset, leasing the equipment puts the financial loss of value onto the leasing company. Let's suppose you have a two-year lease on a laptop computer. After that lease expires, you're free to lease whatever equipment is newer, faster and cheaper. And since technology is forever advancing and requiring the 'latest and fastest' machines, this is not a benefit to be overlooked.

In fact, having the latest, most up-to-date computer equipment is the #1 reason why companies lease over buying. Here are some other benefits:

- You'll avoid a big outlay of cash for new equipment. With a lease, you pay a fixed, monthly fee which helps predict cash flow. If you want to keep the bank account as full as possible, then leasing is a great option for you for upgrading your network without tapping into much-needed funds.
- You're able to implement more sophisticated (and expensive) technology, such as a voice over internet protocol (VoIP) phone system, which might be otherwise unaffordable. The result: You're better able to keep up with your larger competitors and get advanced services and technology without draining your financial resources.
- You'll save money on taxes. When you are in a lease, it is viewed by the IRS as a service and not an asset. Therefore, you can deduct 100% of the money you are spending on the lease.

Okay, so the upside is fairly clear. Now, what about the downsides?

- You'll pay more in the long run. Unless you get a crazy, unheard of deal, leasing is always more expensive than purchasing the same equipment outright. For example, a \$4,000 computer would cost a total of \$5,760 if leased for three years at \$160 per month but only \$4,000 (plus sales tax) if purchased outright.
- You're obligated to keep paying even if you stop using the equipment. Depending on the lease terms, you may have to make payments for the entire lease period, even if you no longer need the equipment, which can happen if your requirements change or something better is released.

## The Lighter Side:

During a recent revival, the evangelist asked the people who were in line what they needed. One man's request was for his hearing.

The evangelist put his finger in the man's ear, prayed for him and then asked him, "How is your hearing?"

The man replied, "I don't know, it's not until next Tuesday."

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The highway patrolman noticed a car going just 22 miles an hour. He pulled the car over and noticed that there were five old ladies inside, eyes wide and white as ghosts. The officer explained that driving too slow can be dangerous.

"But officer," said the driver proudly, "I was doing the speed limit exactly, twenty-two miles an hour!"

The officer explained that "22" was the route number, not the speed limit and asked if they were all OK.

"Oh, they'll be alright in a minute officer," the driver said. "We just got off Route 119."

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John met a woman while on vacation and fell head over heels in love. "It's only fair to warn you; I'm a total golf nut. I eat, sleep, think and breathe golf," John said.

"Well, as long as we are being honest with each other," the woman said, "I'm a hooker."

John thought a moment and replied, "You know, it's probably because you're not keeping your left wrist straight on your follow-through."

## ***Do You Have A Lot Of Visitors, Delivery People, Or Maintenance Workers In Your Office? Then Read On...***

### **Overlooked, Low-Tech Tips Everyone Should Know To Keep Confidential Documents...**

#### ***Confidential!***

As a smart business owner you have locks on all of the entryways into your office, you have surveillance cameras or security alarms in place, and your network security is bulletproof (especially if you're one of OUR clients). But another often overlooked security breach happens right on your own staff's desks. If you get a lot of in-office traffic, this could be one of the largest risks in your security plan. Here are four things you should avoid to keep your confidential information out of prying eyes:

1. **Writing passwords on sticky notes** - This is probably one of the biggest offenses -- passwords and key system information written on notes and stuck on computer monitors. Anyone in the office after hours can access confidential files, steal information, and use it to compromise an account. But if you just hate remembering all those passwords, then install the password management tool from roboform.com.
2. **Storing credit card orders or contracts in paper folders** - Not only does this expose you to having this information stolen, you could end up getting a lot of bad press if your customers' credit cards get stolen thanks to a security breach in your office. The safest bet is to scan, encrypt and store such documents electronically, and then shred the originals. Companies like Iron Mountain will store them for you off-site, but scanning and storing them electronically is a much more cost-effective means for not only keeping them, but accessing them later on.
3. **Leaving sensitive documents on the desk** - Many times detailed client contracts with billing terms or other critical data are left out overnight. The information might be used for ill-gotten gains by cleaning staff or staff in the office. What an embarrassing situation this could cause! Make sure you lock your office at night or when you're going to be away for any length of time.
4. **Forgetting the printer** - Most offices have printed documents sitting around all day and sometimes overnight before the owner picks them up. There are also sensitive documents that are forgotten and left to pile up. After your employees finish with printing jobs, they need to be mindful of any documents that were printed, even the ones that aren't needed, and dispose of them appropriately.

Whether formal or informal, training your staff to handle documents properly is important to avoiding a load of problems. If you'd like information or advice about virtual filing systems, password protection services, high-tech whiteboards, or using printers more effectively, contact us now at 732-792-2021 or via the web at [www.stephillassociates.com](http://www.stephillassociates.com). We can help you get started today.