



“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

September 2009  
Manalapan, NJ

**Inside This Issue...**

Client Snapshot: Fred Leighton, LLC, New York, NY.....Page 1

Printing Cost per Page .....Page 2

Irreverent Out of Office Replies .....Page 3

Trivia Quiz .....Page 3

Laptop Battery Life Ratings Mean Nothing!.....Page 3

PC Spell Checkers .....Page 4

Tech Stories .....Page 4

A Sweet Set of Batteries .....Page 4



# Stephill Associates, LLC

"Helping You Over The Hills of Technology!"

## Technology Times

Client Snapshot: Fred Leighton, LLC, New York, NY

### Supporting the Stars .... !



While celebrities do visit the three stores of luxury antique jeweler Fred Leighton (FL), I have the privilege of working with the REAL stars, FL’s employees! Pictured above from left to right in the lovely salon of the Madison Avenue store in New York are a few of the employees; Lara Wright, Albert Stuart, Julia Medina, and Angela Cohen. FL also has stores in the Bellagio Hotel in Las Vegas and on Rodeo Drive in Beverly Hills and an office on Madison Avenue. FL specializes in fine vintage jewelry from the eighteenth, nineteenth, and twentieth centuries.

Stephill Associates started working with FL in May 2007. We spent much of 2008 building out FL’s infrastructure, setting up the systems in the Rodeo Drive store and integrating the systems between locations. For example, telephone systems, email, and their order management and inventory software all work across the entire company. We most recently added corporate e-mail support for Apple iPhone to complement their Blackberry e-mail support.

Coming up we expect to assist with upgrading the inventory and order management software.

**Cell phone pet peeves:** Unfair and anticompetitive practices include text-messaging fees, double billing and international roaming charges.

## Please Welcome My Newest Client

I'm thrilled to welcome my newest client, Grace Brodsky, Esq. in New York. I want to extend a sincere "thanks" for the trust and confidence she has shown in Stephill. I'm delighted to be working with Grace.

Referred by Ruth Brodsky  
(Many thanks, Ruth!)

## Refer 3 People To Us In September And Re- ceive a FREE Logitech Webcam and Logitech Wireless Mouse worth \$140!!!

Refer 3 of your colleagues to us and we'll give you a FREE Webcam...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 us at 732-792-2021 or e-mail [dstreit@stephillassociates.com](mailto:dstreit@stephillassociates.com)

## Are You Getting Ripped Off?

### A Commodity You Use That Can Cost More Than \$1,700 Per Gallon...

#### Pay attention to your printer's cost per page

Small businesses often gravitate toward low-cost inkjet and entry-level laser printers. Not surprising, since most businesses are looking for ways to reduce costs right now.

Given their extremely reasonable price tags (in the neighborhood of \$100 to \$400), at first glance, this seems to make sense.

**But here's the DARK SIDE of these types of printers...** Inkjet printers, although very inexpensive to purchase, often have an extraordinarily high cost per page for cartridge supplies. It's not uncommon for printer manufacturers to boast inkjet cost per page rates of \$0.08 for black ink and \$0.25 for color ink.

That may sound down-right cheap, but the dirty little secret is that these costs generally reflect a 5% coverage area. *(Try this: Fold a piece of paper in half...in half again...in half again...and one more time. You are looking at 6.25% of the page. Could you fit everything you need to print on that square or less? Probably not.)*

Page coverage for a typical business document ranges from 25-35%, so your costs can actually be 5-6 times higher per page than those quoted by printer manufacturers. Factor in the average cost of a cartridge at \$20 and you're paying **more than \$1,700 per gallon for ink.**

But what if you really need some color? You're still better off using a black-and-white laser printer for your regular correspondence, and sparingly leveraging an inkjet printer for occasional color printing needs.

#### Laser Printer Supply Cost Differences

An entry-level, black-and-white laser printer will cost you \$140 and up and have a cost per page of around \$0.04 to \$0.05. Although this is still substantially less expensive than operating an inkjet printer for moderate volume users, entry-level laser printers still may not make sense for your business.

Entry-level laser printers have a much higher cost per page than workgroup laser printers. In addition, entry-level laser printers are likely to break down much sooner than a workgroup printer. Then there's color laser printers. Depending upon your monthly print volume, investing in a workgroup laser printer may be the best bet for your business.

Continued on Page 4 ...

## Irreverent Out of Office Replies

- I am currently out at a job interview and will reply to you if I fail to get a position.
- You are receiving this automatic notification because I am out of the office. If I was in, chances are you wouldn't have received anything at all.
- Sorry to have missed you, but I am at the doctor's having my brain removed so that I may be promoted to Senior Management.
- I will be unable to delete all the unread, worthless emails you send me until I return from vacation on 8/24. Please be patient and your email will be deleted in the order it was received.
- Thank you for your email. Your credit card has been charged \$5.99 for the first 10 words and \$1.99 for each additional word in your email.
- The e-mail server is unable to verify your server. Your message was not delivered. Please restart your computer to reset your validation code and re-send your message. (I wonder how many people sent messages multiple times?)
- Thank you for the message. It has been added to a queuing system. You are currently in 352nd place, and can expect to receive a reply in approximately 19 weeks.
- •Hi! I'm thinking about the message you just sent me. Please wait by your PC for my reply.
- •Hi! I'm busy negotiating the salary for my new job. Don't count on a reply or bother to send me any other messages.

## “Who Wants To Win A <<\$20 Dunkin Donuts Gift Card>>?”

### Take my Trivia Challenge and you could win too!

Scott Arnone, President of Fairmount Appraisal Services, knows his music. He won last month's trivia quiz for a \$20 gift certificate to Panera Bread!

#### Mondegreen

1. “Another one rides the bus”
2. “But it's better than drinking cologne”
3. “Get your motor runnin’/Dead cat on the highway”
4. “It doesn't make a difference if we're naked or not”

#### Song

- a) Livin on a Prayer – Bon Jovi
- b) The Piano Man – Billy Joel
- c) Another One Bites The Dust – Queen
- d) Born to Be Wild – Steppenwolf

Answers 1-c, 2-b, 3-d, 4-a

Now...let's move on to this month's trivia question.

#### Phew! That's HOT!

Death Valley, California, maintains the honor of the hottest spot in the U.S. What is the highest (Fahrenheit) temperature recorded in Death Valley?

Hint: It happened in 1913.

- a) 115 degrees   b) 123 degrees   c) 134 degrees   d) 141 degrees

### Laptop Battery life Ratings Mean Nothing!

David Pogue of The New York Times wrote a great article on laptop battery life. He found manufacturers specify battery life in terms of “up to X hours”, not real world best case/worst cases as with cell phones (4 hours talk time/300 hours standby ) or an iPod (24 hours of music playback/6 hours of video ) or a car (26 m.p.g. city/32 highway). They use a test suite called called MobileMark 2007. Problems with it include; 1) *Test Bias. MobileMark* was written by a trade group composed of Intel and the manufacturers. 2) *The test protocol doesn't reflect real world use.* The screen is set to 60 nits, a brightness measure, but laptop screens typically put out 250-300 nits and users typically operate their laptops at maximum brightness. Also, the test doesn't specify whether features such as Bluetooth and WiFi should be turned on or off. So the manufacturers likely turn them off to maximize battery life. 3) *The Productivity test*, an automated software robot, performs business tasks like crunching numbers in Excel and sending e-mail., *but it doesn't include any use of Web browsers, iTunes, Windows Media Player, online TV shows or games.*

People pay more when they think they get better battery life. Shame on the industry!

PC Spell Checkers are ubiquitous these days... Look what can result!

## An Ode To Spel Chek

Eye halve a spelling chequer  
It came with my pea sea  
It plainly marques four my revueMiss  
steaks eye kin knot sea.

Eye strike a key and type a word  
And weight four it two say  
Weather eye am wrong oar write  
It shows me strait a weigh.

As soon as a mist ache is maid  
It nose bee fore two long  
And eye can put the error rite  
Its rare lea ever wrong.

Eye have run this poem threw it  
I am shore your pleased two no  
Its letter perfect awl the weigh  
My chequer tolled me sew.

## Tech Support Stories —Not So Em‘powering’

An individual called frustrated that he couldn't turn his computer on. Boy was he embarrassed when we determined he had plugged his power strip back into itself.

A computer store technician stopped by the house of a woman who was having trouble turning on her computer. After asking the lady to turn on her computer he quickly discovered the problem. She had gotten into the habit of turning the computer on by first pressing the power switch on the computer, then the power switch on the monitor. But somehow, they had gotten out of sync, so when the computer was on, the monitor was off, or vice versa. So no matter how many times she flipped both switches, the computer just wouldn't seem to work.!

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

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! Give us a call at 732-792-2021 to let us know!

Continued from Page 2 ... (Your Printer's Cost Per Page)

Based on the manufacturer, networking capability, and advanced paper handling features, workgroup laser printers typically cost anywhere from \$850 to \$1,200 (and up).

Workgroup laser printers typically have a per page cost in the \$0.025 to \$0.03 per page range and often serve double duty as a copier by attaching a flat bed scanning device near the copier.

### A Colorful Future

If you have a high-volume color printing requirement, you might consider a color laser printer to produce crisp and more professional looking color print-outs. They have dropped in price to as low as \$170 for an entry-level model, but they need separate color toner cartridges for the primary colors, matching drums, and other consumables that drive the cost per page above .07 or higher. Still, once you've printed on a color laser, you won't want to go back to just black and white printing!

Printer options for a small business can be dizzying. Give us a call at 732-792-2021 to discuss your needs if you need some help.

## A Sweet Set Of Batteries

I recently read an article about the next wave of batteries that scientists are testing to run on one of the tastiest of ingredients known...sugar. Also in the running are tree sap, molasses, and flat soda.

The new batteries may have three to four times more shelf life than the models used for cell phones, MP3 players, computers, and other electronic products.

By tweaking the lines between biology and chemistry, scientists believe they can make a cheaper and safer battery.

The biodegradability and natural byproducts of these batteries makes them quite appealing for eco-conscious individuals.

Before we get our hands on these batteries, research will be needed to see if they can withstand high temperatures and last long enough for business use.

**Truism #1:** If it's broken and you call me, it will fix itself by the time I get there!