



BSSI Bits & Bytes

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

“As a business executive, we know you don’t have time to waste on technical and operational issues. That’s why we make IT EZ for you! Call us and put an end to your IT problems finally and forever!”
- Diana L. Spurgus, BSSI

Volume II, Issue 10
October, 2009
Central Ohio

Inside This Issue...

How Secure Is Your Laptop? Read This And Surf Safely....Page 1

A Delicious \$2 Billion Industry You Are Likely A Part Of ...Page 2

Client Spotlight: Learn How A-1 Got Rid Of Their Backup Problems...Page 2

How To Know If You Are Famous...Page 2

Answer this Month’s Trivia...Put this burning question to rest once and for all & win a \$20 Starbucks gift card...Page 3

How to Recover Your Business When Disaster Strikes...Page 3

The List You Need To Bring With You To The Cell Phone Store...Page 3

Why Scaring Your Employees May Not Be The Best Motivator ...Page 4

© BASK ANDERSON, WWW.ANDERTOOLS.COM



“Kids.”

How to Keep Your Laptop Secure When Using Public Wi-Fi Hotspots

They are everywhere these days. Wi-Fi hotspots for checking e-mail and hopping on the Internet can be found in airports, coffee shops, bookstores, and even most fast food joints. For the uninitiated, Wi-Fi hotspots are areas where you can use your wireless laptop to surf the Web and check e-mail.

But have you ever wondered, just how safe is it to connect? With the proliferation of hackers, viruses and identity theft at an all time high, you are smart to be concerned. Unfortunately, it is easy for a hacker to set up a Wi-Fi spot to access your laptop, called an “evil twin.” An evil twin is a wireless hotspot that is used to lure people from a nearby, legitimate hotspot. For example, when logging in at your favorite coffee shop, you may have inadvertently logged into an evil twin Internet connection set up by the person working on a laptop at the next table.

Just like legitimate sites, evil twins allow you access to the Internet, but in the background they record everything you are typing. Log onto your email, investment website, bank account, or buy something online, and they are recording your keystrokes.

You may be asking, “How do I protect myself at Wi-Fi hotspots?” First you need to make sure the hotspot is legitimate. You can do this by asking someone who works at the Wi-Fi location; in fact some businesses will give you printed instructions that include the hotspot name. Even here you need to be careful. Many times, in an attempt to make you feel comfortable, the hacker will use an evil twin name that mimics the legitimate hotspot and, on some occasions, the fake site may even show up at the top of your network list by having a stronger signal than the legitimate site.

The best protection you can have is connecting via your company’s VPN (virtual private network). A VPN protects your online information by encrypting your data and activity even if you’re connected through an evil twin. If you don’t have a VPN, the best protection is to surf the net, but never type in password, credit card, social security, bank account, or other sensitive information when connected to a public Wi-Fi hotspot.

Tip: Do you want an easy way to securely access your network and the Internet from anywhere? Call us today at 740-681-9753 about setting up a VPN for your office!

Halloween Fun Facts



* Orange and black are Halloween colors because orange is associated with the Fall harvest and black is associated with darkness and death.

* Jack o' Lanterns originated in Ireland where people placed candles in hollowed-out turnips to keep away spirits and ghosts on the Samhain holiday.

* Pumpkins also come in white, blue and green. Great for unique monster carvings!

* Halloween was brought to North America by immigrants from Europe who would celebrate the harvest around a bonfire, share ghost stories, sing, dance, and tell fortunes.

* Tootsie Rolls were the first wrapped penny candy in America.

* The ancient Celts thought that spirits and ghosts roamed the countryside on Halloween night. They began wearing masks and costumes to avoid being recognized as human.

* Halloween candy sales average about 2 billion dollars annually in the United States.

* Halloween is the 2nd most commercially successful holiday with Christmas being the first.

* Bobbing for apples is thought to have originated from the Roman harvest festival that honors Pomona, the goddess of fruit trees.

* Black cats were once believed to be witch's familiars who protected their powers.



New Study Reveals People Tell More Lies With E-Mail

You might not believe a “get rich quick” offer sent by a stranger, but when a message comes from a friend, you may be more likely to think it is believable. But don't be TOO sure! Researchers from Rutgers and DePaul universities found that more people lie in e-mail communications than verbally or in writing. Why? Because there seems to be a “reduced feeling of social obligation” when sending email.

The more you know the recipient, the less inclined you'll be to lie – but many of the people in the study admitted that they still stretch the truth, even with friends and colleagues.

Another study found that people are far more likely to be overly critical in email than on paper. So as the leader of an organization, you might consider getting feedback via e-mail to elicit frank responses.

Client Spotlight: A-1 Self Storage, A-1 Commercial Properties & Pizza Cottage

Lloyd Helber, Owner of the above establishments, and his team were tired of dealing with tape backups. They found how temperamental and difficult they are to work with. They not only wanted a backup system that required less maintenance, but a disaster recovery component as well. Since BSSI implemented an automated backup and disaster recovery (BUDR) system, they have experienced hassle free backups and a peace of mind knowing they are covered in a disaster.

Would you like your company highlighted here in our “Client Spotlight?” Then give us a call today at 740-681-9753

How Google Can Make You A Star

Most business owners are aware that Google is a useful tool if someone is searching for your company on the web. However, what many people don't know is that you can also use Google to help build your credibility.

As a free service, the search engine offers something called Google Alerts, which will e-mail you with any articles, web pages, or news pages that happen to mention your company or you so you can keep track of what your local or national media is saying about you. The benefit to this, of course, is you can use these online articles and posts to show yourself in the spotlight providing more “proof” that you and your company are worthy of doing business with.

To sign up for this free service, simply go to <http://www.google.com/alerts>, enter in your company name and e-mail address and click “create alert”.

Get More Free Tips, Tools, and Services At Our Web Site: www.BSSI.biz

Which Smartphone Is The Smartest Choice For You?

Shopping for a new phone these days is no small task.

With literally hundreds of phones and features to choose from, a business owner could spend hours determining which option is best for them.

To make your next cell phone search a little easier, look at this list of popular cell phone functions and determine how important each is to you. It will help save you a ton of time and give you the confidence that your choice was a good one.

Calendar/Agenda
Tasks
Contacts
E-mail
Web Browsing
Speed
Word Processing
Spreadsheet Function
Camera
Video Camera
Video Playback
Music Playback
Large Storage Space
Touch Screen
QWERTY Keyboard
Sliding Keyboard
Flip Style
Built-In GPS
One-Handed Operation
Size/Weight
Battery Life
Accessory Options
Worldwide Usage
Synchronization
Games
Screen Clarity
Cost/Plan Options
Ease of Texting

If you'd like to know which phone will integrate best with your current e-mail, call us at 740-681-9753

“Who Else Wants To Win A \$20 Starbucks Gift Card?”

Take our monthly Trivia Challenge and you could win too!

The Grand Prize Winner of last month's Quiz is...drum roll please: Rick Gibbs, E.C. Babbert was the first person to correctly answer our quiz...

In which city did Paul Allen and Bill Gates found a small partnership named Micro-soft in 1975?

- a) Albuquerque b) Seattle c) Dallas d) Boston

The answer is “a”) – Albuquerque. Now the headquarters are in Redmond, WA.

Congratulations Rick Gibbs, E.C. Babbert, you've won a \$20 Starbucks Gift Card. Now...let's move to this month's question for another \$20 Starbucks Gift Card

Who invented the Internet?

- a) The Russian Military b) Microsoft c) Al Gore d) U.S. Department of Defense

Call us right now with your answer! 740-681-9753

Warning: If You Use Tape Backup, Your Business May Be At Risk

If you use a tape backup or an external hard drive to protect your company's critical data, you are actually putting yourself at enormous risk for downtime.



Tape backups, external hard drives, and other media-driven backup solutions are designed to do only one thing – backup the data itself. But what about all the other stuff on the computers you use every day to run your business, like e-mail, software programs, and the way the network is configured?

When your server goes down, and all you have is the data, you have to rebuild your entire infrastructure in order to get back up and running.

Depending upon what caused your server to go down in the first place (hardware failure, software corruption, fire, flood, theft) it could take a week or more to order new hardware, order new software, re-configure the network, and then re-load the data back on, potentially costing you thousands of dollars in downtime.

To prevent server downtime from affecting your business operations, you need to have a virtualization component to your backup solution. Virtualization means that another server can “take over” if your original equipment goes down.

It works by taking an exact picture of your current server - including data, software, and configuration – and allows you to get back up and running within 24 hours of major disasters or within 30 minutes of basic hardware or software failure. Having the right back-up solution can literally save your business.

FREE Report: 12 Little Known Facts About Data Back-Up

To learn more about how you can protect your business from disaster, download this critical FREE Report now at WWW.BSSI.biz/Backup

Please Welcome Our Newest Clients And Friends!

We are thrilled to welcome our newest client into our company! I want to extend a sincere "thanks" for the trust and confidence this client has shown in us:

**Ms. Joan Kaminsky &
Mr. C.M. Winderl of
Winderl-Kaminsky
Insurance**

FREE "No-Tricks-All- Treats Network Audit" \$800 Value

For the Halloween season, we've decided to give away FREE chocolate to any new clients who sign up for our 101-Point Problem Prevention Network Audit in the month of October. This Audit will "exorcise the demons" from your network and make sure:

- Your firewall settings are secure and protecting you from hacker invasion

- The backup is working properly and your important company information is safe

- Your files and programs are loading up as fast as they can be...plus 24 other critical check points

**Book Your Audit before
October 31 and Receive a
Delicious Solid Chocolate
Witch FREE
Call 740-681-9753 NOW!**

5 Simple Steps To More Productive Employees

Most business owners would agree that your most valuable assets (and possibly your most time-intensive resources) are your employees. No business owner is an island and in order to run a successful company, we need to rely on quality, "A player" people to help us get to our goals and beyond. So, how do you make sure that you get the most out of your star players? This easy to implement list can provide you with some noticeable differences in your employees' performance.

1. **Offer Incentives.** To help drive your team toward important company objectives, you can structure a bonus program around meeting or exceeding those objectives. Though some incentives are monetary, you can also offer other rewards such as trips, days off, restaurant gift certificates, movie passes, or free parking for a month. Just the recognition for extra efforts can often be enough to motivate an employee to push beyond their previous performance.
2. **Tell 'Em That You Love 'Em.** Make sure your employees know they are important. Business owners sometimes forget the power of sincere compliments. And, whenever possible, praise your employee publicly in front of their co-workers, spouses, or friends. If they know you will pat them on the back and notice their hard work and results, they will be more inclined to produce.
3. **Include Them In Company Decisions.** Though most business owners are used to calling all the shots, there is definite power in allowing your employees to have some control. Make your employees feel like they are on the same level as you and that their opinions and feelings matter. It will have a big impact on how much they care about your organization and, ultimately, how much effort they put into making it successful.
4. **Give Them More Responsibility.** This one probably sounds like the easiest to do. If your people are top-notch folks, they will feel a sense of pride when you give them higher-level challenges than what they currently face. Typically, people will rise to the level of expectation you set for them.
5. **Show Them The Way.** If you want your employees to act a certain way, respond to customers with certain flair, or support each other as a team, then you need to do the same. Do what you say you will do and expect the same from them. Let them feel that you are there for them through your leadership to keep them inspired.