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**Fred Holzager,  
IT Director**

**Holzager Technology Services  
and  
Publisher of  
*The Tech Insider***

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### Snapple Real Fact # 1404

Pteronophobia is the fear of being tickled by feathers.

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# The Tech Insider



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

## Computer Purchasing 101: Make an Informed Decision

With the end of summer approaching and the back-to-school season upon us, this is a popular time to purchase a computer. But it can be a daunting task if you’re not familiar with the components. You’ll want to make sure you make the right choice so you don’t end up buying one that becomes obsolete within a few years. How much should you spend? Which model is the best for you? What about the specifications? While there is no fixed formula to buying a new computer, these guidelines will help you make an educated decision.

### Desktop or Laptop?

This depends on your working style and environment. The rule is quite simple: if you rarely work out of the office, get a desktop PC. If you need to work at home, on the go, or at client meetings, then go for a laptop. It’s worth noting that desktops are generally cheaper than laptops at similar specifications, have a longer usage life, and make for easier upgrading of components. Laptops, on the other hand, are very portable due to their compact size, consume less energy, and offer a more flexible user experience.

### Processor

If you want a computer that loads programs in a flash, completes tasks almost instantly, and runs smoothly at all times, then we recommend you invest in the strongest processors available. The performance of a processor is determined by its number of cores and speed, so the bigger the number, the better. These days, most users go for the latest octa-core processors, specifically if your tasks involve rendering high-definition images, animations, graphics, and analysis. For optimum results, get a processor with the higher number of cores.



### RAM

Random Access Memory (RAM) allows your computer to perform multiple tasks at once without a hitch. Just like processors, the amount of RAM your computer has will determine how fast it will run when you work on several programs simultaneously. Nowadays, standard computers come with at least of 4GB of RAM, with 8GB being ideal for most users to navigate smoothly between tasks such as

*(Continued on page 2)*



## “We Love Referrals” 2018 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.**

**At Holzager Technology Services, we believe that referrals are the greatest form of flattery. By recommending your partners, associates, or professional contacts, you can help them enjoy worry-free IT and support a worthy cause of your choice!**

**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

"A person being 'too busy' is a myth. People make time for the things that are really important to them."

**Mandy Hale**

"If you realized how powerful your thoughts are, you would never think a negative thought."

**Unknown**

"Keeping score is for games, not friendships."

**John C. Maxwell**

"Be the reason someone believes in the goodness of others."

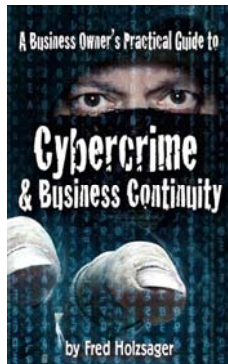
**Karen Salmansohn**

"Take a rest; a field that has rested gives bountiful crops."

**Ovid**

"You can't stop the waves, but you can learn to surf."

**John Kabat-Zinn**



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**Ask us about our fixed price services HTS Insight Hassle-Free Agreements—Computer Support at a flat monthly fee you can budget for just like rent!**

## Computer Purchasing 101: Make an Informed Decision

*(Continued from page 1)*

email browsing, Internet surfing, and working on word processing documents and spreadsheets.

### Hard Drive

The bigger the hard drive, the more space you have to store files. It's often best to choose a computer that offers the biggest hard drive. But remember that you can always purchase an external hard drive to transfer or store files if your current hard drive is running out of space. Another thing to consider in a hard drive is its spin speed. The average speed for a desktop hard drive is 7200rpm. The faster your hard drive disk spins, the quicker the transfer of data.

One of the fastest these days is the solid-state hybrid drive (SSHD), which combines a solid-state drive and hard disk drive (HDD) for seamless data access.

### Operating Systems

You'll probably want to stick with an operating system you're already familiar with, since it can take some time to adapt yourself to a new OS. Windows 10 and Mac OS X are the most popular, but there are others including Linux and Ubuntu.

For more advice in choosing a new computer, contact our technology experts today at (201) 797-5050 or [www.tech4now.com](http://www.tech4now.com).

## 8 Tendencies of Bad Decision Makers



**By Mike Michalowicz**

At one point in my career, after I'd started, grown and sold a couple of businesses, I thought I knew everything there was to know about making good decisions. After all, I was a success! But it took me a few years to realize that, in many respects, I still had a lot to learn about making the best calls. Here are the lessons I learned the hard way about the tendencies and motivations of people who are making the worst business decisions of their lives.

### Basing Decisions on Ego

If you think you know it all and that your expertise in a narrow field will translate to every other field, you're just flat wrong. Assemble a team of folks whose experience rounds out your own and reap the benefits of multiple perspectives.

### Relying on the Momentum Effect

There's certainly some truth to the belief that past events can predict future events. The problem with this thinking, though, is that the world is constantly evolving. If you're sticking with the tried-and-true and refusing to look at other options, you're likely to misstep.

### Being Lazy

Entrepreneurs have to be hungry and curious. Make sure you're looking at the whole picture, and at both the negatives and positives of any potential decision.

### Being Indecisive

If you're putting off making a choice, you can end up limiting your options down the road. You may be right, you may be wrong, but don't let yourself get cheated out of success.

### Going It Alone

You simply can't understand all the options and

complexities of a given situation on your own. Sometimes the best results come through compromise with a team you've assembled.

### Executing Poorly

Making a decision is only 10% of the process. The other 90% is the actual execution of that decision. If you fail to communicate the reasons for your decision to your staff, neglect to plan or follow up, or simply drop the ball, you're not getting the job done. Make sure you implement your changes in a thoughtful, logical way.

### Seeing the Trees Rather Than the Forest

Good decisions are made with the big picture in mind. If you're focused on putting out fires or only thinking about next week, you're not going to be able to adequately plan ahead. Leave the short-term decisions to your trusted staff and devote your energy to the long term.

### Not Balancing Your Sources

Abraham Lincoln was a great president, but it wasn't just because he was a smart, thoughtful man. He surrounded himself with a cabinet comprised of his most bitter rivals, understanding the power of hearing from people other than "yes" men. Don't fall into the trap of listening to those who tell you only what you want to hear. By seeking out contrary opinions, you'll avoid making decisions based on biased sources.



MIKE MICHALOWICZ started his first business at the age of 24. With no experience, contacts or savings, he built a multimillion-dollar business. Then he did it again. And again. Now he is CEO of Provendus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of *The Toilet Paper Entrepreneur* and *The Pumpkin Plan*. [www.mikemichalowicz.com](http://www.mikemichalowicz.com).

## Trivial Matters

New York Harbor, which sits at the mouth of the Hudson River, and empties into New York Bay and the Atlantic Ocean, welcomes thousands of ships carrying millions of tons of cargo from around the world every year. Here are more facts about this amazing waterway.



- New York Harbor is one of the largest natural harbors in the world.
- Twelve million immigrants passed through the harbor between 1892 and 1954.
- The Port of New York & New Jersey imports the majority of the nation's overseas oil.
- In 1609, the harbor contained approximately 350 square miles of oyster reefs—nearly half the world's oyster population.
- During the Revolutionary War, more than half

of American deaths occurred in British prison ships off the coast of Brooklyn.

- From 1850 - 1930, the carcasses of hundreds of dead horses washed ashore at an area of Barren Island now known as Dead Horse Bay.
- Old ships were used as foundation to support the skyscrapers of lower Manhattan.
- A waterway called Minetta Creek once flowed in midtown where Fifth Avenue was later built.
- In 1865, a freight train carrying baggage failed to stop at the Peekskill drawbridge and remains at the bottom of the Hudson River.
- At the peak of World War II, 543 ships were docked in New York Harbor.
- The U.S. Army Corp of Engineers once dredged up a giraffe skeleton from lower New York Bay.

## Quick Tech Productivity Pointers

### Setting Up Windows 10 on Your New Computer

Now that you've bought that new computer with our tips from the cover article and installed Windows 10, you'll want to unlock its full potential by tweaking some important settings. The best thing to do is get help from a technician, but there are a few things you can do without assistance.

#### #1 Check for Updates

Your new laptop should check for updates automatically, but you can also check manually. Just click the gear icon above the Start button, go to *Settings*, choose *Update & Security* > *Windows Update* and then click the *Check for updates* button (Or, just type "updates" into the search box and click *Check for updates*).

#### #2 Power Plan

If you want to prolong your laptop's battery life, one of the best things you can do is switch to the Power Saver, High Performance, and Balanced power plans based on your needs. To choose a plan, right click the *battery icon* in the lower-right corner of your screen and click *Power settings*. Next, click *Additional power settings* to select a power plan.

#### #3 App Installation Tolerance Level

To restrict which apps can be installed on your laptop, you can disallow anything that isn't in the Windows Store. Go to *Settings* > *Apps* > *Apps & features* and you can choose whether to permit installations from only the Windows Store, any app installations,

or unrestricted app installations.

#### #4 Remove Bloatware

Vendors package new laptops with lots of trial apps, which are mostly unnecessary and unwanted software called bloatware. Windows 10 offers an easy way to see which apps are installed on your new laptop and a quick way to uninstall those you don't want. Head to *Settings* > *Apps* > *Apps & features* and peruse the list. If you don't want an app and are 100% certain your computer doesn't need it, click the *Uninstall* button.



#### #5 Anti-Ransomware

Ransomware is a form of malicious software (or malware) that makes all your data inaccessible until you pay a fee to hackers. To combat it, type 'Windows Defender Security Center' into the search bar at the bottom of your screen, click it and go to *Virus & threat protection* > *Virus & threat*

*protection settings*. Here, you'll be able to enable a new option called *Controlled folder access*, which protects you against ransomware attacks. By default, the Desktop, Documents, Music, Pictures, and Videos folders are protected, but you can add others, too.

Just be mindful, if you find you cannot install a program or save a file, this may contribute to that type of behavior.

These are just some tips to help you optimize your computer. Contact us today at (201) 797-5050 for a quick chat with one of our Microsoft experts about taking yours to the next level.

## PII PROTECT

### Are You Protected From A Data Breach?



Think cybercriminals only target the big companies?

More than 75% of data breaches target small and medium sized businesses.

We can help you with the following:

#### 1. TRAIN YOUR EMPLOYEES

Train your employees to help protect your sensitive data.

#### 2. PROTECT YOUR NETWORK

Protect your network with VPN's, firewalls, vulnerability scans, penetration testing, etc.

#### 3. SECURE YOUR DEVICES

Identify, track, and secure (encrypt) your employee's devices—smartphones, USB drives, tablets and laptops.

#### 4. SECURE PHYSICAL SPACE

Track and log visitors, limit access with locked doors.

#### 5. CREATE CLEAR POLICIES

Create clear and concise written policies on the use and disposal of sensitive data.

#### 6. WHERE'S YOUR DATA?

Locate, understand, and limit where all of your sensitive data resides.

#### 7. PROPER DISPOSAL PROCEDURES

Ensure that you have the proper procedures and documents in place to dispose of any devices, equipment, and paper records.



LET US HELP YOU PROTECT YOUR BUSINESS AND DATA.

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- ✓ Voice over IP phone systems

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*"Your breadth of experience and speed to resolution helps us keep our business strong and current. The way we see you is not as an IT computer guy, but as a proven Trusted Business Advisor." —Nabil Ishac, Architect & Owner, Ishac Design Architect*

August 2018

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### A Gorilla and a Grasshopper Walk into a Bar

#### **First the gorilla...**

A gorilla walks into a bar and says, "A scotch on the rocks, please." The gorilla hands the bartender a \$10 bill. The bartender thinks to himself, "This gorilla doesn't know the prices of drinks," and gives him 15 cents change. The bartender says, "You know, we don't get too many gorillas in here." The gorilla replies, "Well, at \$9.85 a drink, I ain't coming back, either."



#### **Then the grasshopper...**

A grasshopper sits down at a bar. The bartender says, "We have a drink named after you!" The grasshopper replies, "Who names a drink 'Steve?'"

### Men vs. Cats

I have never understood why women love cats. Cats are independent, they don't listen, they don't come in when you call, they like to stay out all night, and when they're home they like to be left alone and sleep. In other words, every quality that women don't like in a man, they love in a cat!



### Life As We Know it Today

- A pizza can get to your house faster than an ambulance.
- There are handicap parking places in front of a skating rink.
- Sick people must walk to the back of the drug-store to get their prescriptions, while healthy people can buy cigarettes in the front.
- Banks leave both vault doors open, but pens are chained to the counters.
- Expensive cars sit in the driveways and useless junk fills garages.
- People use voice mail to screen calls and call waiting to catch every call they might miss.
- Drive-Up ATM machines feature Braille lettering



### One Liners to Keep You Smiling

People think "icy" is the easiest word to spell. Come to think of it, I see why.

Why were they called the Dark Ages? Because there were lots of knights.

What's a balloon's least favorite type of music? Pop.

My teachers told me I'd never amount to much because I procrastinate so much. I told them, "Just you wait!"

