Great Technology Gift Ideas Under $100

iPod Remote Control
From up to 30 feet away this device will allow you to forward or advance songs, adjust the volume, and even pause your music. Simply plug the transmitter into your iPOD, place it down and attached the water-resistant remote control to your arm.

One drawback: You can't scroll through your music collection. You can, however, advance or rewind playlists or albums.

Pre-Paid Cell Phones are another great gift idea that can help your loved ones stay in touch. No new concepts here, but these phones are easy to purchase and provide one-size-fits all experience to its users.

Digital Cameras. Even with the ability to take pictures with cell phones, digital cameras are still a big hit around the holidays. With features like a real view finder (so you can power off the LCD screen and save battery life) this gift gives you hours of family picture fun.

i-Fish. Similar to last year's i-Dog, this plastic robotic-fish-turned-iPod-speaker has a bunch of entertaining tricks, like reacting to sound or music, and "swimming" all over your desk.

Please Welcome XPERTECHS' New Marketing Manager

Please join us in welcoming Pam Mooney, as XPERTECHS new Marketing Manager! Pam is a 2006 graduate of James Madison University, where she received a B.S. Degree in Technical Communications and a Minor in Writing & Rhetoric. Pam comes to us from Cooley Godward Kronish LLP, where she acted as the Assistant to the Firmwide Recruiting and Strategic Growth Department. Before Cooley, Pam served as the Exhibits Coordinator for the American Physical Therapy Association in Alexandria, VA. Pam is a native of Northern New Jersey, and now resides in the Federal Hill area of Baltimore.

Michael's Desk

Well the holiday season is once again catching me by surprise. It still seems like summer vacation at the beach was just last week.

In any case, the busy season is already here and I have way too many things on my plate to address before the year ends. If you are like me, the years are short but the days are long. But it is this time of year that I reflect back on the many blessings that have come my way this past year.

XPERTECHS is growing with new clients and adding employees as we continue to change our business model to the XperCARE Proactive IT Managed Services business. This means that we become much more business focused and less technology driven. Our approach allows us to remove the operational hassle of technology so that you can focus on your business and clients. If we do this right, we become your "Trusted Advisor" and begin to take the mystery out of technology and make it an integral part of your business. In addition, you no longer have to worry about your technology investment.

This month we will begin a new way of "educating" you on specific technologies that can make a difference in your business through our Lunch & Learn Webinar series. Our approach will be to solicit current topics from our clients and then present a one hour interactive webinar with a 15 minute Q&A session. The first of these will cover the issues of Backup & Disaster Recovery and Windows 7. Please plan on attending these webinars and receive a FREE lunch certificate to a local restaurant. Also, let us know of any topics you would like us to cover in the future.

On a personal note, I would like to express my gratitude to each of you for allowing XPERTECHS the opportunity to earn your business this past year. I look forward to continuing our "Trusted Advisor" role in helping you make 2010 the best year ever.

May each of you have a truly Happy Holiday and remember the best gift you can give is the gift of yourself.

Lunch & Learn

You're invited to join us for a *"FREE Lunch-and-Learn Webinar"* where XPERTECHS will reveal . . .

"What Every Business Owner MUST Have In Place NOW To Guarantee a Fast, Easy, & Painless Recovery of Their Data After A Disaster"

When: Tuesday, December 8th
Session Time: 11:00 am – 12:15 pm
Where: The **great news** is: you can participate from the comfort of your very own office!

For more information, or to register, please visit:
www.xpertechs.com/lunch-and-learn

As my guest, this webinar won't cost you a dime, BUT I am limiting attendance to the first **15 people** who register; every attendee will also receive a gift certificate of their choice to one of the following restaurants:

Clyde's
OUTBACK STEAKHOUSE

XPERTECHS®
Volume II, Issue 12
December, 2009

Inside This Issue...

"I remind you that my client is nice until proven naughty."

XperText

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

The One Business Strategy That Can Change Your Life

I believe there is one skill that is more critical to your business success than any other skill or talent you could possess. Once mastered, it will not only improve your sanity and life, but also your ability to grow your business faster and more profitably. It also happens to be one of the most difficult skills to master. What is it?

Investing Your Time Wisely

After all, what could impact your business greater than investing more time on growth, profitability and revenue generation? But time is the great equalizer and no one person can manufacture more of it. And while we all know that "time is money," very few entrepreneurs actually understand the TRUE value of their time and treat it with the respect and value it deserves.

To prove my point, let me ask you a question: Do you really know what your time is worth? I'm not talking about market place value as in how much you could charge someone for an hour of your time. I'm talking about the value of your time being based on how much you can leverage your ideas, talents, and assets to make money.

Consider this: Over the last week, how much of your time did you spend doing things that you could have hired someone else to do for you? How much time did you spend on tactical, day-to-day mundane activities, putting out fires, or dealing with problems that could have (and should have) been outsourced or delegated?

Are You Guilty Of This As Well?

Lee Iacocca believed that the average CEO only invested 45 PRODUCTIVE minutes per day working on their business – the rest of the day was uselessly spent fighting off time-wasting activities similar to a panicked person swatting frantically at an attacking swarm of angry bees (obviously, not the highest and best use of any CEO's time).

So why am I, a computer consultant, writing you about the value of your time? Because as a business owner myself, I want to urge you to rid yourself of one major area of frustration and time-wasting activity that we can do for you cheaper, faster and better -- specifically, the support, troubleshooting and maintenance of your computer network. Let me explain…

Creating Guest Accounts For Visiting Relatives

The holidays are right upon us and there's a good chance some of your relatives will want to use your computer while visiting. If you want to give them access but don't want them viewing your personal files, then you'll need to set up a guest account. This will give them access to your programs, but not your personal files. Here's how…

(Windows XP)

1. Open User Accounts in Control Panel.
2. Click **Guest.**
3. Click **Turn On the Guest Account.**

(Windows Vista)

1. Click on the **Start** button, Open Local Users and Groups, then type **lusrmgr.msc** in the search box, and press ENTER. If you are prompted for an administrator password or confirmation, type the password or provide confirmation.
2. Click **Users**, and then double-click **Guest**.
3. Select or clear the **Account is disabled** check box

(Windows 7)

1. Go to the Control Panel and open up **User Accounts and Family Safety**.
2. Click **User Accounts**, choose **Manage another account**, then either create a new account, or select an existing one.
3. Hit Set up **Guest Mode** and select **Turn on Guest Mode**

Windows 7 Guest Mode also further protects your computer by preventing someone from installing software, making system changes, and deleting data. And if problems do arise, Windows 7 can revert your system back to how it was before your guest got their hands on it.

E-mail, databases, software, web sites, access to the Internet, and any other number of technologies you use in your business are critical tools that you rely on day in and day out. If these tools stop working, all productive work in your business can come to a grinding halt. BUT, it shouldn't be YOU that worries about getting them fixed.

You'll take twice as long to get it done and you're probably not going to fix it right anyway.

So What Are Your Options?

- Option #1: Designate the most technically-savvy person on your staff to be your make-shift IT manager and only bring in outside help when your "internal guru" runs into a network crisis they can't solve.

   Problem is, you are pulling this person away from the real job you hired them to do; AND unless they have the time to stay up-to-date on the latest developments in IT support and management, they don't have the skills or knowledge required to properly support and secure your network.

- Option #2: Use your network until it "breaks" and then call in the experts to repair or replace whatever stopped working. This reactive model of network maintenance is a surefire path to extensive downtime, lost data, and excessive spending on IT support, not to mention major disruptions in staff productivity, sales, cash flow, production, and customer service that can never be recovered.

   If you currently don't have us performing regular maintenance on your computer network, I can virtually guarantee that your computer network will end up being one of those "angry bees" that shows up on a regular basis to distract you from focusing your time and attention on the more important aspects of growing your business.

FREE Report Shows You How To Claim More Time To Focus On Revenue Generation

To find out how we can simplify your life and give you one less thing to worry about, download our free report titled, **"An Overlooked Way For Small Business Owners To Lower Their IT Costs By 30% - 50% While Avoiding Expensive, Productivity-Killing Computer Problems"** This report will be made available for a limited time on our web site:

www.xpertechs.com/freereport

Happy Holidays!

Holiday Numbers

1,000 – The number of Christmas cards printed in England in 1846, the first year Christmas cards were commercially available.

25,000 – The number of light bulbs strung on the Christmas tree at Rockefeller Center in New York.

50,000,000 – Total number of Christmas trees sold in Europe each year.

431 – Average dollar amount each person will spend on holiday gifts.

32 – The number of countries around the world that celebrate Christmas.

1 – Number of times you can be "naughty" during the year without getting coal in your stocking.

Stay Connected with XPERTECHS!

facebook.

Linked in.

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Blogger

FREE iPod For Your Referrals

That's right! During the month of December, refer a friend to us; if they become a client, we'll send you a shiny new iPod, already gift-wrapped and ready to go.

Do You Know The Difference Between A Virus, Worm, Or A Trojan?

A **computer virus** is a malicious program that attaches itself to another program or file with the intent of spreading or replicating itself. Some viruses cause only mildly annoying effects while others can completely destroy your hardware, software, and files. Almost all viruses are spread by executable files attached to an e-mail. Unless you run or open the program, a virus cannot infect your computer. That is why you should NEVER open a strange-looking e-mail from an unknown source.

Like viruses, worms spread from computer to computer; but unlike a virus, a **worm** has the ability to take advantage of your computer's file or information transport feature to spread without human assistance. This is why worms are so dangerous. Left unchecked, a worm could send out thousands of copies of itself from your computer, creating a devastating ripple effect. For example, many worms will access your e-mail address book and send a copy of itself to everyone you have listed. If it is able to install itself on the recipient's machine, it performs the same broadcast to everyone in their e-mail address book, and so on down the line.

Because of the copying process they initiate, worms use up system memory and network bandwidth causing Web servers, network servers, and individual computers to stop responding. In some cases, like the Blaster Worm disaster, a worm can actually allow malicious users to control your computer remotely.

A **Trojan Horse** received its name because of the way it tricks users into installing it on their computer. To an unsuspecting user, a Trojan Horse will appear to be useful software or files from a legitimate source. Once activated, the damage can be mildly annoying (like adding silly icons to your desktop) to outright devastating (deleting files and destroying information on your system).

In addition to damaging files and destroying information, Trojans are known for creating an entry point that allows outsiders to access your system and possibly even steal confidential, financial, and personal information. Unlike viruses and worms, Trojans do not reproduce by infecting other files and do not self-replicate.

How To Protect Yourself From Getting Infected

Since new threats are developed daily, it's important to stay vigilant about keeping your computer or network's security current. The most obvious line of defense is up-to-date virus protection that has the ability to scan and clean inbound and outbound e-mail messages. Next, make sure you have the latest security patches and updates installed for your operating system, especially if you are running Microsoft Windows. You should also have a software or hardware firewall installed.

Finally, modify your browsing habits. Do not click on pop up ads, download "cute" screen saver programs or emoticons, and never participate in peer-to-peer network download sites.

FREE 27-Point Problem Prevention Audit ($997 Value)

Our 27-Point Problem Prevention Audit will protect you by revealing any lurking virus, worms or Trojan threats in your network. We'll also check your backups and give you recommendations for improving the speed and performance of your systems. To schedule yours, call **(410) 884-0225** or visit **www.XPERTECHS.com**.