

In This Months TechPoints

- Racing around at the Caesar Rodney Half Marathon
- 4 Techniques To Avoid Phishing
- What is Website Maintenance?
- What is an SSL Certificate and Do I Need One?
- Funny Apps of the iPhone 4s

Racing Around at the Caesar Rodney Half Marathon

By Dan Ayars, Marketing Coordinator, TechSolutions, Inc.

The 50th Annual Caesar Rodney Half Marathon, that benefits the American Lung Association of Delaware, was held on Sunday, March 16, and as we did last year, the TechSolutions gang of employees and their families manned the water stop at the 10 mile mark. Arriving just before 9 at our location of Delaware Avenue and Bancroft Parkway, we got right to filling paper cups with water and in about a half hour, our team of the Monnig's, the Kenney's minus one, the Ayars's and Mary Morris had 4 tables packed with cups of water for the thirsty runners. Donning latex gloves, each of us took a position as either a "water hander-off'er" or "water filler-up'er" and waited, ready to hydrate. After a couple of Paul Revere style false alarms of, "The runners are coming, the runners are coming" a Wilmington policeman on motorcycle rumbled by leading the first runner. The race had finally reached us and so we started to hand off water.



Unable to participate last year, I wanted to give it a try as a water hander-off'er though I hadn't decided the best way to go about it. Do I stand still, run with them, tell them to go ten yards, cut left and I toss it to them? I decided to follow Rick's advice and pinch the rim of the cup with thumb and forefinger, extend my arm and wait. Within moments a runner made eye contact with me and extended his hand. He was understandably sweating and panting, so I was ready and anxious to supply the needed refreshment. Well the next thing you know the runners hand made contact with the cup and it flew out of my hand, spilling water all over him and the ground. Darn I failed my first runner. As I write this I recall that I haven't spilled something on someone since I was waiting tables and spilled an ice cold cocktail on a lady. Frankly she didn't find it as funny as her husband did when, after apologizing, I said, "I guess this drink is on you." Determined to right my most recent wrong, I took a position on the other side of the street, knowing that the runners would make a U-turn and come back by us again; I would get a second chance



to pass of a cup to that runner. However my effort was fruitless, finding it impossible to pick him out of the crowd of spandex clad competitors in this lead group.

Not to worry though. I successfully handed off water to my second and third runners, so I had it down now and was on a roll. In fact I thought there was nothing to it. Boy was I wrong. That slow steady stream of runners soon increased to a stampeding herd. So a second race began. One in which the water filler-uppers were frantically filling up paper cups while water hander-offers dashed empty

handed from street to table and then back with cups of water while dodging runners. This feverish pace kept up for about an hour and then the number of runners slowed to a steady trickle. With time to catch a breath I surveyed the area. Paper cups everywhere around our stop and for two blocks in each direction.

The slower pace allowed some of us to grab some rakes and a broom and start cleaning up the paper cup wasteland while the others continued to supply water to the ever dwindling number of runners. Rake in hand and away from the commotion, I began to reflect on the morning. The TechSolutions group successfully meeting the challenge of rehydrating runners and seeing our kids go all out throughout the race, the whole time enthusiastically cheering the runners on. The exhausted, winded runners thanking us for helping out. The effort of thousands of people comprised of organizers, runners, doctors, volunteers and families. The generosity of business owners and management who donated supplies, time and manpower. It was truly moving to see a community come together and do good for the American Lung Association of Delaware and rewarding for those of us at TechSolutions who assisted in this cause. Now if I could only find that first runner, I'd buy him his drink of choice and have it served by a professional skilled in the serving of beverages, a waitperson, hopefully less clumsy than I was.

4 Techniques to Avoid Phishing

By Kay Franklin

In this article I am going to describe what to do to avoid the risk of phishing email.

Personal Contacts

The most significant risk to consider are your friends and relatives and associates. While you may take your responsibilities to protect yourself seriously, your contacts may not hold the same values and priorities. Helping them to appreciate your own priorities and concerns can go a long way to managing their expectations for how you might respond to their online activities.

Ask them not to include you in their mass circulation emails (round robins, latest funnies or heart string stories). This will help to prepare them for the inevitable if you need to block their address from your inbox if they ignore your request. As the saying goes, who needs enemies with friends like that? Mass circulation emails are some of the worst for getting your email address about and "skimmed" by online robots for nasty purposes.

Curiosity

Curiosity killed the cat - and it will snag you as well if you let it. Curiosity is a basic human nature and is used by many scammers to lure you into opening emails that lead to hell. These might be strange subject lines, empty subject lines or even sensational subject lines. Sensational tricks might be "You've just won thousands of dollars but you must claim within the next few minutes or lose it" or offer the chance to view something sexually explicit before it gets deleted.



One I saw recently had a subject header suggesting a parcel that had been dispatched to me could not be delivered and would be returned to sender unless I contacted them to provide an alternative delivery address. I was not expecting any parcel and I had never given that email address to anyone from that part of the world. It was added as a blocked address to one of my filters and then deleted - unopened. Make it a policy to treat everything curious, blank or sensational as dangerous and delete it without opening it (or at the very least quarantine it somewhere until you can verify by alternative means) that the email was intended.

Fear Scams

The same goes for fear. Phishing scams love to generate a state of panic in the recipient. Human nature tends to be less rational when panic sets in. These might use tricks like, your account has gone overdrawn/shut down or been seized/frozen/breached/violated/hacked/infiltrated. They come pretending

to be your friend to help you in this disaster they've just alerted you to. To inflame your state of panic they may even suggest that you have a very limited time to deal with this before your account will be deleted/frozen/seized.

There might be threats like "as you have failed to respond to all previous attempts to contact you and final warnings have been ignored, you will be charged if you do not resolve this outstanding debt before 4pm today". Another - "Your personal details may have been stolen/illegally accessed - please use the link below to reset your password". All specifically tailored to panic you into doing something rash like replying to the sender, telling them who you are and handing over personal information (to help them verify who you are - actually to help them steal your identity) and getting you handing over your account details and passwords.

If you receive an email that conjures fear and horror and panic then the first thing to do is distrust it. What genuine organization would do business by inspiring fear and panic through unexpected communications? More importantly, you should NEVER, EVER use the email links *offered* to contact your bank, lender, whoever. Always use the contact details provided by the subscribed organization (such as the customer contact number on your credit/debit card itself or welcome letter when you first joined) to make contact and verify if the reported threat is real.

Copy Cats

Another trick (not restricted to email phishing) is to present a web page that looks anywhere from similar - to identical - to the real one but is actually false. This is trying to lull you into a false sense of security that you are accessing the real thing.

So you bank online and don't know the phone number. This is one that can be protected against by developing certain habits online. Make a habit of comparing the web address in your usual link/favorite with the one along the bottom of the browser window. If they are different be suspicious. If you do this as a habit then you will be more likely to notice if it suddenly has changed or looks odd or incomplete or spelt wrong or is a different length.

In the long run these strategies will be more robust than simply changing your email address. That approach will never help you to become alert to when that next email address becomes the target of a phishing attack. Thanks to your "friends" and contacts it is only a matter of time before you start receiving phishing attacks on that email address as well.

Article Source: http://EzineArticles.com/?expert=Kay_Franklin

What is Website Maintenance?

By T.C. Herman



If you own a website, then maintenance will need to be done to it from time to time. Maintenance is everything from keeping content fresh to adding new content, images and PDF files to a website. Since websites are often the first impression that new customers get of a company, it's important to keep them current.

Web maintenance is usually either performed by someone at the company who owns the website or else they can hire a website design company to do the work for them. There are advantages either way and this article will explain those differences for you.

Why Do Website Maintenance?

There are now more people accessing the web than ever. With all the mobile devices like tablets and smart phones that are selling for low prices, they are enabling people who only had limited Internet

access in the past be able to get on the web more now than ever. This means that more people are searching for things on the Internet and if they are searching for businesses like yours, they're first learning about your business through your website.

If your website is out of date or has information that is not correct, then you are essentially purposely giving people the wrong information. This reduces trust, right off the bat and is not the right way to start a relationship with a new customer or your existing customers. Trust in business is important and customers want it. It's better to have correct information and content on your website to show your customers that you value your relationship with them.

Your Website Can't Rank for What It Doesn't Say

Maybe your website isn't current. You might have more products and services available that your website doesn't mention. If so, you are missing out on people that are looking for your products or services when they do searches online. Search engines like Google won't show your website as a result for those services if your website doesn't mention them.

Who Should Do Web Maintenance?

You have a few options. You can do it in-house (yourself) or else hire a website design company or maintenance company to do for you.

If you do it yourself, there are a number of things you need to watch out for. First, make sure you take a backup of the files that you are changing. This way, you can revert back if there are issues. Second, make sure you have the expertise to ensure that your website works and looks fine in all major web browsers and mobile devices. If there are problems, you need to know how to fix them and this can often be pretty complicated. Third, make sure you are up to date on the latest web technologies and things you need to know to make sure that your website ranks well with search engines.

Companies also have in-house staff that can update their business website. Often, they will use a programmer in the IT Department to do these tasks. The problem with that solution is that websites often take a team of people. Programmers are not typically good at design and designers might not be good at SEO (search engine optimization). In order to do it right, a company typically needs a team of people that manage and update their website. This can result in higher costs and most small to medium sized businesses cannot afford to hire and pay this kind of staff.

One great solution is to hire a website design company or website maintenance company to do updates on the website. This way, you're hiring a team of experts who can do everything from programming to design to SEO for you with just one cost. These companies also don't cost you much because you are just using them in an "on demand" type of way. You are just paying for the service that you need and not anything more. It's very efficient and smart.

Conclusion

Now that you know what website maintenance is, how it's done and who should do it, you should have a better idea on what it takes. The best solution is probably to hire experts - just like how you would hire a qualified mechanic to work on your car. It just makes sense, right?

What is an SSL Certificate and Do I Need One?

By Brian Paxton

Securing data that is being transmitted over the internet has been a hot button issue for some-time now, but as internet merchants continue to charge forward; gobbling up more and more retail profits, it has become a necessity and many people are talking about whether or not a small business can exist without a secure network and an SSL certificate. Before you decide if the option is right for you, you must know

what it is first.

What Are SSL Certificates?

In the most basic of terms an SSL certificate is a small data file that is distributed by companies that are placed into websites. When the website is accessed by any person a cryptographic key is initiated which makes all the data processed across the server secure. Basically, it ensures that no third party can steal or garner the information being transmitted over that website at that very moment.

People know when a site is secure by looking for telltale signs of a secure website. Secure sites have their HTTP:// changed to HTTPS:// in the browser. The website will show a padlock that is closed somewhere on the browser bar as well to indicate a secure server. Servers that do not hold such certificates will appear with a regular HTTP address and an opened padlock. Most users will also be prompted when they are about to submit sensitive data across a non-secured server.



When Is It Important?

The use of SSL certificates are important when sensitive customer information will be processed through the server. For example, online merchants who accept credit card payments should ensure their servers are secured as this data can be phished easily and the ramifications can be far-reaching. Additionally small businesses that wish to peddle their wares online are more likely to attract customers if they are offering a secured server for order processing. Many people know the signs of a secured server, even if they don't know exactly what it does, and look specifically for these symbols when they are about to input their credit card information. A good percentage of online shoppers, especially seasoned ones, will think twice about placing an order through an unsecured server.

What Type of Businesses Need It?

In theory, no business needs SSL certificates, but they are a great idea for a large portion of retailers today. Any business website that processes transactions should be SSL certified. These numbers are so important to people that they will gladly go to a different site and pay a higher price just to ensure their data is safe by way of encryption. That means any online business or brick and mortar location that also processes transactions online should have SSL certifications.

Any business that asks people to sign up using an e-mail address, user name and password should seriously consider SSL certification. This information is also very sensitive for many people and an SSL certified logo makes them feel safe and at home, thus making them more likely to sign up. Technically, websites that don't require either of these processes could live without this type of certificate.

For more information about ssl certificates, visit www.SSL247.co.uk, who are experts in the field. Take a look at the SGC enabled certificates for more details on securing a website.

Article Source: <http://www.articlebiz.com/article/1051595634-1-what-is-an-ssl-certificate-and-do-i-need-one/>

Funny Apps of the iPhone 4s

By Adam Nuttall



If you enjoy jokes then 18,000 Cool Joke apps are just waiting for you. With 18,000 jokes under 49 categories, this app is reputed to have the best collection of some of the funniest jokes ever. These hilarious jokes can certainly cheer you up when you are bored or feeling low. You can tag the jokes you like the most under the favorite option and you can also share them with your friends via e-mail. The newer version costs \$0.99 and lets you share jokes with friends on Facebook and Twitter. It also shows the joke of the day and lets you select the length of the jokes.

The Fat Booth, Aging Booth and the Bald Booth available for only \$0.59 each offer unlimited

entertainment as they transform plain pictures into funny ones. You can catch a glimpse of the future with this app. If you want to find out what you would look like with an extra 40lbs and a generous double chin then let the Fat Booth morph your photo. The Aging Booth adds sixty years to the photo by giving you grey hair, wrinkles and a lousy complexion. The Bald Booth simply adds a circle on top of the head showing you what you would look like with your mane gone. You can get a funnier picture by using all three booths and produce a fat, bald, old picture of your friend or yourself. Or you can swap faces on the pictures with the iSwap app. This app works on pictures having two people in it. You can then switch each other's face for a good laugh.

The Zombie Booth is another funny app which morphs the photo turning the person into a hideously funny zombie. This app gives a real scary 3D zombie affect to the pictures and the zombies scratch and swipe and makes those scary zombie noises as you tap on the screen.

With the Voice Changer Plus app you can change your voice in a number of ways. There are around 40 options such as Guitar, Organ, Robot, Underwater, Whisper, Haunting etc. You can choose a voice, record your message and play it back later. You can use these recorded messages as ring tones and also share them with your friends by e-mail.

The Funny Call is another absolutely amusing app which guarantees side splitting humor. You can use this app to freak out your friends or to get even with your enemies. You can pick from the numerous voice effects and change your voice. Imagine calling your boss sounding like a chipmunk or sounding as an alien when calling an annoying neighbor. This app is great for practical jokes and you will double up with laughter every time you try it.

Thank you for taking the time to read about The Funny apps for The iPhone 4S. Here is where you can purchase both new and [Used iPhones](#) at amazing prices or you access our [Used iPhones](#) here.

Article Source: <http://www.articlebiz.com/article/1051591987-1-funny-apps-of-the-iphone-4s/>

TechPoints is a monthly newsletter from TechSolutions, Inc.

Click [here](#) to unsubscribe and put "Unsubscribe" in the subject line.

TechSolutions, Inc. • 5630 Kirkwood Highway, Wilmington, DE 19808 • www.TechSolutionsInc.com • (302) 656-8324
