

## September 2009

In this issue:

### Announcing:

Change of address

### Social Networking:

Twitter

### E-mail Threats:

Viruses, spam, Spyware

### Economic Survival:

Act now

### Product Watch:

CyberPatrol

### On the Lyte Side -

Cartoon

## Important Dates:

### Dates to Remember:

7th - Labor Day

13th - Grandparents Day

17th - Citizenship Day

### In History:

1620 - The Mayflower left Plymouth, England, carrying 102 passengers to America

1814 - The British attack on Ft. McHenry, lasting 25 hours, inspires Francis Scott Key to write "The Star Spangled Banner"

1850 - California entered the union as a state

1901 - President McKinley was shot and killed

1939 - Hitler invaded Poland, precipitating World War II.

1972 - The widely popular TV show, M\*A\*S\*H premiers.

2001 - The World Trade Center buildings collapsed as a result of two hijacked airplanes being flown into the buildings, another plane slammed into the Pentagon building, and United Flight 93 went down in a Pennsylvania field as a result of heroic passenger efforts to thwart another planned attack

### Little Bits:

About 10% of the world's population is left-handed.

James Madison, 5 feet, 4 inches tall, was the shortest president of the

### Announcing—Change of Address:

As part of our strategy to provide superior customer service, we receive all mail and equipment deliveries at a third party facility. In this way, we are sure to never miss a delivery or possibly delay an installation.

The facility we utilize has recently moved, and consequently, our mailing address has changed to 118 N. Conistor, Suite B-288, Liberty, MO 64068. Please make a note to update your records.

### Social Networking: Twitter

Newspaper publications, direct mail and print newsletters have all seen their time in the limelight come and go. Digital means of making and keeping contact with customers and prospects have taken over. Specifically, social media outlets allow you to connect to others for little or no cost!

Twitter is the latest rage to hit the Internet as a real-time short message service that allows users to send instant communications, or "tweets," of up to 140 characters. You can keep your name in front of people who have some connection or interest in your business, or "listen" for mentions of your company name, competitors or specific words related to your business.

A word of caution, though: avoid the temptation to use Twitter as a vehicle to promote your business. People will tune you out and your messages will go unread. Instead, keep your messages thoughtful, insightful or ask people what that captures their attention.

### E-Mail Threats:

Viruses, hacker attacks and other cyber threats are now a part of daily life. Malware spreading throughout the Internet, hackers stealing confidential data and mailboxes flooded with spam are the price we pay for computing convenience. Any unprotected computer or network is vulnerable.

For businesses of all sizes, the risks are manifold. Crucial data distorted by viruses, financial data misappropriated by cyber criminals, and mountains of spam reducing ROI on human and technological resources. An effective risk management strategy is essential for business success.

As cyber threats have evolved, so has software to deflect such threats. Sophisticated antispymware and antivirus solutions capable of detecting the most complex new viruses are now available. And the latest anti-spam products filter out up to 99% of unsolicited mail, protecting computers from malicious code and saving time and resources.

Still, one of your best resources is education. Read and learn about the various forms of attack, and then share with employees. People are still play a big part in the first line of defense.

### Emerging Threats: The Changing Face of E-mail

### Economic Survival:

If you are waiting for the market to turn around, you are losing ground. Take control of your future. You can steer your business to accelerate your success. Take a deep breathe and take a hard look at your company. Right now, today is the time to act. Start planning how you can weather this storm and prepare for the good times when the recession recedes.

**Get good advice.** As an entrepreneur, you are a smart risk taker. My question is, "Do you have all the answers?" No. Well, no one person knows it all. Surround yourself with a variety of experts who can add to your knowledge and expertise.

**Pull in your horns.** At this time, postpone plans for expansion. Reduce inventory orders to minimums and review existing contracts to determine the possibility of delays or cancellation. Also, suspend the addition of new products until demand is confirmed. These steps will help avoid unnecessary expenses.

**Conserve cash.** Collect accounts receivable and contact suppliers to extend accounts payable. Focus on delaying expenditures for new equipment and expanded inventory. To cover any additional work, use freelancers and contractors rather than hiring new staff. Also, do not add new employee benefits or pay bonuses. Employees are usually willing to forgo perks in order to keep their jobs. When necessary, consider reducing your staff.

**Use time wisely.** Think about contracting tax and payroll preparation to outside suppliers if you would use your time more productively for sales development or floor participation. Conversely, if these items can be handled more effectively and less expensively in-house, then transfer them to another employee.

**Utilize marketing.** Develop aggressive plans to improve sales volume. Consider special events to attract customers. To get free publicity from the media, look for newsworthy items about your business. Get to know reporters or publishers and keep them informed or offer story suggestions. Collect email addresses from clients & prospects and follow up with monthly messages. Consider personal visits to connect with existing clients and find out how their needs have changed and how your product or service can help.

**Written by Arnold Sandness, SCORE Marketing Advisory Council** - SCORE mentors offer free and confidential advice. They are business owners and corporate executives who have successfully run companies. Ask a mentor for advice or find a SCORE office in your community.

### Product Watch: CyberPatrol:

Kids grow up with computers all around them, and consequently they are quite comfortable turning to a PC to get answers, play games, stay in touch with friends, or just waste time. The Internet is a natural extension of computers, but kids are unaware of all its hidden dangers, or think they are smart enough to avoid them. Most parents have no idea of the things kids are exposed to online

inches tall, was the shortest president of the US. Abraham Lincoln was the tallest at six feet, 4 inches.

The New York phone book had 22 Hitlers listed before World War II ... and none after.

Maine is the only state in the United States whose name has one syllable.

A 'jiffy' is an actual unit of time for 1/100th of a second.

If the sun stopped shining suddenly, it would take eight minutes for people on earth to be aware of the fact.

**Contact Info:**

Traci McKown  
816-415-2310  
tmckown@blueoaktech.com

extension of computers, but kids are unaware of all its hidden dangers, or think they are smart enough to avoid them. Most parents have no idea of the things kids are exposed to online.

Just last week, we were both amused when one of our daughters went out into the front yard to wave her arms around while our other daughter went to see if she could see her on Google Earth, and concerned when we learned that our 7-year-olds had made their way to YouTube on their own, and ended up viewing disturbing videos!

Using CyberPatrol parental controls is one of the simplest and most effective steps you can take to protect your kids. You can use flexible content filtering options, limit access to programs, restrict chat and instant messaging, monitor Internet activity, limit time online, and manage individual user profiles all for \$39.95 annually to cover three computers!

**On the Lyte Side:**

Copyright 2003 by Randy Glasbergen.  
www.glasbergen.com



**“...and 847 e-mails asking me to support anti-spam legislation!”**