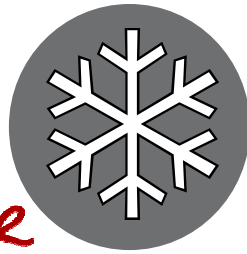


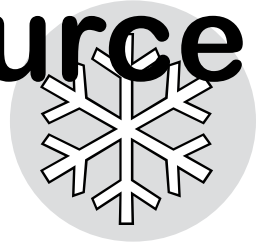


HAPPY
NEW YEAR



We make IT Work for You

IT Radix Resource



A Brave New Decade...

Winter 2010

Looking Forward to What's Ahead

- Managing Business with Technology
- Server-Based Computing
- Setting Goals

Sailing into a New Technology Decade

The year 2000 doesn't seem that long ago. With the turn of the century, many businesses and IT professionals were focused on "Y2K" which turned out to be no big deal. In 2000, the iPod did not exist, Windows ME (Millennium Edition) was released, and Mac OS 9 was still Apple's standard. Throughout the decade a number of events continued to cement technology into our day-to-day existence. Let's take a moment to reflect back.

The .com Bust Despite the predictions, the .com bust in 2001 didn't really signal the end of the opportunities the Internet created. Out of the ashes emerged Google, eBay and Amazon.com. In 2000, Google launched its self-serve, pay-per-click service. Today, Google's PPC economy generates over \$20 billion in revenue each year and is, in many ways, the barometer of the Internet economy at large.

Mobile Maturity As we begin a new decade, the mobile Internet is a reality. Consider this: In China alone, there are now more than 150 million mobile internet users. In the US, which has been lagging the developed world in the adoption of advanced mobile technology—over 20 million mobile users access the Internet daily.

The Rise of Social Media It's hard to believe that the social networking craze started over 6 years ago when Friendster

launched. Since then, we've seen the rise of a broad range of services that enable you and me to connect and share online. "Social media" in all of its forms has impacted the Internet like few phenomena before it. And, its potential reach extends far beyond the Internet to things like search, media, retail, marketing, PR and customer service.

A look Ahead As we head into a new decade, mobility, virtualization and cloud computing headline technology trends. With these new technologies and their inherent rewards, there are a host of new risks to consider.



It was a busy decade in Internet security. Cybercriminals were crafty and creative.

The upcoming decade promises more of the same. As your IT consultant, we want to make sure you stay a step ahead.

Security Threat Landscape

The attacks of today are different than in recent years. Hybrid malware, combining the Web and email to carry out sophisticated attacks, will become even more prevalent. Narrowly-targeted attacks, which require the presence of specific applications to engage in malicious activity, are also on the rise. Finally, we'll see an increase in "real-feel" of phishing sites and emails. In short, our clients will need to be on their toes and IT Radix is here to help.

Social Media Attacks on social networks is increasing in volume and scope, targeting communities such as Facebook and Twitter. Social networks present a very good ROI for cybercriminals using them as a platform for attacks. This trend will intensify. Friend, Follower, Tweeter, beware!

Data Security Many clients will need to work on risk assessments and establishing business justifications for how data is used, sent and protected. What the focus is will depend on your type of business and its size.

Encryption Mobile use will necessitate more attention to encryption technology. With more capabilities on mobile phones and devices there is a larger need to protect the information on mobile devices. With the explosion of email in the past decade, it's simply incredible what businesses are freely sending via email and the Internet. Most businesses are not encrypting email, but could and should. Ensuring appropriate security for data "at rest" is also facing increased threats.

Where will all these changes, challenges and opportunities lead or end? Only the next decade knows. As your technology partner, IT Radix is here to help you sail confidently into the new decade.

Inside this issue:

Sailing into a New Technology Decade	1
How Technology Helps Manage Business	2
Introducing... Jessica Collora	2
Goal Setting 101	3
Inclement Weather — Telecommuting	3
Advantages of Server-Based Computing	4
Top 10 Windows 7 Tips	5
10 Simple Facts for Working with Macs	5
Perils of Social Networking	6
Trivia Contest	6

How Technology Helps Manage Business

We are pleased to introduce you to **New Jersey Builders Association** (NJBA) located in Hamilton, NJ.

NJBA is a professional trade association comprised of homebuilders, remodelers, material suppliers, subcontractors, consultants, lending institutions, utilities and others involved in the homebuilding industry and related fields. The Association's focus is the promotion, protection and improvement of the homebuilding industry in New Jersey through education, advocacy and outreach.

NJBA relies heavily on the use of computers and technology to run their business. And, like many businesses in today's economy, were faced with the decision to downsize their staff, making it even more imperative to learn ways to do "more with less," states Amy Whilldin, Director of Communications. "Our goal is to utilize technology for the benefit of our membership."

Communication is key to the success of most businesses today, and NJBA is no exception. Some of the ways that NJBA uses computers to facilitate communication are:

Web-Based Master Calendar – NJBA's business centers around gatherings and meetings. Having a master calendar linked to their website, offers their members an easy way to keep abreast of the Association's upcoming events, meetings, and seminars. Getting directions to these events and/or copying events onto a member's personal calendar are easily achieved by a click of a mouse.

Electronic Newsletter – An electronic newsletter ("Weekender") is distributed by email every Friday, keeping their members abreast of current events and activities within the Association and information pertinent to the homebuilding industry.

Broadcast Emails (Eblasts) – Emails are broadcast to their members alerting them of timely and important events and topics. These eblasts utilize a technology that provides a convenient way to monitor communications and track how many times the message is opened and embedded links are accessed. Knowing how information is utilized helps identify areas of interest and, thus, determine areas to focus and invest more time.

(Continued on page 4)

OUR CLIENTS SPEAK OUT:

"IT Radix is always willing to listen and take the time to develop solutions that work for our unique situation. Having a company like IT Radix accessible expands our knowledge base exponentially. It's easier and faster to draw on the experience of experts than to develop it ourselves."

—Keith O'Loughlin
Capstone Research

Before computers... a web was a spider's home

Introducing...Jessica Collora

Here at IT Radix, we pride ourselves with providing our clients with the best customer service in town. That's why we go to great lengths to have a real, live person available to assist our clients over the phone. If you've ever picked up your phone to call us, you've most likely had the pleasure of talking to **Jessica Collora** and have "heard" her smile emanating through your phone. As our Client Services Manager, Jessica commits herself to managing our technology team. Nicknamed the "Zookeeper," Jessica thrives on crisis management and prides herself on an efficiently organized workflow. A "jack of all trades," Jessica also prepares our invoicing when she's not keeping our technicians busy.

Jessica has found her niche at IT Radix. Her education in *Management of Information*

Systems and 10+ years of general accounting and business background has her doing what she loves best—using computer technology to manage business. This love of organization has trickled over to her personal life as well, where she has a spreadsheet for everything, whether it be to organize her DVD collection or her family's social calendar.



Born and raised in North Jersey, Jessica is a "Jersey Girl!" who finds joy in life's simpler things—spending time with family, baking cookies, crafting and walking her dog, Brownie. She's always willing to give of her time and the first one to raise her hand to volunteer, especially when it's an

opportunity to help out a friend in need.

Jessica's personal philosophy: "Be that helping hand, whenever you can, wherever you can, however you can. The reward of gratitude is much greater than the sacrifice you would have made. As 'cheesy' as it sounds, I truly believe that spending time to help someone, no matter how much or how little help is needed, will help you live a more fulfilled life. And, SMILE whenever possible! A gesture as small as kindness will take you further through life than you could possibly imagine!"

"Believe, when you are most unhappy, that there is something for you to do in the world. So long as you can sweeten another's pain, life is not in vain."
—Helen Keller

Spread the Word

If you know someone that would be interested in receiving their own copy of this Newsletter, let us know!

Before computers... a mouse pad was where a mouse lived

Goal Setting 101

by Arnold Rintzler, AWR Business Concepts

Business is rapidly changing, and you are faced with more decisions, meetings, activities, deadlines, etc. The key to success in your business and in your personal life is a goal-setting process. By developing a regular "success ritual" of writing your goals in detail, you will have the clarity and focus to take your business to new heights. Less than 5% of people have written goals. Yet, highly successful people can point to regular goal setting and planning as a key ingredient for their success.

The reason why most people do not set goals is because they were never taught in school the value and power of a regular goal setting process. Following is the process that I have used for over 15 years.

Developing Your Goal Setting Ritual:

Let's start with the obvious. You must commit to making time to think and **write your goals out**. It is best done during the part of the day when you are at maximum energy. Get a hard-bound journal or writing pad. You can use a computer, but it must be something you will look at constantly. You need to keep an on-going log of your success. Pick a place that will inspire you

and where you will not be interrupted, like a conference room, an office, park, the beach, etc. Being focused on the task is critical!

If you have a spouse, get them involved in the process. Set a time for both of you to sit down with no interruptions and write out what each of you want personally and as a family. Clients who have done this process with their spouse have really achieved a sense of balance, communication, and increased business success. Remember, there is nothing more powerful than a team focused on the same outcome!

How To Set Goals: There are many ways to set goals. Here are the steps that I use:

1. Break-down your goals into specific areas (business, personal, family, etc.).
2. Using a bullet format, list what you want as a goal in each category.
3. Don't worry about *how* you are going to achieve the goal.
4. Write down *why* the goal is important to you.
5. Give the goal a specific deadline.
6. Write what actions you must take on a daily basis to achieve your goal.
7. Write out what you will reward yourself with when you attain your goal.

How Often To Set Goals: Goal setting is a continuous, life-long process. Try blocking-out two half-days a year for your major business planning and goal setting process (beginning of July and the end of December). Then allocate two hours each month to review your progress towards your annual goals and set smaller monthly goals that support your yearly goals. Along the way, don't be afraid to change, add or delete goals that no longer serve you or your business. Lastly, start each day by reviewing your goals and focus on what you want to accomplish for that day.

Follow these goal setting guidelines and you will develop a process that will put you and your business in the top 5%, and you will notice a sense of clarity and new energy in your business and in your life!

Arnold Rintzler is President of AWR Business Concepts, located in South Orange, NJ, providing Coaching and Consulting Services to owners and entrepreneurs for the last 16 years. For more information, please visit www.awrbusinessconcepts.com.

7 Goal-Setting Questions to Ask Yourself

What are your five most important values in life?

What are your three most important goals in life right now? (Write the answer to this question in 30 seconds.)

How would you spend your time if you learned today that you only had 6 months to live?

What would you do if you won a million dollars cash, tax free, in the lottery tomorrow?

What have you always wanted to do, but been afraid to attempt?

What do you most enjoy doing? (What gives you your greatest feeling of self-esteem and personal satisfaction?)

What one great thing would you dare to dream if you knew you could not fail?



"Oh, the Weather Outside is Frightful..."

- This document was intentionally printed on two sides to save paper.

- This document was printed with eco-friendly solid ink.

- When you are done with this document, would you please recycle it properly?



"But, the fire is so delightful" are the lyrics to a favorite carol that bring thoughts of a warm cozy day at home snuggled up to a cup of cocoa and your *office laptop*. Well, maybe the latter wasn't what you envisioned, but the advances in today's technology have made this a viable option.

Virtual Private Networks secure your connection when accessing your company's server remotely. **Cloud Computing** enables your company improved uptime and ubiquitous access across desktops, notebooks and mobile devices. **Terminal Servers** allow users to have a complete consistent desktop without loading all the software

on home machines.

While technology equips us to work productively from home during inclement weather, it still doesn't free us from other challenges that crop up. One challenge being school snow days and the distractions created when kids are home. On those days when you find that you are called to juggle more than just working from home, realign your daily goals towards those that are more realistic with your increased distractions. Adjust your timetable for completing a project—work during nap/bedtime to decrease your frustration.

Rainstorms also carry several threats to your ability to work productively from home. The more enjoyable aspect of rainy drawbacks include the increased tendency towards naps. However, storms carry several more vengeful threats like loss of electricity resulting in loss of documents or data.

Telecommuting during inclement weather wasn't a viable option just 10 years ago, but surely makes for a safer work option today. The key to a productive day is to plan ahead so that you can make the most of your day. And, "let it snow, let it snow, let it snow!"

How Technology Helps Manage Business (cont.)

(Continued from page 2)

SPECIAL OFFER

**Put on
your
Baking
Cap
for a SWEET Deal!**



Sign up for a **NEW** IT Managed Service contract in the months of January or February and get a *Baker's Dozen*—that's 13 months for the price of 12!

All three IT Radix Managed Service plans are eligible:

**Capstone
Cornerstone
Keystone**

Visit www.it-radix.com to learn more about what's included in each of these proactive maintenance plans.

We'll bring the donuts!!!

Social Networking – Social networks like Twitter, Facebook, LinkedIn, and even YouTube have facilitated communication both internally and externally.

Conference Calling – NJBA uses conference calling on a routine basis. Utilizing a conference bridge has proven to be an effective vehicle for establishing a meeting. Emails organizing meetings are generated and participants can “accept” invitations, automatically updating their calendars with meeting details.

Email Signatures – NJBA incorporates mini “ads” and links within their email signatures, promoting special efforts and events.

Virtual Conferencing – NJBA is leading the way once again, this time in virtual conferencing and green building by hosting an Online Green Building Expo. Participation will be done entirely through the comfort and ease of computers, making “attendance” both cost-effective and convenient. Attendees have the

ability to pick an avatar and “walk” around the virtual exhibit hall visiting various booths of interest and engaging in live, real-time interactive chats. Leading experts will present informative and educational seminars throughout the 3-day conference. This is not only convenient, but also extends their scope far beyond the borders of New Jersey.

“We are constantly trying to utilize technology to our advantage and put as many things in place to become more efficient and, therefore, more effective in providing better service to our members,” states Amy.

NJBA is an IT Radix client who has certainly embraced opportunities to more efficiently manage their business with computers and technology. We, at IT Radix, enjoy helping them achieve this goal by proactively monitoring and managing their mail and web servers

to ensure that they are up and running.

“We just love working with Cathy and her IT Radix team too!” states Lisa Obolsky, Vice President of Operations. “We moved our offices back in July, and IT Radix kept our office running throughout the move with minimum disruption and downtime.” Lisa continued, “I don't know how they did it, but I sure appreciate having the peace of mind knowing that IT Radix has us covered, no matter what networking scenario we conjure up. We truly rely on IT Radix to manage our computers and network, so we can focus on managing our business.”

To learn more about NJBA and their upcoming Virtual Green Build Event, visit them at www.njba.com.



**Time
Saver**



January is a great time to think about File Management, archiving and de-cluttering. Planning out file locations/names can save you a lot of time, money and frustration in the long run—especially if you're sharing files with coworkers on a server. One recommendation is naming folders by year. For example, a folder entitled **Budget** can have sub-folders entitled **2010**, **2009**, **2008**, etc. The goal is to have every file in a folder, thus making files easy to locate. The added benefit of beginning folder names with a year is that it automatically forces them to the top of the file list and groups them by that year. Finally, consider archiving older data to reduce costs associated with data backup.

Advantages of Server-Based Computing

Many of you reading this article already know the benefits of server-based computing in your business. However, some of you might think that your business is too small for a server and that you can get by sharing files via email, USB drive or some other means. The reality is that EVERY company, no matter how small, needs a server. Having a server in place while your business is in its early stages will not only ensure that you are managing your business as productively as possible, but also position your business to be ready for growth! Benefits:

- Control access to network data
- Provide shared access to files

- Provide central email and collaboration management

The server is like a central “file cabinet” of your company's information. If employees save files to their individual computer hard disks, these files are not easily accessible to others. Plus, if something happens to the physical computer, you're out of luck! Storing files on the shared server ensure they are more secure and accessible to all authorized users at any time.

Since your server is such an integral part of your network, it's important that you work with an expert to ensure it's maintained properly:

- Latest operating system patches in place

- Firewall is configured for optimum security
- Daily anti-virus and other software updates
- Monitor hard disk space (servers with low hard disk space are slow and unresponsive)
- Monitor RAM (affects response-time stability)
- Daily file backups ensured
- Application access maintained (e.g., email, databases)

Call IT Radix today to learn more about how we can help you manage your networking needs, and take advantage of our *Baker's Dozen* offer highlighted above!

Before computers...
cut & paste was done
with scissors and glue

Top 10 Windows 7 Tips

It's a new decade and a new Windows operating system. Start out right and make the most of Windows 7. Here are 10 tips and tricks to get you there.

Make Windows 7 Faster

1. **Go 64-bit**, the x64 architecture has definitely arrived on the desktop. Don't buy new 32-bit hardware unless it's a netbook.

Get More Done with Windows 7

2. Have legacy applications? **Use Windows XP Mode.** It is an intelligent use of desktop virtualization and a great way to move to Windows 7 without giving up full Windows XP compatibility.

The Best Windows 7 Shortcuts

3. **Cut the Clutter.** Press Windows+Home to minimize all but the current window, removing background clutter and letting

you focus on that report your boss has been bugging you about.

4. **Snap That Aero.** The Windows key is great for all your shortcuts. Now you can use it to work with the new AeroSnap feature in Windows 7. Select a window, hit the Windows key and a *Left* or *Right* arrow to snap the window to that half of the screen, or use the *Up* arrow to snap it to the top of the screen.

5. **Shortcut the Taskbar.** The Windows key is great for shortcuts. You can select the Windows key and a number to correspond to items on your taskbar. So, if IE (for example) is the third icon on your taskbar (not counting the Start button), you can hit the Windows key and the number three to launch or open IE.

More Windows 7 Keyboard Shortcuts

6. **Windows+D** - Minimize all windows and show the desktop

7. **Windows+E** - Launch Explorer with Computer as the focus
8. **Windows+F** - Launch a search window
9. **Windows+M** - Minimize the current window

Securing Windows 7

10. **Be Our Guest.** Guest mode proves a convenient method to give a guest or child access to your computer with limits on making system changes, installing software, or writing to the disk outside the user profile. After the user is done and logs off, data saved inside of the user profile is deleted. You cannot use Guest mode in an AD environment.



Earn Referral Rewards!

Visit us today at www.it-radix.com and click **Referral Rewards** to learn more.



10 Simple Facts for Working with Macs

by Mike Kern, Home and Office Computer Training

You've seen the commercials featuring PC vs. Mac. Aside from the funny pokes at Windows' woes, here are some facts if you're considering making The Big Switch.

1. Designed with security in mind, the Mac operating system isn't plagued by constant attacks from viruses. Right out of the box you can work safely and with assurance.
2. Equipped with Intel processors, Mac's operate at lightning fast speed.

3. Programmed to regularly check for updates, a Mac technically gets better with age.
4. Ready to go out of the box, there are no device drivers to install and no configuring necessary. Simply plug in your camera, printer, or external hard drive and it will work.
5. A Mac makes connecting to a wireless network simple. Networks automatically appear and within a few clicks you're online.
6. Macs come with a built in camera, and software that lets you have up to 4-way-video chats, give presentations, and even share your screen so others can see your desktop.
7. Mac's are compatible with the Windows world. Office for Mac is one example—letting you run

Word, Excel and PowerPoint just like on Windows.

8. If you really need to run Windows, you can do that right on your Mac and have the best of both worlds.
9. The Mac operating system is durable. You can run multiple applications, but if one happens to become unstable, it won't interfere with the other programs.
10. Mac's are leading the way on creating the greenest, most environmentally friendly computers using highly recyclable and harmful free substances.



Remember to change your system passwords annually!

Before computers...
an application was
for employment

Mike Kern is one of the Technology Coaches at Home and Office Computer Training, a strategic IT Radix business partner, providing personalized and convenient PC and Mac training to small business owners.



From the desk of: Cathy Coloff

Subject: A Hat for All Seasons



Do you like my new hat? For those of you who know me, I enjoy wearing many hats—well, maybe not literally, but at home, at work and at play, I wear so many hats, it's difficult to keep them all straight. I'm sure many of you can relate!

This month, I donned my baker's hat to help the **IT Radix** team whip up our *Baker's Dozen* offer (learn more about this fantastic offer on Page 4). About this time last year, I was wearing a small fur cap to keep warm as we walked the streets of a small town in Russia where we adopted our son.

One of the things I enjoy most about **IT Radix** is that the entire crew is comfortable sporting new hats. Whether it's a helmet to tackle day-to-day technology challenges or a more sophisticated chapeau to navigate the learning curves of new technologies that affect today's small-to-medium size businesses, we're ready. "Hat Hair" doesn't bother us—in fact, we'll happily wear that technology hat, so you don't have to!

Cathy

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**We make IT
work for you**

CHECK US OUT ON THE
WEB!

WWW.IT-RADIX.COM

**Enter and Win!
Trivia Contest**

The first person to send an email to resource@it-radix.com with the correct answer to our trivia question will win a \$25 movie theater gift card!

Q:

What was the first completely computer-generated animated movie?

October Trivia Challenge

What Rolling Stone hit song did Microsoft use to jump-start the Windows 95 roll-out?
(Answer: *Start Me Up*)

Congratulations to our winner, Tim Knotts, from The Hogan-Knotts Financial Group, now the proud owner of a \$25 iTunes gift card. Rock on...

What the Hack—Perils of Social Networking

Social networking has quickly become a favorite past-time for many people. Whether it be Facebook, MySpace, Twitter—but, how safe is your information...really?

Hackers prey on users who think their favorite social networking site is a safe haven on the Internet. The real danger is in the information that you put out there. If cyber criminals want to get someone's personal information, they can easily do it through social networking sites.

Many simple, innocent-looking applications that ask things like, "How many children will I have?" or "Who would you want to be stranded on a desert island with?" are created by other companies, and used by social networking sites, without being tested. Cyber criminals have started embedding malicious codes in these applications so they can

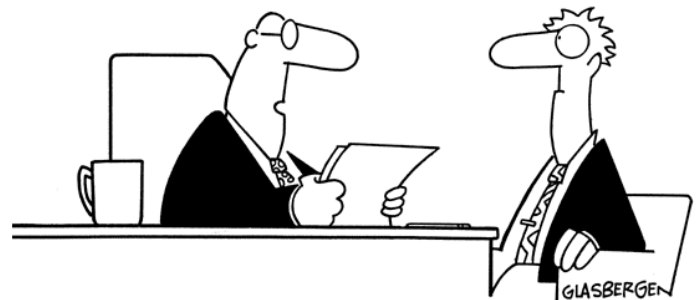
steal your password. If you use the applications, you give permission to grab info from your account.

When you think about it, most of the information to answer change of password questions is found on social networking sights. If you have info about yourself out there, remember that it is public domain. How do

you avoid password pitfalls, you ask? LIE, LIE, LIE!!! Seriously, if you're asked for your mother's maiden name, LIE. They don't care...it's just wording. Or, use another word. If you're asked for your favorite color, say DOG! They don't care.

Yes, you have our permission to lie!

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www.glasbergen.com



"We're looking for someone who can help us crack down on identity theft. Fill out this application and don't forget to include your Social Security number, date of birth, phone number, home address and mother's maiden name."