

Technology Today

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

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"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine!* Call us and put an end to your IT problems finally and forever!"

- Kendall Reinford, Snap Computers

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**FREE
Small Business
Advisory Guide:**

**16 Critical Questions Every
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Any IT Company**

At www.snapcomputers.net

Personal Note from My Wife Elisa...

Several years ago we started praying for a family of our own. Months went by without news of pregnancy. Months turned into years. I'll be honest... this has been a difficult journey. There have been days that I wrongly questioned the character of God because I didn't understand His plan or His timing.

I made the choice to not become bitter and angry at God. I know that God is good and my circumstance CANNOT dictate my happiness. My joy needs to be rooted in the Lord and in knowing His incredible love for me.

God laid it on my heart to start a support group for other women walking the lonely road of infertility. In January of this year we had our first meeting. I called it LIVE because that has been my prayer for all of us in the group: to LIVE and not let infertility press the pause button and rob us of the fullness the Lord has for us in each stage of life. LIVE is a safe place for us to share our inspirations, victories, and encouragement. God has really used this wonderful group of women to encourage me on this journey and I am SO thankful for each of them.

About 5 months ago I noticed a huge change in my spirit. I felt like I was able to move from just having the strong desire to be fully surrendered to God's plan to actually experiencing true peace that I know can only come from Him. I was able to sing "Waiting Room" by Jonny Diaz as a proclamation of truth instead of just a prayer. For those of you who are not familiar with this song here are the words to a portion of it:

"When that miracle comes 'cause
your answer is 'YES'

I will praise you for all my days
But when your wisdom declares
that a 'NO' is what's best
I will praise you just the same

You have a much better purpose
And you have a far greater plan
And you have a bigger perspective
'Cause you hold this world in your
hands"

It is with great joy that we declare the goodness of God. He taught me to trust Him. He has proven that He knows best. It feels so good to be able to surrender my dreams and desires to my Heavenly Father who sees the big picture. And to top all that off. After 46 "not yet's"... we got a "YES"!!! We are expecting to meet our miracle around Mother's Day 2013. We feel so blessed and we are so thankful for this gift!



Get More Free Tips, Tools, and Services At: www.SnapComputers.net

Shiny New Gadget Of The Month

Roku

www.roku.com/streamingstick



About the size of a large thumb drive, the Roku Streaming Stick allows you to watch TV shows, games and movies on demand via the Internet on your TV.

The Streaming Stick costs as little as \$50; for that price, you can create smart TV on the cheap. Simply plug the Streaming Stick into a special port in the back of your TV. The device uses its Wi-Fi connection to set up your service and instantly stream shows on demand via the Internet. With 550-plus free and premium videos, music and game channels from HBO, Disney and Major League Baseball, Roku is becoming the new cable box.

It's predicted that in the next 4-5 years, the bulk of TV and movies will be viewed over the Internet through subscription services like Roku. As you can imagine, Roku has stiff competition with the likes of Apple TV (which leads the market with over 4.2 million devices sold). Google is also getting into the TV streaming game with Nexus Q.

New Security Breach Notification Laws: What You Need To Know

It's Monday morning and one of your employees notifies you that they lost their laptop at a Starbucks over the weekend, apologizing profusely. Aside from the cost and inconvenience of buying a new laptop, could you be on the hook for bigger costs, and should you notify all your clients?

Maybe, depending on where you live and what type of data you had stored on that laptop. Forty-six of the fifty states, plus Washington D.C., Guam, Puerto Rico and the Virgin Islands, have security-breach laws outlining what businesses must do if they expose any kind of client or employee personal information, and practically every single business is directly affected by these laws. (Currently, the only states without such laws are Alabama, Kentucky, New Mexico and South Dakota, but that is likely to change.)

An Emerging Trend In Business Law

Since companies are storing more and more data on their employees and clients, states are starting to aggressively enforce data breach and security laws that set out the responsibilities for businesses capturing and storing personal data. What do most states consider confidential or sensitive data? Definitely medical and financial records such as credit card numbers, credit scores and bank account numbers, but also addresses and phone numbers, social security numbers, birthdays and in some cases purchase history—information that almost every single company normally keeps on their clients.

We Did Our Best” Is No Longer An Acceptable Answer

With millions of cyber criminals working daily to hack systems, and with employees accessing more and more confidential client data, there is no known way to absolutely, positively guarantee you won't have a data breach. However, your efforts to put in place good, solid best practices in security will go a long way to help you avoid hefty fines. The definition of “reasonable security” is constantly evolving, but here are some basic things to look at to avoid being labeled irresponsible:

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**Attention Business Owners
Suffering From Spam Overload...
Call Us Before November 30th
And
We'll Eliminate (99%) Of The
Spam E-mails You're
Currently Getting
ABSOLUTELY FREE!**

If you are absolutely fed up with the number of spam e-mails you get every day and worried about the viruses they carry, this could be the most important letter you'll read all year.

Thanks to a new breakthrough in e-mail filtering technology, we can now eliminate up to (99%) of all spam you're currently getting without interfering with the e-mail messages you want to receive.

Best of all, this service won't require you to purchase, install, or maintain expensive hardware and software! We're so certain that you are going to love this service that we've decided to give the first month's service away for free on a trial basis so you can try it firsthand without any risk.

At no charge we will...

1. Stop virus-riddled spam without interfering with legitimate e-mails or "false-positives" that aggravate end users.
2. Stop employees from spreading e-mail borne viruses to each other and to your clients.
3. Reclaim precious bandwidth for business activities instead of storing and processing spam e-mails.

Remember, you are under no obligation to buy anything. After the 30-day free trial is up, you can choose to continue receiving this service for less than (\$3) per workstation or you can cancel and owe absolutely nothing!

To sign up for a free month of spam filtering call us at **717-283-4030**.

**FREE: Stop Annoying Spammers
From Invading Your Inbox
Finally and Forever!**

HURRY! Offer Ends November 30th!

- **Managing access.** Who can access the confidential information you store in your business? Is this information easily accessible by everyone in your company? What is your policy about taking data out of the office on mobile devices?
- **"IT security and passwords.** The more sensitive the data, the higher the level of security you need to keep on it. Are your passwords easy to crack? Is the data encrypted? Secured behind a strong firewall? If not, why
- **Training.** One of the biggest causes for data breaches is the human element: employees who accidentally download viruses and malware that allow hackers easy access. Do you have a data security policy? A password policy? Do you have training to help employees understand how to use e-mail and the Internet responsibly?
- **Physical security.** It's becoming more common for thieves to break into offices and steal servers, laptops and other digital devices. Additionally, paper contracts and other physical documents containing sensitive information should be locked up or scanned and encrypted.

The bottom line is this: Data security is something that EVERY business is now responsible for, and not addressing this important issue has consequences that go beyond the legal aspect; it can seriously harm your reputation with clients. So be smart about this. Talk to your attorney about your legal responsibility. Then, to get more information and training on IT security, visit us online at <http://bit.ly/snapitaudit> or call us for a FREE Security Audit at 717-283-4030

Are You Inviting Criminals To Rob You?

The next time you think about "Checking In" with Facebook or Tweeting about your vacation, don't. Burglars are now using social media sites to target homes when people are away on vacation, business or just out at dinner.

One such web site, PleaseRobMe.com, swears they never intended to encourage burglars; however, this site pulls information from social networking sites like Twitter, Foursquare and Google Buzz to expose how much information criminals can easily learn about you online.

The Dutch developers, Barry Borsboom, Boy van Amstel and Frank Groeneveld say they like social networking, but that their goal is to shine a giant spotlight on the dangerous side effects of location sharing. Regardless of their intention, our recommendation is to keep your location private.



Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz was:

Kathy Sobeck. Thanks for emailing your answer Kathy!

How much did the record pumpkin in the PGPGA (Pennsylvania Giant Pumpkin Growers Association) weight in 2011?

The correct answer was:
C.1676

Now, here's this month's trivia question. The winner will receive a \$25 Visa Gift Card!



How many turkeys are consumed in the US every year at Thanksgiving?

- A. 10 million
- B. 762,000
- C. 46 million
- D. 57 million

**Email me right now at Kendallr@snapcomputers.net
Be the 3rd correct email and you will win a \$25 Gift Card.**

Are You Performing *Reverse Backups*?

Here's an important question for anyone using cloud applications to host important files and data: Are you routinely downloading and backing up a copy of your files to your own servers? If not, you're taking a BIG risk of losing all that data. By now you should know to backup the data on your PCs and server offsite to the cloud; but what you might not have considered is the practice of downloading your data from critical cloud applications as a security measure against that cloud provider closing their doors, losing your data or simply cutting you off.

True Story: A business colleague hired a new web designer to update her web site. After 6 months of delays and poor service, she notified the designer that she would no longer need their services. This firm's developer then decided to delete all the web sites she had to get revenge. Apparently, the web hosting company had a "glitch" (as they called it) in their password and security system that allowed this company to gain access to her account after she deactivated their login. Fortunately, her OLD web designer had a copy of her web site, even though it was out of date. This little fiasco caused her web site to be down for a week and cost her thousands in getting the sites back up.

Point is, the more data you host in cloud applications, the more cautious you need to be in keeping a current record of those files in-house; and with more and more software companies ONLY offering a hosted or cloud version of their software, you often won't have a choice but to move your systems and data to the cloud. As a second precaution, you should review your cloud provider's policy on closing your account. In some cases, they have all the power and will shut off your access and even delete your data without warning, never to be recovered. That's why it's absolutely critical that you perform "reverse backups" of your data to your server frequently.

New SNAP Team Member!



He will be handling our in-store repairs and we are excited to add him to the SNAP team.

Hi, my name is Jedidiah Cassel but most people call me Jed. I have always been interested in computers and worked on them during my high school years. In my free time I enjoy hanging out with friends and family, kayaking and canoeing, playing frisbee, and playing strategy games. I go to church at Middle Creek Church of the Brethren where I am involved in running tech and I am also involved with the youth group.

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