



***“Insider Tips To Make Your Business Run
Faster, Easier, And More Profitably”***



“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
Small Business Owner Must
Ask Before Hiring
Any IT Company**

At www.snapcomputers.net

On a Personal Note

October is a very special month for me. Five years ago this month, I married my wonderful wife, Elisa! In some ways it is hard to believe it has been 5 years, but in other ways I can’t even imagine life before her. Marriage is truly a gift from God and I am so thankful to be blessed with this gift.



Elisa and I serve on the Marriage Enrichment team at our Church and we have a heart to see hurting marriages restored. Our best advice is to have God at the center of your marriage and communicate honestly, in love. When it seems “easier” to think of ourselves, we are reminded what love is from this passage in the Bible:

“Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It does not dishonor others, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres.”

(I Corinthians 13:4-7)

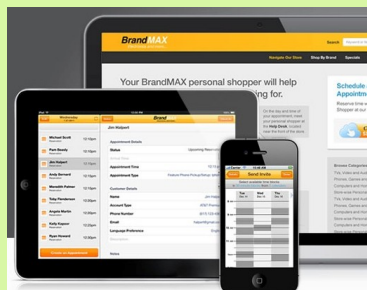
May you be blessed and encouraged in your relationships and never forgot how to love.

Kendall

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

Shiny New Gadget Of The Month

**TimeTrade Online
Appointment Scheduling**
www.timetrade.com



Do you struggle with scheduling appointments with clients and vendors, trading e-mails back and forth to find the right time to meet?

With TimeTrade.com's self-service scheduling solutions, you automate the scheduling process—accelerating your sales and customer service while completely eliminating e-mail tag with clients or prospects.

With products ranging from a free personal site to a Workgroup option that includes integration with Salesforce.com, mobile scheduling from iPhones, integration with Microsoft Exchange and even smart routing to your sales team, you're fully covered.

Try it out today with a free 30-day trial. If you ever struggle setting appointments, you'll be happy you did.

What The Difference Is Between Disaster Recovery And Business Continuity And Why You Should Care

Face it—downtime is depressing, difficult and downright dumb. You can't afford to lose business, customers and your reputation because of failed computer systems. That's why it's so important to pay attention to Disaster Recovery (DR) and Business Continuity (BC).

Almost every business depends on secure, reliable computer systems. It doesn't matter if you're a retail establishment, an online business or a service provider. You rely on technology in order to perform everyday functions.

The Costs of Downtime

The cost of downtime is significant. In this Internet-connected age, most companies lose money when systems are down. Customers cannot order products, so they go elsewhere for services. It's also difficult to communicate with people when your e-mail and web sites are inaccessible. Downtime hurts your competitiveness. Eventually your company's reputation can be damaged.

This is why Business Continuity is so much more important than simple Disaster Recovery practices. You want to prevent downtime instead of recovering from it.

So, what's the difference?

Disaster Recovery is simply one part of Business Continuity. The word "disaster" indicates a situation where continuity has been broken. If you are recovering from a disaster, your computer systems are down. Your business information systems essentially failed. Typical disruptions include planned, unplanned, intentional and unintentional events. A backhoe can snap a telecom line at a nearby construction site, for example. Malware or viruses might take down your local network.

Business Continuity describes the way you eliminate disruptions. That's the big difference between DR and BC. When hard drives, servers or networks fail, BC practices ensure that duplicate systems are in place. When downtime occurs, BC systems instantly switch to copies of the same data you have been using all along. Users don't even notice the switch.

Smart Business Continuity Solutions

These days you have several options to help keep your computers running and your information available 24/7. Storage solutions that contain backed-up, redundant hard drives, like Network Attached Storage (NAS) and Storage Area Networks (SAN) storage devices, help you recover in failure situations. Your users never see that a drive failed. Their data and applications are always available, even if hardware breaks. Similarly, modern networking technologies protect organizations from networking failures. Both these hardware solutions help you maintain business continuity when things break.

Continued on next page...

A Quality Referral Is Music To Our Ears... A FREE iPod Is Music To Yours!



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special for a "business referral" contest for the months of September and October.

Even if your referral doesn't hire us, they'll benefit from having a third-party conduct an audit of their systems. Normally we charge \$299 for this service, but we'll give it to them free since you referred them.

All you have to do now is go online to www.snapcomputers.net/refer and give us the name of one fellow business owner you know who might benefit from our services. There's no obligation for them to buy anything. We'll award a brand new iPod to the customer who refers us the most quality contacts!

If you have any questions about our contest, you can also call me direct at 717-283-4030 or simply e-mail me at kendallr@snapcomputers.net with the name and contact information of one of your business colleagues who might benefit from hearing from us.

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Many companies don't have the latest hardware and software installed, however. It's important to upgrade your systems in order to take advantage of the new solutions. You need to have a plan for dealing with natural disasters, hackers, viruses, legal threats and new rules governing data protection.

3 Business Continuity Considerations

Here are some key areas to examine:

1. Consider how important computer systems are to your bottom line. Do you rely on an internet connection for payment? If you lost your customer database, would that immediately impact your business?
2. Pay attention to your storage habits. Make sure all critical data is backed up to a central server in your office AND in another physical location. Your best option for offsite storage usually is a "cloud" backup solution such as our [SnapBack-Up](#). For more information on this service go [here](#).
3. Think about installing a local NAS or SAN device that has several copies of your data on separate disks. Many of these devices now also have built-in cloud backup solutions. Ultimately, the data and applications you use to run your business need to be protected. Consider them vital organs to the health of your business. If you would like a FREE backup audit, (\$300 value), call us at 717-283-4030

Business Execution— Are You REALLY Getting Focused?

Here we are, the last quarter of the year. Have you stayed focused on your goals and achieved those things you set out to do before the year's end?

It takes discipline to focus. Many of us might fool ourselves into thinking we are focused. Here are some signs that you may not be as focused as you would like to believe:

- At the end of the week, you are asked what you did this week and nothing great comes to mind. "Yup, it was a good work week. I worked hard, really hard. And I did the usual stuff, you know, meetings to drive my team forward, etc..."
- You finish each day tired, without a deep sense of accomplishment.
- When asked, "What is your number one priority?" you think: "Well...I have 5 number ones..."

Try an age old formula to get more focused:

- Make a list of 3-5 priorities, in order. Start your day and think about what you need to get done in order of priority.
- Decide to remain focused on #1 and get it done before moving on to #2.
- When you complete all the items on your list, your day is done. Celebrate your victories and enjoy the rest of your day. This makes you stronger for tomorrow.

Guest Article Provided By:



Patrick Thean is the author of [Execute without Drama](#) and an award-winning serial entrepreneur who has started and exited multiple companies. Patrick is the CEO of Gazelles Systems and the co-chair of the MIT Enterprise Forum and EO's world-renowned Entrepreneur's Masters Program—a highly exclusive three-year program that provides successful entrepreneurs with practical education to grow their businesses.

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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Lindsay Martin from **Zimmerman's Roofing**. Congratulations Lindsay!

What town holds the largest street fair in Pennsylvania?

The correct answer was:
b) Ephrata.

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



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

- A. 1818
- B. 1340
- C. 1676
- D. 998

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

How Long Would It Really Take To Crack Your "Strong" Password?

How many @'s, %'s and other crazy symbols are in your password right now? Are they really all that necessary? According to a recent Carnegie Mellon study, the answer is no. The only thing that really influences your password strength is its length! Not whether it has X minimum characters or Y maximum characters. And not whether it has a bazillion combinations of numbers, letters and other doodads that are bound to confuse most of your employees.

Regular Password Changes Decrease Security

In the recent past, regularly scheduled password changes were a common friend of network security. However, with most computer users now requiring upwards of 20-30 passwords between work and home, this whole password security game has gotten a bit out of control. When pressed to change their password regularly, your poor employees start to use poor passwords pretty quickly because they need something that is easy to remember. Or just as bad, they create a good password and then write it on a sticky note to put on their computer monitor so they don't forget!

How To Choose A Strong Password

You want to choose a password that is hard for anyone to guess. Ideally you would want to use a lengthy string of letters, numbers and odd characters AND still be able to remember it easily. One way to do this is by creating a random phrase and using the first letter of every word, substituting +'s or &'s for the word "and" or numbers like 4 for the word "for" (or any similar tricks that are easy for you to remember). As an example, the phrase "I love my computer guys and they are the best company for me!" would translate to a password of "ilmcg+trtbc4m." That's easy to remember and almost impossible to crack. In fact, you can test out your password at: http://passfault.appspot.com/password_strength.html to see just how strong it really is. The password we created above would take 1,306,628,104 centuries to crack.... Now that's a strong password!

Using A Password Management Solution

Even if you have a strong password, you should never use the same password on different websites. Your online banking password should be different than Facebook, which should be different than Gmail, which should be different than your network password at work. A quick and easy way to remember all of these unique strong passwords is to use a "Password Management Solution." A few of the most popular tools you can test out are KeePass, RoboForm and AnyPassword. These tools allow you to securely keep track of all of your passwords while remembering only one.