



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



The Smarter Path



“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!”

- Willie Kerns, SmartPath Technologies

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Business Continuity Plan

Fires! Floods! Tornado!

All of these can cause instant interruption in your business. Call us today and ask us to develop a business

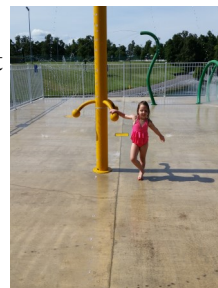
continuity plan with you so that business continues on as normal during a disaster. **If your business does not have a plan of how it will operate during a fire, natural disaster, or other problem, please let us help you.**



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I never understood how hot July could be until I had a four year old chasing behind me asking simultaneously to go swimming and for cotton candy. I forgot I couldn’t just let the dog out because the back fence was down; resulting in me chasing the dog through the neighborhood in 100 degree heat while wondering how I was going to find cotton candy at the same time I was trying to figure out how to make a garden hose hold the same appeal as a swimming pool to a four year old. If I could have danced on one foot while spinning plates I don’t think it would have been much crazier.

I realize that’s how your business can feel sometimes. I know it is how my business feels all the time. You don’t know what you don’t know but you know you probably need to cover the bases of what you don’t know. Yeah – say that three times fast! Often times, you think of my team and I as being “the Computer People” – which we are, and hopefully we do a good job at – but we can probably do a lot you **didn’t** know we could do, too! I wanted to give you a brief rundown of things we can help you with that you may not realize:



Brooke Staying Cool

1. Phone/Internet Bill Auditing – My team will sit down and analyze your telecom and internet bills for you. Are you paying too much? Getting too little? We deal with a lot of phone companies and vendors – we know what you should be paying. There is no charge for this! Often times we can either save you money, get you better services, or both.
2. Information and Data Security Training – Do your employees realize how to protect the information they come in contact with on a daily basis? Do they know how to protect YOUR business data? If they don’t, how are they going to protect your client’s records and information? We now offer data and security training and processes for your business. We’ll teach your staff how to keep private information private, at the same time training them how to be better shepherds of your business.
3. Hiring Help – If you struggle with hiring, we can help. Why? It’s really simple – I struggled with hiring and I *found a system that works!* Simply stated: We can better pre-qualify applicants for your open positions so that you only spend time interviewing three superstars instead of fifteen duds. From pre-qualification, to background checks, to telling you how the person is going to work in **your** office – we can totally handle and automate most of your hiring process.
4. Anything beyond our core business of making your technology work 100% of the time – more than likely, if you have a business problem I’ve had it too, and I’m more than happy to share my experiences, viewpoints, and what I’ve learned – just ask me!

Brooke and I have figured out how to stay cool this summer, and I hope you have, too. If I can help you with any of the above issues, or any problem you have at all, please reach out to me at any time!

Willie Kerns

The Lighter Side... Are You A Walking Dead Fan?



Then you're going to LOVE this! There's a great way to prepare for the next zombie apocalypse while getting in shape and losing weight – it's called the Zombies, Run! app. This app combines gaming and audio adventures to make losing weight interesting. It works by giving you tasks and goals to reach in a zombified universe, like reaching humanity's last outpost or gathering supplies to live. Each mission is tied to a fitness goal, like running 5k in a session, so you're getting fit while you find out what happens next. Zombies, Run! is available to download on both [iOS](#) and [Android](#).



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Student Laptop Buyer's Guide: Use These 6 Tips When Buying Your Student's New Laptop This Fall

School is almost back in session. If you're in the market for purchasing a new laptop for one of your children (it seems like anyone from elementary schoolchildren to college graduates need a laptop these days, right?), here are 7 tips to get the most out of your laptop purchase.

Tip #1: Bigger is NOT necessarily better when it comes to laptops. If your student is on the go, smaller laptops are going to be your best bet. Go for less than 4 lbs. and either 11" or 13" screen size. The SurfacePro, UltraBook or MacBook Airs are all solid options for most students.

Tip #2: Pay for a good design. A student will be using their laptop day in and day out. Choose sleek over clunky. Also opt for a design that is made to protect the display and resist wear and tear over the next few years of use.

Tip #3: Buy for the long haul. Think about how long you want your student's computer to last. Make the mistake of saving a few bucks now for a cheaper processor, lower memory or smaller hard drive and you'll be regretting that decision when you're buying another laptop in 2 years instead of 3 or 4.

Tip #4: Go for long battery life... your student will use it! Six hours of battery life is the MINIMUM spec you should purchase. If you can get 10+ hours of battery life in your budget, go for it.

Tip #5: Consider touch screen hybrids. Many Windows 8 devices such as the SurfacePro allow you to use the device as sort of a tablet/laptop hybrid. For kids that grew up on tablets and smartphones, these hybrids make them feel right at home with their new computer and actually make them more efficient.

Tip #6: Mac versus PC. This decision is really up to you and your preferences. Software choices these days allow your student to do just fine with either choice. Choose whichever operating system your student is used to using and they'll do just fine.

Still unsure what to buy? Don't hesitate to give us a call and we'll be happy to guide you in the right direction. We're here to help.



Could The Dog Days Of Summer Be A Threat To Your Business? How To Ensure The Heat Doesn't Fry Your Server (And Your Profits!)

With the "dog days" of summer upon us, most business owners are looking for ways to keep their company's sales and profits HOT, while keeping their IT expenses COOL. But if proper attention is not given to your server and network equipment during the summer, all that heat outside can actually bring your company's growth to a grinding halt and increase your IT expenses significantly. Excess heat can be a big problem for small to mid-sized business servers, since a server that becomes overheated usually costs more in energy, fails more often and is more likely to crash. For most companies, a server crash can mean hours or days of downtime, unproductive employees, HUGE amounts of stress and thousands of dollars in lost opportunity.

"7 Steps Every Business Owner Must Take To Prevent A Server Crash"

Here are a few simple things you can do to prevent your server and network equipment from overheating and crashing this summer:

1. Tidy up the server room; a neater room will increase airflow.
2. Keep the doors to the server room closed and seal off the space.
3. Make sure cold air reaches all the equipment.
4. Have a redundant A/C that is specifically designed for computers.
5. Buy a rack enclosure where the cooling is built into the bottom of the rack.
6. Keep the temperature at no more than 77 degrees Fahrenheit.
7. Consider virtualization or cloud computing so that you are generating a lower amount of heat in the first place.

Protect your server and computer equipment from frying with our FREE "Beat The Heat" Network Audit. Schedule your "Beat The Heat" Audit today by calling our office at 270-205-4709 Offer Expires 8/31/15.



Shiny New Gadget of the Month



Rocketbook: A Super-Convenient Way To Store And Organize Hand-written Notes

If you're like me, you still like taking notes with a pen and paper. Problem is, note pages can pile up, get lost and be a pain to organize. But thanks to a special notebook called Rocketbook, you can still take notes the "old-fashioned" way of pen and paper, but then file, organize and store your notes digitally for quick access and retrieval!

Rocketbook looks like an ordinary pad of paper. To use it, simply take notes as you would on any pad of paper, using the Pilot FriXion pen. When you're done, the built-in app creates a high-quality JPG image of your notes and files it to the folder of your choice inside Evernote, Dropbox, Google Docs or OneNote. You indicate which folder each note goes to by marking clever little icons at the bottom of each page.

When the pages are full, simply microwave the notebook for 30 seconds to completely erase and reuse. Rocketbook currently comes in two sizes and is available at indiegogo. Just search on, "Rocketbook."



6 THINGS LEADERS FORGET TO DO THAT PUT THEM AT RISK

There's much to remember to be a successful leader. Sometimes leaders get so busy and engrossed with day-to-day operations that they forget some critical activities. Here are 6 items that need to be on your leadership agenda:

- 1. Grow a replacement.** Your employer can't promote you until they have someone to replace you. You can't move up in the organization if you're the only one who can do that job where you're at right now. And if you're the top boss, you can't let succession planning languish or the fate of your entire organization hangs in the balance.
- 2. Anticipate problems.** Most problems simmer on the back burner before they start to boil over. Like a professional pilot, you've got to be scanning all your instruments and the horizon to make sure you don't get slammed by a potential problem (or at least be completely ready for the problems you can't avoid).
- 3. Exploit opportunities.** Most leaders know what (and who) is wrong, but they become oblivious to opportunities. Who are the star performers who need recognition and development? What are the great opportunities just waiting to be seized? It isn't simply positive/negative thinking: it is about being as focused on the good and opportunistic as you are on the bad and problematic.
- 4. Change before it is necessary.** We all know about the power of disruption and its potential to ruin us. Why do we wait until the last moment to change? Why not preempt? Staying successful isn't based on your ability to change: it is based on your ability to change faster than your competitors, the needs of your customers and the demands of the marketplace. If you have to change just to keep up, you've lost whatever competitive advantage you could have enjoyed by changing sooner.
- 5. Stay relevant.** What does it even mean to be relevant? Relevancy is about being closely connected: your colleagues, your customer and vendors, and your marketplace. You are deemed relevant when others believe you affect them and their success, and that therefore you and your work matter. In business, customers make the evaluation as to a firm's relevance. What are you doing to stay up-to-date and salient about what matters most to those you lead and serve?



- 6. Take care of themselves.** "Taking care of yourself" seems selfish, doesn't it? Maybe that's why so many leaders neglect to do so. Consider: if you're going to model the energy you expect from others, give support and lead the way, you need to be at the top of your game, mentally, emotionally and physically. Burned-out leaders burn out followers. The right diet, exercise and rest aren't luxuries but very real necessities for successful leadership.

With so much to do, you need to keep a clear and up-to-date agenda of the truly important things you consistently need to do. To work without an agenda—and to forget to do the 6 things above—puts you at risk as a leader.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.



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Warning: If You Are Using WordPress For Your Company Website, There Is A 73% Chance Your Site Is Vulnerable To Be Hacked

Hackers are crazy busy right now, and WordPress websites are their favorite target! So far this year, hackers have broken every record to date. In 2012, there were roughly 192,000 WordPress sites worldwide. In March 2014 alone, a single hacker used 162,000 hacked WordPress websites in just one single attack.

A recent study by EnableSecurity concluded that 73% of the 40,000 most popular websites that use WordPress software are vulnerable to attack. WordPress is the most popular blogging and content management system in the world and powers 1 out of every 5 websites.

The main culprit in these vulnerabilities is violating the first rule of WordPress security - not running the most up to date version of WordPress. In fact, if you're not running the very latest version of WordPress, then the chances that your site is vulnerable to any hackers using simple, free automated tools.

Here are 5 quick tips on keeping your WordPress website secure:

1. Always run the very latest version of WordPress.
2. Be conservative in your selection of plugins and themes (and run the latest versions of these).
3. Make sure every user has their own strong password.
4. Put a Intrusion Detection System (IDS) in front of your website.
5. Force logins and admin access to use HTTPS.

