



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



# The Smarter Path

**Share Ideas. Discover Insights. Organize information.**



“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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## Could YOU Be Their Next Hacking Victim?

**Fight Back Against Cyber-criminals With This FREE Report: “What Every Business Owner MUST Know To Protect**

**Against Online Identity Theft.” Learn the top 3 ploys used by online identity thieves to easily gain access to your business and personal information and how to avoid them. Download your FREE report online today at [www.smartpathtech.com/onlinetheft](http://www.smartpathtech.com/onlinetheft)**



Information is a key-perhaps the key-business resource. But using it effectively is a common business challenge. When information is not well organized, it can look like this:

- \* **Lost productivity** due to disconnected people and teams
- \* **Slow turnarounds** on questions, feedback, and input from subject matter experts.
- \* **Untapped** or underused expertise or institutional knowledge.
- \* **Frustrating** or difficult –to-use internal websites.

Microsoft SharePoint was built to address these challenges. SmartPath Technologies has deep experience with SharePoint. Our team can give you a firsthand look at the capabilities in the latest version of SharePoint and discuss how its unique strengths can be used to support your people and grow your business.

With SharePoint, its easier that ever before to share ides and keep track of what your colleagues are working on. You can tap into the knowledge of specialists from across your organization and discover connections to information and people you never knew existed.

### Discover a new way to work together.

SharePoint offers across-the-board features to help your company and your people share and store ideas and information-everything from streamlining common tasks to powering business intelligence to making it easy to keep track of what colleagues are doing.

- **Share** ideas, content and vision through robust and intuitive social features, document libraries, activity feeds, and Microsoft SkyDrive Pro-a part of SharePoint.
- **Organize** teams and tasks with simplified systems for tracking information, setting permissions, and sharing sites and documents inside and outside your organization.
- **Discover** answers and insights by taking better advantage of the data and expertise you already have.
- **Build** the portals, apps, and sites your business needs-without requiring customized development-with the new SharePoint app model and simplified intranet design.
- **Manage** cost and meet the demands of compliance with SharePoint's efficient file input/output, reporting, and analytics features.

## Shiny New Gadget of the Month



### Sony Xperia Z3 Compact

Every fall a batch of cool new phones from nearly every major manufacturer hits the market. People are clamoring for the new, larger Apple iPhone or the new Google Nexus phone. This October saw the release of a rather interesting new Android phone from Sony called the Xperia Z3 Compact. What makes Sony's phone remarkable?

Have you noticed how big phones have gotten lately? Not only that, but these big phones require quite a bit of battery power. The Z3 Compact is a premium phone that returns to a more palm-friendly size, with a 4.6-inch display. It also boasts a battery that lasts two days (or more, in some cases) with average use. That's basically unheard of anymore. It also runs the latest version of Android, and it's water-resistant. That's right! The Z3 Compact is certified water-resistant up to one meter for a total of 30 minutes.

## 3 Easy Steps To Get 7 Years Of Hassle-Free Service Out Of Your Laser Printer

Printers-the necessary evil of every office. From paper jams and error messages, to problems like smearing, misfeeds, and ghosting. Printers can really make your blood pressure rise.

Plus, it's easy to sink thousands of dollars into maintenance and repairs. If you want to avoid common printer problems AND save yourself a small fortune on replacement and repairs, follow these 3 easy steps:

### Keep It Clean

There is no faster way to gunk up a laser printer and cause printing problems than by letting it get dirty.

On a monthly basis, use compressed air to blow out the inside of the printer. Remove the toner cartridge for better access, and don't forget to do the back if it is accessible. It also helps to take a vacuum to the outside. If you print labels or use any other type of specialty media like transparencies, use rubbing alcohol to clean the rollers inside the printer.

### Do Your Maintenance

You can almost infinitely extend your printers lifespan by doing the regular maintenance suggested by the manufacturer.

This includes replacing rollers, filters, and occasionally replacing the fuser (the printer's internal furnace.) Here's a little money-saving secret: you only need to do this type of maintenance at 1.5 to 2 times the manufacturer's usage recommendation. In other words, if your printer's manufacturer says replace rollers every 100,000 pages, you really only need to do so every 150,000 to 200,000 pages.

### Use A Surge Protector

Nothing will send your printer to the bone yard faster than an electrical surge caused by lightning or other issues on the power grid.

When internal components are fried, it is often cheaper to buy a new printer than it is to fix the existing one. It is easy to protect yourself with a \$25 surge protector. DO NOT plug a laser printer into a UPS or other battery backup system. The printer's power draw is too much for a battery to handle.

### Referral Program

Did you know SmartPath Technologies has a referral program and that you could get up to \$125 just for sending us a referral? All you have to do to win \$25 gift card is refer people to us. Once we have set an appointment with them we will send you the gift card. That's All! And if they sign with us you will get another \$100 gift card.

The people you refer don't have to buy anything or do anything for you to get the \$25 gift card. They simply must be other business owners.



### Meet Kirsten Key:



Kirsten Key is originally from Paducah, but now calls Marshall County home. Her favorite TV shows are Teen Wolf and Sons of Anarchy. She loves to eat chicken, but don't try to feed her some meatloaf- she doesn't like it! Kirsten wanted to be a vet when she was a child, but instead, she is now our scheduler and is the first voice you hear when you call SmartPath. One thing she does not like about her job, is being so far away from the bathroom! Guess why? Well, it's a secret.....she is going to be having a baby! A baby girl named Stella is due to arrive in January, so we are hoping she will have the first baby of the year. Congratulations to Kirsten!

*The Lighter Side...***Glowing Clouds Above Los Angeles**

In the early 1990s, southern California was hit by a major power



outage. During the outage, a number of people in Los Angeles called 911 to report very strange, glowing clouds in the night sky. It was something the worried callers had never seen. With the acid-rain scare still in many people's minds, their concern was understandable. Of course, anyone who has lived outside of a city or has gone camping knows what those strange clouds in the Los Angeles sky were. No glowing acid rain here—it was the Milky Way! They were seeing an incredible flowing band of stars, gas and dust stretching across the entire sky for the first time in their lives.

When you see that band of stars, it's clear why we call our galaxy the Milky Way. Many other cultures have their own names for it, including "The Way the Dog Ran Away" (Cherokee), "Ganges River of Heaven" (Hindi), "The Road to Santiago" (Spanish) and "Hay Merchants Way" (Arabic).



## 10 Steps to Smartphone Security

Smartphones continue to grow in popularity and are now as powerful and functional as many computers. It is important to protect your smartphone just like you protect your computer as mobile cybersecurity threats are growing. These mobile security tips can help you reduce the risk of exposure to mobile security threats:

1. Set PINs and passwords. To prevent unauthorized access to your phone, set a password or Personal Identification Number (PIN) on your phone's home screen as a first line of defense in case your phone is lost or stolen. You should configure your phone to automatically lock after five minutes or less when your phone is idle.
2. Do not modify your smartphone's security settings. Tampering with your phone's factory settings, jailbreaking, or rooting your phone undermines the built-in security features offered by your wireless service and smartphone, while making it more susceptible to an attack.
3. Backup and secure your data. You should backup all of the data stored on your phone – such as your contacts, documents, and photos. This will allow you to conveniently restore the information to your phone should it be lost, stolen, or otherwise erased.
4. Only install apps from trusted sources. Before downloading an app, conduct research to ensure the app is legitimate. Many apps from untrusted sources contain malware that once installed can steal information, install viruses, and cause harm to your phone's contents.
5. Understand app permissions before accepting them. You should be cautious about granting applications access to personal information on your phone or otherwise letting the application have access to perform functions on your phone.
6. Install security apps that enable remote location and wiping. An important security feature widely available on smartphones, either by default or as an app, is the ability to remotely locate and erase all of the data stored on your phone, even if the phone's GPS is off. In the case that you misplace your phone, some applications can activate a loud alarm, even if your phone is on silent.
7. Accept updates and patches to your smartphone's software. You should keep your phone's operating system software up-to-date by enabling automatic updates or accepting updates when prompted from your service provider, operating system provider, device manufacturer, or application provider.
8. Be smart on open Wi-Fi networks. When you access a Wi-Fi network that is open to the public, your phone can be an easy target of cybercriminals. You should instead use protected Wi-Fi from a network operator you trust or mobile wireless connection to reduce your risk of exposure.
9. Wipe data on your old phone before you donate, resell, or recycle it. Your smartphone contains personal data you want to keep private when you dispose your old phone. To protect your privacy, completely erase data off of your phone and reset the phone to its initial factory settings.
10. Report a stolen smartphone. The major wireless service providers, in coordination with the FCC, have established a stolen phone database. This will provide notice to all the major wireless service providers that the phone has been stolen and will allow for remote "bricking" of the phone so that it cannot be activated.



**Mark Sanborn, CSP, CPAE**, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at [www.marksanborn.com](http://www.marksanborn.com)



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## **What SmartPath Technologies wants for Christmas.**

Willie Kerns– Inner Peace and to have a successful 2015

Kristy Kerns– To see the joy on my daughters face and see Santa through her eyes

Lea Ann Pirtle– To have Lasik on good eye after having cataract surgery on bad eye, to have 20/20 vision with no glasses

Kirsten Key-To have baby Stella, even if she comes on Christmas Day

Michael Rich-Amazon gift card– So he can buy whatever he wants

Ken Stapleton– His wife’s happiness and contentment

Roger Ashley-His family to have joy from being together and not to worry about making sure everything is perfect.

Arron Kunkel– To have full custody of Brian

Jason Spivy– For his friend to recover well with his leukemia

Mike Murray– For the office to be full of happy women

Ira Morris– Wants a winning lottery ticket, Do you have one?

Michael Cogdill-Wants more time and needs to borrow some brain cells

Josh Shepherd-To develop a #1 selling game

Carol Hoffmann– Materials to build a new flower bed

## **We want to wish everyone a Merry Christmas!**