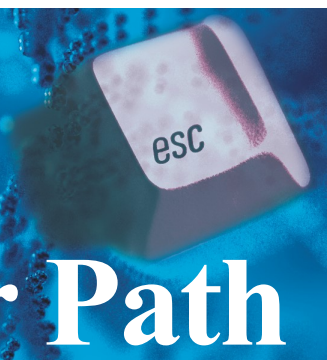




“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”



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

What’s Inside:

How To Use Email List With Facebook

Page 2

The Lighter Side

Page 2

Top 5 Movies-Must See

Page 3

Shiny New Gadget

page 3

(270)238-8997

FREE Webinar

What are you willing to risk?

A HIPAA audit could cost you turnover of existing clients. Could your reputation survive a breach?



HIPAA Risk Analysis can be up to 1/100th of the cost of a single HIPAA violation. An estimated cost of a breach is \$233 PER RECORD!

You do the math!

Join us on July 23rd!

Time: 9:00 AM and 2PM

You have two times to choose from and they will be 30 minutes long.

Register at:

www.smartpathtech.com/smarthipaa-webinar

Declare Freedom From High Costs & Risks

By Throwing Out Data Now

Do you have mountains of information stored on your server that you’ll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules, some businesses save every bit of data they have, just to be safe.

You may be thinking, “What’s the big deal in keeping everything?” While it is true off-site data storage costs have gone down by about 25% every year, the fact is that keeping your data forever can create big management challenges and lead to retrieval headaches. Most often companies that save everything don’t do so because they think it’s the best way, but because they aren’t sure what needs to be saved.



Every organization needs to save data for its own purposes, such as transactions, accounting records and so on. Not only that, but industry regulations require companies to save certain kinds of content for a prescribed period.

So what should you be doing? Here are 4 data-retention strategies you must consider:

1. Start with the storage analysis, not the storage technology or procedures.

Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements.

2. Segment user populations.

Use categories such as executives, back-office employees, sales and people who deal with the company’s intellectual property and treat their data differently.

3. Be precise and consistent with data-retention policies.

4. Don’t confuse backup with archiving.

Since backup systems don’t generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky.

We can assist you in identifying best practices and cost-effective software tools for your business. **Contact us by July 31st at 270-238-8997 to receive a FREE DATA STORAGE AUDIT (normally \$297!).**

CRYPTOLOCKER IS IN THE West Kentucky AREA!

We recently have had a run in with the famous Cryptolocker. This is a virus that will encrypt all of your data files and make you pay money to get them back. Fortunately, the business that got the virus, they had AssureSafe with SmartPath Technologies. We were able to restore all of their files without them having to pay ONE RED CENT. If you don’t have an off site backup, we encourage you to get one. This virus is easy to get and it will automatically send emails out in your name to infect others.

Call today to get your business on AssureSafe (270) 238-8997

The Lighter Side...
Great Starting Salary



Fresh out of business school, the young man answered a help wanted ad for an accountant. Now he was being interviewed by a highly agitated, arrogant little man who ran a small business that he had started from scratch.

"I need someone with an accounting degree," the man said. "But mainly, I'm looking for someone to do my worrying for me."

"How's that?" the would-be accountant asked.

"I worry about a lot of things," the man said. "But I don't want to have to worry about money. Your job will be to take all the money worries off my back."

"I see," the accountant said. "And how much will my position pay?"

"I'll start you at 85,000," responded the owner decisively.

"Eighty-five thousand dollars!" the accountant exclaimed. "How can such a small business afford a sum like that?"

"That," the owner said, "is your first worry. Now get to work."



How To Use Your Client/Prospect E-mail List To Significantly Improve Your Results With Facebook Ads

For many businesses, advertising on Facebook can be a big time and money suck. Even though Facebook is the #1 social media tool, it can be difficult to get a great ROI since you're marketing to a wide range of prospects. The biggest problem is getting a qualified prospect to "Like" your company Facebook page so you can market to them...but who goes out and likes a potential vendor's page? Nobody, that's who! And if you market based on demographics, then you're targeting a bunch of people who don't know you on a platform where they're not looking for your product or service in the first place. They are there for cat pictures and videos of their 2-year-old nephew. The answer that solves a big part of this dilemma... "Facebook Audiences."

Facebook Audiences allows you to display your Facebook ads specifically to just about anyone that you have an e-mail address for, without them even knowing you are marketing to them this way. Plus, based on market testing, ads directed to a targeted "house list" instead of demographics- or interest-based lists cost about 75% less with 4x the results. Not too shabby.

So ask yourself...who do you have e-mail addresses for? Clients... Prospects... Membership lists from groups you belong to... E-mail opt-ins... You can segment your list in any way you want.

Have a list of clients or prospects who expressed interest in a product but never bought? Create an audience of just these people to remind them about the product with a special Facebook offer. The list segmentation is nearly endless.

Using Facebook Audiences, you upload your e-mail list to Facebook and they will match these e-mail addresses up to Facebook user accounts. Not everyone has a Facebook account, but based on our testing so far, somewhere between 35%-60% of your e-mail list should match up with Facebook.

To find out more about custom audiences and how to get started, simply Google "Facebook custom audiences" and you'll find all of the "how to" that you need.



Free Report Download: If You Are Considering Cloud Computing For Your Company – Don't, Until You Read This...

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today:

<http://www.smartpathtech.com/cloudreport>



Shiny New Gadget of the Month



Navdy

Many of us realize how dangerous it is to check e-mail or text messages while we're driving, but we don't feel like we can afford to ignore our phone. Brand-new product Navdy to the rescue!

Navdy is a transparent Head-Up Display (HUD) that projects information as if it's floating six feet in front of you. It's very similar to what commercial airline pilots use. Navdy works with any car, and with all iPhones and Androids.

Using the apps you already have on your phone, and with no service plans required, Navdy allows you to focus on the road and not on your phone.

As a phone call comes in, Navdy's built-in camera allows you to simply swipe in midair to answer calls (or dismiss them), so you no longer have to fumble with buttons or touch screens. Plus, Navdy's voice recognition uses the voice commands you're already familiar with, whether you use Google Now or Siri.

Any notification on your phone (such as text messages or social media) can be played, read aloud or disabled, based on your preferences. Navdy even allows you to keep your teenagers safe by giving you parental controls.

The product is rumored to retail at \$499, but is available now for pre-order for \$299. Just visit their web site at: www.navdy.com



THE TOP 5 MOVIES EVERY ENTREPRENEUR MUST WATCH

1. Miracle On 34th Street

What You'll Learn: The greatest lesson in salesmanship that no one follows.
The Entrepreneur's Lesson: Santa Claus, working at Macy's, goes out of his way to help customers, often encouraging them to shop elsewhere for the best deals. Instead of losing customers, Macy's becomes overwhelmed with customers seeking Santa's help. Macy's sales increase simply by doing what's best for the customer – too bad they don't do this in the real world, but *you* should.

2. Click

What You'll Learn: What it's like to fast-forward life.
The Entrepreneur's Lesson: Adam Sandler wants to keep fast-forwarding to the major accomplishments of his career. He loses the balance between work and home, and misses the lessons hidden in life's daily routine. Entrepreneurs are generally of the "I want it all now" breed, and this movie will show you how wrong that is. Take the good with the bad, and never stop pursuing your entrepreneurial AND family dreams.

3. Glengarry Glen Ross

What You'll Learn: Lying, cheating and stealing never work long-term.
The Entrepreneur's Lesson: Hard-close sales work...for a single sale. Ultimately your reputation is ruined, and deceived people lie in your wake. This movie is all about what not to do as an entrepreneur. Unfortunately, too many businesses still follow these practices. Get in an industry with a "Glengarry" reputation and be honest, reliable and go out of your way to be helpful. Your business will flourish.

4. Office Space

What You'll Learn: If you don't like what you are doing, change.
The Entrepreneur's Lesson: Follow your gut. If you hate what you do, change. Just don't steal – that never works. Instead, find your passion and pursue it. And if you already own a business you love, don't mess with Melvin. He might just burn down your entire building.

5. Jerry Maguire

What You'll Learn: What you expect when launching your business never comes true.
The Entrepreneur's Lesson: Hands down, the best movie of all time for entrepreneurs. Jerry leaves his big-money agency position to go out and start his own shop. Just like any entrepreneur who leaves to start their own business, he suspects every client will leave with him. There is no easier way to start a business, right? This movie shows the real deal. Nothing ever goes as planned.



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.



78 Ash St
 Calvert City, KY 42029
 (270) 238-8997

How To Prevent ATM Skimming

Over a billion dollars are lost each year in the United States through “ATM Skimming” – far more than any losses from bank robberies – and it’s growing at a rate of more than 10% every year.

ATM Skimming is a cybercrime where the criminals steal (or “skim”) your ATM/debit card data when you’re using a typical ATM machine. They do this by fitting a small card reader over the typical ATM card slot, thus capturing your information. Additionally, the criminals install mini cameras above or near the ATM to capture your PIN number. The data is then transmitted via Bluetooth to the cybercriminals somewhere nearby. The average skimming attack usually lasts only an hour or two during peak ATM usage times (i.e. lunch hour or after work). Meanwhile, you have no idea that you’ve just been had and are at risk. These cyber-criminals will then sell the data on the cards to others so that they can either clone your debit card or wipe out your bank account.



5 Tips To Prevent ATM Skimming

Cover your hand as you type. Obstructing the view of your pin from any cameras will render your data useless.

Pay attention to the area around the ATM card slot. If anything looks loose or out of place, pull to see if you can remove it.

Be aware of surroundings. Be extra careful of ATMs in dark or isolated places.

Does the machine look different? If anything looks out of place (extra signage, mirrors, etc.) then avoid the machine.

Notify the bank. If you find or suspect an ATM has been compromised, notify your bank and law enforcement immediately.



About RMHC



Ronald McDonald House Charities provides a “home away from home” for families who must travel for their child’s medical care...a place where families can maintain the comforting routines of day-to-day life during a stressful time.

Through Ronald McDonald Houses and the Family Room, our mission is to reduce the burden of childhood illness on children and their families.

Annually, our Houses and Family Room provide lodging for nearly 7,000 families as well as open our doors to support over 44,000 visits from family and friends of in-patients at Children’s Mercy Hospital

Why Can Tabs?

It’s amazing how something so small can make a difference. Last year, friends of Ronald McDonald House Charities (RMHC) pulled can tabs raising thousands of dollars to help children and their families.

Can tabs are small, easy to collect and store. Why not the entire can? The can tab is pure aluminum where the can contains paint and other residue.

Can tabs remind us of an important lesson: even little things make a big difference. Collecting can tabs helps Ronald McDonald House Charities pay the bills so moms and dads need not worry about where they stay while their children are in the hospital.

Can tabs are a fun way for individuals, businesses and organizations to get involved and help others.

The reason we do this is because Willie and Kristy needed a place to stay while they waited on Brooke to be strong enough to come home.

New Born, 2010



Today, 2015



Help us bury Willie in the can tabs!



SmartPath Technologies issues a challenge to all of our clients!

In our efforts to continue to pay things forward, in the month of July we do a can tab collection. We take these can tabs and send the money to the Ronald McDonald House to help support a family that needs it. We hold this competition internally and with our clients as well. We enjoy doing this. We take the can tabs you save to the Ronald McDonald house to help support families staying there.

In giving something small it allows another to have less stress and remind them that people do care. We know that almost everybody in the area knows someone who the RHMC has helped. It makes us smile to be able to help them! This small gesture is all it could take to make someone’s day brighter. Will you help us make a stressful time a little easier for a family?

This challenge goes from Jul 1-31. Help us by having everyone collect as many can tabs as you can. We’ll pick them up or you can drop them off at our office – to sweeten the pot a little, the office who collects the most tabs by weight will get a \$100 credit on their next bill.

Email me or give me a call with questions.

Carol Hoffmann
SmartPath Technologies
(270)205-4709
carol@smartpathtech.com



Pull Tab Collection Challenge Contest!



Digital Video Security

July Special



This surveillance system sells online for \$2350.00 at Amazon

July Only: \$1690.00

Includes EVERYTHING needed

Installation not included

SmartPath can install or do it yourself

8 camera digital IP surveillance system

Up to 6 months of video storage

Remote viewing on iPhone/Android

Digital System—not Analog like retail camera systems

Crystal clear video Indoor/Outdoor

Call Today—Just request

“July Newsletter Special”

270-205-4709

