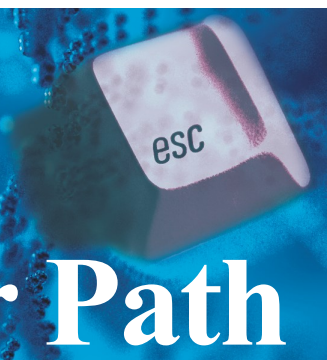




*“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”*



# 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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## Want to add thousands of dollars of profit to your business?

What is VoIP? What does it mean for you? Save on telephone expenses with VOIP.

Join us on October 22nd, 2014 at Paducah Chamber from 11:00-12:00.

Register at: [smartpathtech.com/seminar/voip](http://smartpathtech.com/seminar/voip)



## What The Heck Is A Web Site Certificate And Why Should I Care?

If you ever make purchases online, you must know how to quickly determine if the web site you are about to buy from is secure.

A secure connection is an encrypted exchange of information between the web site you are visiting and the browser you are using. Encryption of data is simply a process of converting the information you type in (your name, address, and credit card number) into an unreadable format that only the receiving web site can decipher.

Encryption is done through a document the web site provides called a web site certificate. When you send information to the web site, it is encrypted at your computer and decrypted at the web site to prevent hackers from intervening and stealing your credit card information. So how do you know if a site has a certificate and a secure connection? There are two things to look for. Just note that these two checks only apply to the web page where you actually enter your credit card information, NOT the entire site itself.



Once you are on the actual order page, look for a tiny yellow padlock in the bottom right corner of your web browser. Depending on your browser version, the Security Status bar may be located on the top of the browser and to the right of the Address bar. The padlock should be closed (locked). Next, look at the actual URL. It should begin with “https” rather than the standard “http.” If you are on a web site and you see these two things, the site will have a certificate. You can view the certificate by double clicking the yellow padlock. Upon clicking, a certificate dialogue box will pop up that contains information about who the certificate is issued to, who it was issued by, and when it expires.

Another way you can view a site's certificate is through your browser's menu options. In Internet Explorer, go to File, Properties and then click on the Certificates button. The same dialogue box will then come up for you. In Firefox, go to Tools, Page Info and then click on the Security tab. You can then click on the View button to see that site's certificate.

If you ever get a warning that there is a problem with the web site’s certificate, it could be due to a number of problems such as the names on the certificates don’t match up with the web site or the certificate has expired. If this happens, you may want to call the company and place your order by phone rather than going through their web site. Finally, make sure you check out every company’s Privacy Policy. Even if they have a secure checkout process, they could give or sell your information to third party companies.

## Shiny New Gadget of the Month



### Neo Grab

It's amazing how quickly our technology evolves. When the GPS devices for cars first came out, could we imagine that our phones would quickly take over that job? More and more, we see people using their phones to navigate in the car, but holding on to the phone while driving can be dangerous. The result has been a series of phone-holding apparatuses that cling to the car in the same manner our GPS's did.

Finally there is one that is not only functional, but also beautiful, and it battles one of the biggest problems with car phone holders. The NEO GRAB allows you to mount and remove your phone one-handed, and it works for you in ways unimaginable, not only in the car, but also in the kitchen, office, bathroom, bedroom, garage, at work, etc. With its extreme suction cup, the NEO GRAB is easy to attach to any smooth, non-porous surface, like glass, drywall, plastic, wood and metal.

The NEO GRAB fits devices with LCD screens up to 6 inches and can be used for smartphones, mini-tablets and even your GPS device. Needless to say, this is the ideal accessory for any smartphone user.

# Hope Is A SCARY Strategy When It Comes To Your Company's Data!

Last night I startled out of bed in a cold sweat, heart racing, with fear racing through my mind...and you were the reason for my panic! Was I having a nightmare? Was

I just watching too many episodes of "Ghost Hunters?" Maybe taking the Halloween spirit too far? No— it simply occurred to me that you might not know the importance of having a solid backup and disaster recovery plan in place!

And if your server data was erased, corrupted or destroyed because of a hardware malfunction, system crash, fire, flood or some other random, unforeseen disaster, you might not be able to be back up and running again FAST!

*The Thought Of That Happening Scared Me Half To Death!*

**And quite honestly, it should scare you too!** Just imagine what would happen if your server went down and you...

- Lost all accounting documentation and history...
- Lost all the work files you've spent YEARS developing...
- Lost the work files and documentation you desperately need to service your customers...
- Lost all the e-mails you've had saved and couldn't access your inbox...

Can you even put a price tag on it? Probably not – yet so many business owners aren't 100% certain that they could be back up and running after a disaster and are purely hoping that their current tape drive or backup is working and storing a usable copy of their data.

That's why I desperately urge you to contact us today to schedule your **FREE Network Security Audit – a \$497 value**. Here's what you need to do:

1. Call our office at 270-205-4709 and mention this letter.
2. Complete and fax back the enclosed Fast Response Form.
3. Go to our web site: <http://tinyurl.com/spnotricks>

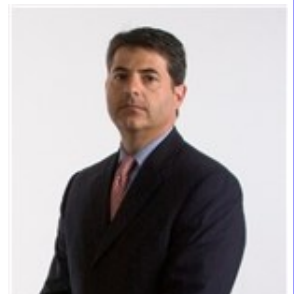


Hurry, offer ends October 31, 2011.

## Client Story: Law Office of Brian Katz

Imagine that you are on a deadline that is fast approaching, for a presentation that you have to give. You have been researching and writing and doing more research and writing -and you have 23 pages written so far. You can imagine how long it took to get to that point and there's no turning back now! You go to resume your work, when you CANT FIND your presentation. None of it! It's all gone, and it's too late to start over at this late date!

This is exactly what happened to Mr. Brian Katz, Attorney. Lucky for Brian that he's a long time client of SmartPath Technologies! Brian was concerned that he would have to back out of the engagement, but he thankfully called the SmartPath Team first! Our team of talented engineers were able to find AND restore the lengthy presentation for Brian. We are all so excited that we were able to help Brian, and he was able to keep his speaking engagement!!





## The Lighter Side... Halloween Graveyard Story from Vienna

Chris Cross, a tourist in Vienna, is going past Vienna's Zentralfriedhof churchyard on October 31st. Suddenly he hears some music. No one is around, so he starts searching for the source. Chris finally locates the origin and finds it is coming from a grave with a headstone that reads: Ludwig van Beethoven, 1770-1827. Then he realizes that the music is the Ninth Symphony and it is being played backward! Puzzled, he leaves the graveyard and persuades Tim Burr, a friend, to return with him.

By the time they arrive back at the grave, the music has changed. This time it is the Seventh Symphony, but like the previous piece, it is being played backward. Curious, the men agree to consult a music scholar. When they return with the expert, the Fifth Symphony is playing, again backward. The expert notices that the symphonies are being played in the reverse order in which they were composed, the 9th, then the 7th, then the 5th. By the next day, the word has spread and a throng has gathered around the grave. They are all listening to the Second Symphony being played backward.

Just then the graveyard's caretaker ambles up to the group. Someone in the crowd asks him if he has an explanation for the music.

"Oh, it's nothing to worry about," says the caretaker. "He's just decomposing!"



## 7 Secrets To Finding Relevant Information Online

Have you ever run into a virtual wall when searching for information on the Internet? With billions of websites online, finding good, relevant information online can sometimes be akin to finding a needle in a haystack.

But take heart! Here are 7 little-known secrets that will help you find what you are looking for in no time at all.

### 1. Use the "Advanced Search" tool

Almost all search engines have an "advanced search" tool that will provide you with more options for filtering information and websites. This will help you narrow down your search and eliminate irrelevant, off-topic websites.

### 2. Search with a phrase in quotations

Putting quotations around a phrase will tell the search engine to look for that exact phrase or name instead of each individual word. For example, if you were looking for a chocolate cake recipe, type "chocolate cake recipe" in the search window with the quotes around it. If you left the quotations off, you might get recipes for other cakes or chocolate candy in general because the search engine will look up the words separately: chocolate cake recipe

### 3. Use synonyms

If your search does not produce the results you want, try synonyms. For example, a dog is also a pet, canine, mutt, pooch, and man's best friend. Use your Microsoft Word thesaurus tool or Merriam-Webster OnLine to find synonyms for your search term.

### 4. Use a plus or minus sign

This trick will allow you to narrow down a larger category. If you were looking for a roadside café in Atlanta, you would type in "roadside café + Atlanta". This will allow you to search on a specific set of keywords that might not be strung together in one phrase as mentioned in tip #2.

This also works in reverse with a minus sign (-). If you wanted to find all roadside cafes that were NOT in Atlanta, you would type in "roadside café - Atlanta".

### 5. Just search the domain name

If you know the website you want but can't seem to find the information you are looking for, you can tell the search engine to search for a specific keyword or phrase within that site. Simply enter the search term you are looking for followed by the word "site" and a colon, and then by the domain name.

For example, if you wanted to find information on spam filter updates for Microsoft Outlook, enter this: spam filter update site: www.microsoft.com

### 6. Eliminate inappropriate content

To eliminate adult sites clogging your search results, simply activate your favorite web browser's adult filter setting. MSN has a SafeSearch option on its settings page and Google's can be found in their advanced search option. It's not 100% accurate but it will eliminate the most obvious sexually explicit websites from your search.

### 7. Use your search engine's categories

Many search engines offer specialized areas such as news, video, audio, pictures, local, and shopping related categories. If you know you are looking for a picture, choose the appropriate category and your chances of finding what you want increase significantly.



**MIKE MICHALOWICZ** (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book,

*The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit <http://www.mikemichalowicz.com/>

# Signs That Your Life Is Going Too Hi-Tech

You try to enter your password on the microwave.

You have 15 phone numbers to reach your family of three.

You consider “mouse elbow” a sports injury.

Your daughter is selling Girl Scout Cookies on her Web site.

The concept of using real money is becoming foreign to you.

The only jokes you "hear" come by e-mail.

Your cereal box says, “visit us online”, and you do.

You consider 2nd day air delivery painfully slow.

The computer you bought last week is now outdated and selling for half price.

You instant message your son in his room saying dinner is ready. He replied back to ask what you're having.

You order take-out food online.

You can have more meaningful conversations with your car than your spouse.

You've never actually met your spouse in person.

You can turn your lights on, open the garage door, turn up your stereo, and see your back yard without leaving your computer.

You have 5 remote controls in your living room to operate one TV.

Your dog has an e-mail address.

Your idea of a great first date involves a cup of coffee and a chat room.

Your legs have fallen off from lack of use.

You consider “mouse elbow” a sports injury.



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