

The Lighter Side...

Halloween Graveyard Story from Vienna, Austria



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!"



Don't Make These 3 Mistakes With Your Next Office Move

Moving is always a pain in the rump, but it doesn't have to be a horrific, expensive experience. The No. 1 lament from someone who's experienced a "bad" move is "I didn't know I needed to..." followed closely by "I completely forgot that..." In other words, *it's what you don't do that makes the move a disaster*. To make your move easy and effortless, here are the 3 most common mistakes you want to avoid:

Mistake #1 — Mistake #1 – Not involving your IT support in the planning. It's critical that you include us in the planning stages of your new office build or move. We'll think of things you haven't – like if data wires are in the proper location, how to make sure the server doesn't end up by the water heater in a room with GFI outlets, and that equipment will be located where there is proper airflow. In addition, we've worked with so many other office buildouts and moves that we often time can provide valuable advice on non-IT parts of the plans, too.



Mistake #2 — Assuming that because there was another business in the location previously, it's going to be setup for your needs. Often times, we'll find that business owners assume that because there was a computer network in the building they are moving to previously, they won't have to worry about those details. Most likely not true! You are going to have equipment that the previous tenant didn't have. You may have different workflows that call for people to sit in what was previously an empty room with no data connections. Don't assume just because another business was located in your new facility that it will be ready to move into and will work for your needs.

Mistake #3 — Not Giving Your Phone, Internet And Cable Vendors Enough Advance Notice 80% of unexpected communications blackouts and cost overruns on network moves are caused by failure to properly plan voice, data and electrical installation *in advance*. Just because the prior tenant had computers and telephones is no guarantee that the cabling is suitable for *your* phones and *your* computer network. Allow at least 6 weeks for Internet and telephone connections to be installed. Advance planning will help you avoid emergency rush fees or Band-Aid fixes to make things work.

Call us before your next office move at (270) 238-8997 and get an Office Move Checklist, Site Survey and Network Plan for only \$99!

Refer Our Services and We Will Reward You Handsomely!
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 spotlight our customer referral program!

Simply refer any company with 5 or more computers to our office to receive a FREE Computer Network Assessment (a \$397 value). Once we've completed our initial appointment with your referral, we will rush you a \$25 gift card for every referral that you've sent, as a small "thank you" for thinking of us.

Simply call us at 270-238-8997 or e-mail us at marketing@smartpathtech.com with your referral's name and contact information today!

For every referral that signs a new contract, we will give you ANOTHER \$25! So 20 users equals \$500 free to you! Get those referrals in today!



Where Technology and Dependability come Together: www.smartpathtech.com

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.

It comes in 5 colors and can be purchased for \$34.99 from www.SkyMall.com.



The Business Innovation Technique of Blending

Entrepreneurs are natural innovators, but even the most forward-thinking people sometimes need a little nudge to help open their minds to new possibilities for growth.

One of the best ways to think outside of the box is to start asking "what if" questions. Here's a "what if" question I've been kicking around lately: What if we took 2 disparate businesses and blended them to make something new? I'm not talking about merging or partnering with another company; I'm talking about blending business methodologies from 2 (or more) industries to create a new business, or dramatically improve an existing business.

A classic example of this is Commerce Bank. Founded by Vernon Hill in 1973, Commerce Bank blended 2 industries: fast-food restaurants and banking. The owner of a fast-food restaurant franchise, Vernon Hill's bright idea was to bring the convenience and perks of fast food to banking. For example, fast-food restaurants are open every day, and they start early and close late; Hill implemented extended hours at Commerce Bank and kept the doors open 7 days a week. No other bank had done this before. Hill blended other systems from his fast-food franchise when he launched his blended business. He installed a "Penny Arcade" coin-counting machine in his lobby, which had the same effect as video games in family restaurants. Kids could count money and win a prize, and the adults loved it too.

One of my favorite examples of Hill's blending genius is when you use the drive-thru window at Commerce Bank and get a treat for your dog, just like the toy in a kid's meal. Is it any wonder people call it "McBank"? By blending 2 industries, Hill created the fastest-growing bank ever. Commerce Bank grew from one location to more than 400, and the franchise sold for \$8.5 billion in 2007. See what a little game of "what if" can spark?

What if you blended your business with hallmarks from another industry? Start thinking WAY outside of the box, looking at winning concepts from industries that may seem to have nothing to do with your business. (Of course, you do have something in common with businesses in ALL industries: customers.) You never know—you just might make billions. Consider yourself nudged!

Author Spotlight



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/>

Where Technology and Dependability come Together: www.smartpathtech.com



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

PRSR STD
U.S. POSTAGE PAID
PADUCAH, KY
PERMIT NO. 138

OCTOBER 2015



“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:

- The 3 Common Office Move Mistakes
Page 2
- The Lighter Side
Page 2
- The Technique of Blending
Page 3
- Shiny New Gadget
page 3
- 5 Tools to Manage Your In Box
Page 4

Cyber Security Seminar Coming!

You Need to Attend this Extremely Important Seminar on Cybercrimes and Security!

SmartPath Technologies is hosting a Lunch and Learn Seminar on Friday, November 6th, 2015 at the Paducah Chamber of Commerce Community Building. We would love for all of our current clients (as well as any new ones) to come out and get pertinent information on “How Businesses in Western Kentucky/Southern Illinois Are Becoming the Bullseye for Cyber Criminals and How to Stop Them COLD!” Lunch will be served and we do hope that you can attend. More information to follow, so keep an eye out for emails, letters and phone calls!

You can already sign up now at www.smartpathtech.com/novemberlunch

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

The Smarter Path

News From the SmartPath Office

As we approach fall and another Christmas season (I just saw Christmas trees at a big box store – ridiculous!), we also enter our busy time of year. Face it – our clients are too busy with the season and their business to have to deal with IT problems. We understand – and we’ve made some changes to help ensure you receive the kind of service I built SmartPath around.

First – I’m very excited about our new service management position. I recognized a need for a person to monitor and control the types and levels of service that we provide to you, and it just made plain sense to me that the Carol Hoffman, who had done marketing for us for the past several years, was a great fit. She has a technology degree, and coming from marketing, she knew the level of service that we promise to provide our clients – the absolute, 100%, without-a-doubt best service available in the USA. I encourage you to use her and reach out to her with any service needs, recommendations on how we can perform better, and to help with planning any special needs.

Second – If you pay any attention to any news media, you constantly hear about hacking, cyber threats, credit card breaches, and all sorts of other nastiness. Heck – we’ve had people call wanting to pay us to check and see if they were on the Ashley Madison list! We know these threats are real and are happening to businesses like yours and mine daily. To that end, we’ve begun offering a custom tailored, white glove, cyber security program for businesses like yours and mine called **SmartCyber Defense**. With SmartCyber, we not only verify and tighten network and computer security, but we also work with your entire staff to train them how to not become a victim themselves, and more so how to not let your business become a victim of these threats. We write policies, develop procedures, tighten the network, and train your staff – and then we give you a **\$100,000** insurance policy to use in any way you need if you have a cyber attack or threat to your business. **You need to call me about this service as soon as possible.**

Remember – we’re here for you whenever you need us. Kristy, Brooke, and I appreciate your continued support as we grow SmartPath. We’re excited about where we are going, and like any business, know we will experience growing pains. We appreciate you growing with us – which by the way is a neat stat: SmartPath clients increase bottom line revenue 14% annually across the board when averaging all ITWorks managed clients. Talk soon!

5 Tools to Better Manage Your Inbox

In 2013, over 100 billion business e-mails were sent every day. According to the Radicati Group, that number is expected to exceed 132 billion e-mails per day by 2017. That means approximately 100 e-mails hit your in-box per day. No wonder it’s so hard to keep your in-box relatively clean. Here are some tools that can help:



Mailbox - Mailbox makes it easy to organize your in-box from your smartphone. You can quickly archive, delete or save messages for later. You can even add e-mails to your to-do list so you never forget about a message you don’t have time to address when it first arrives.

The Email Game - The Email Game turns responding to and archiving e-mails into – you guessed it – a game. Skip an e-mail and you lose 25 points; respond to one and you gain 175 points. You can also challenge yourself to sort through your e-mail in a set time period.

Unroll.me - Sorting through all the e-mail you’ve subscribed to (or been subscribed to) can be tough. This service takes all your subscription-based e-mails and transforms them into a daily digest.

SaneBox - SaneBox moves unimportant e-mails out of sight so you can focus on your most important tasks. SaneBox uses an algorithm to filter through your e-mails and put nonessentials into a folder for you to look at later; that way you can focus on the important stuff.

Activeinbox - If you use Gmail, Activeinbox turns e-mail into a task management system. You can categorize tasks as “action,” “waiting on” or “overdue.” If you need something done on a certain day, you can schedule it on your calendar and receive a reminder.