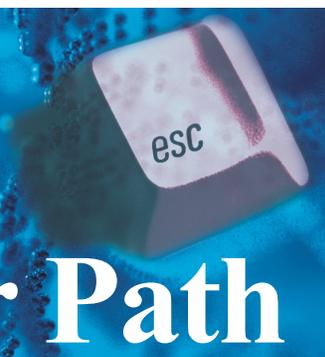




*“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”*



# 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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(270)238-8997

## Domain Names Matter

Your Business Needs an Online Identity

You probably have your own domain name (if you don’t, please call us!) to go to your website, receive e-mail and look much more professional than an address such as [johnjones\\_mybiz@gmail.com](mailto:johnjones_mybiz@gmail.com).

**Did you know you can boost your rankings on the internet by registering multiple domain names that relate to your business!** For example, a dentist in Paducah may want to register paducahdentist.com, dentistinpaducah.com, etc. People search for these terms and you are the first results. **If you want to set up new domain names, we can help! Call our office for assistance!**

(270)238-8997

### **Urgent Notice: If You Can’t Say with 100% Certainty That Your Business Will Be Back Fully Functioning Shortly After a Natural Disaster or Server Failure, You Must Read This!**

Please take 2 minutes to read this article as it contains a very important message regarding your company’s backup and your ability to be up and running fast in the event of a data-erasing natural disaster, server failure, virus attack or other “digital crisis.” And since September is National Disaster Preparedness Month, I felt this was an appropriate time to remind you about this.

Three years ago, we discovered a tremendous backup and disaster recovery system. When we first found this solution, I was skeptical that it could deliver protection and security for an incredibly low price. But after doing a ton of research and testing, we found that this is by far an absolute necessity for all companies concerned at all about securing their computer data.



While many backup systems are “good,” there are a lot of problems with many older, inferior systems. Problems such as:

- Not backing up ALL of your critical data off-site.
- If a problem were to disable your server(s), it could cost thousands to restore and would take a few days (minimum) to get you back up and running.
- It may not do open files or continuous backups; that means you could lose an entire day’s worth of work if something goes wrong.
- You have to do something manually in the process, leaving room for human error.
- Only have access to last night’s back up.

**If you replace your old backup system with this one by October 15, 2015, we will:**

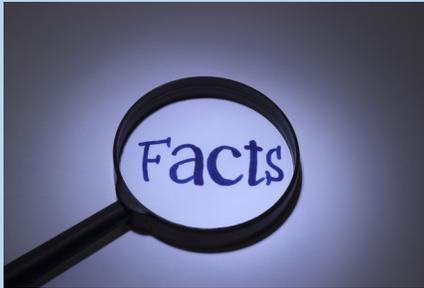
1. Waive the setup fee (normally \$400 – \$1,000, depending on how many servers you have).
2. Give you up to 20% off the ongoing backup storage fees. And considering this off-site backup is already much cheaper than most, you’re going to save a ton of money.

**We Guarantee:**

This is not about us making money – it’s about YOU having the right backup in place to make sure you never have to deal with the costs and devastation of being “out of business” and without your data.

**Disaster Strikes! Could your business lose all of it’s information and still be back up and running in 3 hours? If the answer is no, call us!**

*The Lighter Side...*  
IT Fun Facts



Technology has forever changed our lives and our world more than you know. Here are some numbers to put that fact into perspective:

1. About 4 billion people worldwide own a mobile phone, but only 3.5 billion people own a toothbrush.
2. Computers and other electronics account for 220,000 tons of annual trash in the U.S. alone.
3. About 300 hours of video are uploaded to YouTube every minute.
4. Around 100 billion e-mails traverse the Internet every day, and about 95% of those messages go straight to spam folders.
5. The annual amount of electricity it takes for Google to handle a billion search queries every day is around 15 billion kWh, which is more than most countries consume.
6. About 500 new mobile games appear on the Apple App Store each day.
7. The "father of information theory," Claude Shannon, invented the digital circuit at age 21 while he was in college.
8. Regular computer users blink only half as often as non-users.
9. Over 1 million children can say their parents met on Match.com



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## Are You Using Videos To Onboard New Employees?

Most small businesses give new team members an Employee Handbook that outlines (in approximately 43 mind-numbing pages) everything anyone needs to know about the company. We expect our new hires to read this brick and be ready to pick an insurance plan, a 401K choice, know the company dress code, code of conduct and even what they can and cannot do online. We often include a boring video for safety or sensitivity training.

Many companies are now fast-tracking onboarding into a series of short videos that go through everything they need to know. It's revolutionizing the new-hire onboarding process, and here's why it's such a great idea:

1. **Your employees are already watching videos:** Many spend 95% of their time at work in front of a computer, and even outside work, they're still staring at their smartphone or watching YouTube videos. People are used to getting information in this format, so why not use it?
2. **It works for employees of all trades:** Even if your employees aren't at a computer all day, videos are still a viable solution. You can e-mail the video to them so they can watch it on their smartphones or at home. Companies like GuideSpark, who create training videos for employees, let you know that the videos were opened. You can't guarantee that your 43-page booklet has ever been cracked, much less read.
3. **It makes participation easier:** Training videos should be short...3-5 minutes at the most. You probably have more than 5 minutes of content, so break it up into chunks. It's a lot easier for someone to read 2 pages and watch a 5-minute video than to read 43 pages, attend a class and watch a 30-minute 1970s training video.
4. **It makes delivery of information easier:** Companies that are changing their insurance coverage, adding a rule or changing their dress codes may want to think about sending out a video e-mail with the explanations. Recent studies suggest two-thirds of employees would prefer to watch a video rather than go to a live meeting explaining the change.
5. **It cuts your orientation time:** By cutting the time of your orientation with short videos that they can watch on their phone or laptop, you could save yourself some money and have the new employees you just hired out and doing their jobs much faster.



**If You Need Help in Creating Your Videos, Just Call!**

### It's Your Data! Do Your Employees Know How To Protect It?

Smart Cyber Defense may be your new best friend! Do your employees know:

- How to identify phishing emails and websites?
- Not to send personal information (SSN, credit card, driver's license) in emails?
- How to protect portable media?
- The importance of strong passwords?
- Not to share their passwords?
- The dangers of posting personal information on social media?
- If you answered no, to any of these questions, it is definitely the right time to call SmartPath Technologies

Call today to get more information at (270) 238-8994. The first 5 responses will get 20% off of the first month's service! Act fast, the offer expires September 30th, 2015!

[www.smartpathtech.com/cyberdefense](http://www.smartpathtech.com/cyberdefense)

Smart Cyber Defense 

Where Technology and Dependability come Together: [www.smartpathtech.com](http://www.smartpathtech.com)

## Shiny New Gadget of the Month



### Nest Cam: Keeping An Eye On Things While You're Away

Have you ever worried about what's happening at home when you're away? The Nest Cam can keep you informed. This wide-angle camera streams sound and video to your smartphone. It will even warn you about any unusual activity.

If the Nest Cam detects sudden movement or loud noises, it instantly alerts you by phone. The video feed lets you see what's happening and even scold kids, pets or burglars through a speaker.

This product integrates with other Nest equipment. For example, smart smoke alarms can activate the Nest Cam. It also saves alerts and footage in a convenient archive. The camera even makes it easy to share fun video clips online.

If you already have WiFi, setup is a breeze. This gadget comes with a stand that lets you put it on any flat surface. It also sticks to metal objects or screws onto a regular camera tripod.

## Dress For Success

Among the first things people notice about you is the way you dress and the way you groom yourself. Many highly creative people effect a casual indifference toward their personal appearance, but in reality, they are making a purposeful statement. They are saying, in effect, "I'm so good at what I do that I don't have to dress for success."

Henry David Thoreau was such a person. "Beware of all enterprises that require new clothes," he wrote.

If you plan to spend your life in the seclusion of a place like Walden Pond, follow Thoreau's advice. If you want to make it on Wall Street or Main Street, pay careful attention to the clothes you wear and the visual impact you have on others.

When dressing for the business world, follow the standard advice: Dress for inclusion. Look at what the people one or two steps up the corporate ladder from you are wearing and be guided by their tastes.

That's about the closest thing to universal advice that can be given in the realm of dress. Fads and fashions come and go, and what's in today may be passé tomorrow. And the fabric of American culture is quite varied. String ties and cowboy boots for men may be perfectly acceptable business attire in Fort Worth, but they would mark you as eccentric in Boston. Three-piece pinstripes may be the uniform of the day on Wall Street, but may be considered a bit stuffy on Hollywood Boulevard. And if that's true of America, it's even more true of other parts of the world. Wherever you are — in London or Sydney, in Singapore or Luxembourg — follow the fashion lead of the successful people in your business.

The perennial choice for the businessman in the industrialized nations is the gray or blue suit, with lighter shades in warm weather, darker ones in cool weather. Muted pinstripes seem never to go out of style. Brown suits are generally regarded as less authoritative than blue or gray ones.

Women have greater latitude for individuality in fashions, but the general rule still applies. In most businesses, it's best to avoid extremes. Seductive or coquettish outfits may draw admiring stares, but they won't enhance your reputation as a businesswoman.

Solid colors in women's clothing convey a message of seriousness and character. Plaids and prints are more whimsical. In the business office, successful women may be seen wearing suits, dresses, coordinates and skirts with blazers. Different colors flatter different women. Find your best colors and stick with them.

Shoes should always be shined and in good repair. Adlai Stevenson, the American statesman, may be remembered for the famous photograph showing the hole in the sole of his shoe. But he is also remembered as the loser of two presidential elections.

For men, beards are a matter of taste. Make up your mind whether you want one. Don't go around looking as if you've forgotten to shave for the past couple of days. It may work for a Hollywood actor or the leader of a stateless people, but not for a sales and marketing professional. If you choose to wear a beard, keep it neatly trimmed.

Both men and women should avoid extremes of hairstyle. Again, use the look cultivated by the most successful people in your field as a guide, and adapt it to your own physical features.



**Celebrate** Labor Day



### Meet Kristen Lassiter our new Marketing Coordinator.



Kristen has lived in Calvert City, Kentucky most of her life and attended Marshall County High School. She pursued an Associate's of Applied Science in Criminal Justice at West Kentucky Community and Technical College, before transferring to Eastern Kentucky University. Kristen is happily married to her best friend Wayne and they have two human kids, Aiden (6) and Zoe (13). They also have one four legged kiddo, Crickett the Pug. Kristen looks forward to making lasting connections with our wonderful clients and only hopes to grow our already amazing Marketing Department at SmartPath Technologies.



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## SmartPath Technologies creates a new Service Management Position



Carol Hoffman, former SmartPath Marketing Manager, has taken over a newly created role within our company. We created the services manager role to provide insight and overview to the daily service activities carried out by our staff of engineers and technicians. It made perfect sense that Carol assume these duties – she has a full understanding of the level and quality of service we strive to provide to our clients since she's spent recent years developing marketing around our service offering. To add to that, she's a graduate of WKCTCS Information Technology (IT) Department so she understands the difference between a network switch and a network firewall.

Carol's responsibility is to insure you – our client – receive the absolute best technology consulting service available from any company in the United States.

She provides organization, a solid foundation, and high expectations to our technicians and engineers. Willie Kerns, SmartPath Technologies founder, said "As you grow a service based business, one of the most difficult things you face is maintaining consistency in the service that you provide. It's important to me that all clients are treated and receive the same level of service as when I was providing direct support to them. I'm very excited to have Carol helping me make sure the expectations we've laid out for the technical department are properly executed."

Carol can be your direct line to any support concern or suggestion, and is available for you to reach out to at any time to help coordinate a better level of support for your company. If you ever need help with a special support request, want to make sure something has the direct eye of SmartPath management, or see something that we could have done better, please contact her immediately. She's available by calling 270-205-4709 directly, or by e-mailing [choffmann@smartpathtech.com](mailto:choffmann@smartpathtech.com).

*Congratulations*