



"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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## Windows Server 2003, Set to Expire July 14th.

What does end of support mean for you? After July 14, Microsoft will no

longer issue security updates for any version of Windows Server 2003. If you are still running Windows Server 2003 in your datacenter, you need to take steps now to plan and execute a migration strategy to protect your infrastructure. By migrating to Windows Server 2012 R2, Microsoft Azure or Office 365, you can achieve concrete benefits, including improved performance, reduced maintenance requirements, and increased agility and speed of response to the business.



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



# The Smarter Path

## The Importance of Focus

There are songs about it (think "One" by U2), there are stores named after it (think Pier 1 Imports), and every sports team on the planet says it is number one after an exciting victory. It's good to be number one.

Now think about "two." There are few songs about number two, fewer stores, and I don't believe any team marches around proudly cheering, "We are number two!"

We all know intuitively that being number one means you are the best. And every single entrepreneur in those world aspires to be the best at something. Yet somewhere between entrepreneurial intuition and our business brain, we lose the of being number one.

Instead of excelling at one thing, we think it is "logical" to be offering more and more things to more and more people. We try to become a "one-stop shop," and ultimately our customers just hear the "middle part" and STOP. This leads our business to become a blight of mediocrity.

It doesn't matter what business you are in, your success lies in your ability to become number one. The formula to becoming number one is pretty simple—just do one thing better than anyone else. Not a few things, not a lot of things—just do ONE THING better than anybody else and focus on that. Here are the three things you need to get there:

1. **Stop Thinking You Can Do It All**— You probably can do it all. You just can't do it all well. Successful entrepreneurs focus in on the one thing they are best at and devote themselves to mastery of it. The rest is assigned to others through partnerships, contracts and colleagues.
2. **Be Bold**—When you discover what you are great at. You need to put it out there, BIG TIME. The most important differentiator between the "number ones" and everyone else is that they don't care what all the other people think about them. They care only about what they know to be right, and then put themselves out there unabashedly. When the minority responds feverishly and enthusiastically to your boldness, you have the most significant indicator that you are number one in your niche. Over time that minority will become the majority. Audacity is often the only thing that separates two equally talented entrepreneurs.
3. **Teach It**— Masters share knowledge. The more you teach, the more you learn about what you are teaching. Others will gain knowledge from you, but also will gain respect for your expertise. As people come to appreciate your abilities, they will crown you king, and all the riches of a king.

Build a business and be an entrepreneur who is driven to be number one. No longer worry about what the competition is doing. And no longer think about how you can bring in a few more dollars by "just doing a few more things." Instead start worrying about what you are doing to be unique and different. Instead start thinking about the one thing you can do to bring in a king's ransom. Just be humble, for God's sake, and don't brag to the world that you are number one...that won't serve you well.



*The Lighter Side...*  
**A Pleasant Drive  
 With The  
 Queen Of England**



In 2003, the recently deceased King Abdullah of Saudi Arabia paid a visit to the UK. During the trip, he met with Queen Elizabeth II at Balmoral, the royal family's castle and estate in Scotland. The queen asked then-Crown Prince Abdullah if he would enjoy a tour of the estate. The prince wasn't initially keen on a tour, but he decided it would be polite to accept as a guest of the queen. He agreed.

When their transportation arrived—two regal Land Rovers—the prince stepped into the front passenger seat. It allowed him an exquisite view of the estate and the surrounding countryside. What happened next, he was not fully prepared for. The queen opened the driver's-side door and climbed in. She swiftly turned the ignition, threw it into gear and hit the accelerator.

Keep in mind, women in Saudi Arabia are prohibited from driving.

Also keep in mind, the queen is a *very* experienced driver.

While giving the prince the royal tour, she did not hold back. It was pedal to the metal. As she blasted down the narrow country roads, she remained attentive to her guest and kept the conversation lively. It was an attentiveness the prince felt was misdirected. He pled with the queen to focus on the road. She did not.

Following Abdullah's death in January, Queen Elizabeth takes the throne as the world's oldest reigning monarch at a spry 88. Abdullah was 90.



"How often does he go online?"

# The Lines In Your Business

I have been working on my new book, which, most likely, will have the word "line" in the title. So I decided to do a little research on the word "line." I had no idea there were so many words that have "line" in them...that have a great deal to do with being successful. Let me give you a few examples:

- **Discipline**—Discipline and success go hand in hand. You cannot have one without the other.
- **Streamline**—The successful companies today are doing everything they can to streamline operations. Complicated policies, procedures, rules and regulations are being simplified, replaced or deleted. Subtraction (simplifying) is the exercise of genius...addition (complicating) is the exercise of fools...so streamline your operations and your life every chance you get.
- **Deadline**—A goal without a deadline is just a wish, so it is important to set deadlines. But also understand that a missed deadline is more than a disappointment, it is a statement to your clients or boss that you can't be counted on.
- **Online**—Being online can be a useful tool for productivity but also a terrible distraction to productivity if something else catches your attention...so be careful and stay focused on the task at hand.
- **Guideline**—If it was important enough to establish a guideline, then it should be followed.
- **Bottom Line**—Companies that don't make a profit will eventually fail. It is not how much money a company takes in (revenue) that will make it successful...it's all about profitability. To sustain success, you must always control the bottom line.
- **Frontline**—The problem with so many companies today is those making the decisions are so far removed or have been away from the frontline for so long that they haven't a clue what the true consequences of their decisions are until it's too late. If you want to be successful, then you need to stay as close to the frontline as possible. Get out from behind your desk and get on the frontline to see what is really going on in your company.
- **Laugh Line**—While you are doing all of this, it is important for you to keep your sense of humor and have some fun. Any wrinkle I have on my face caused by my laughing or smiling is a welcomed wrinkle. As far as I'm concerned, laugh lines are signs you are living a happy life.
- **Lifeline**—You have no idea how long your lifeline is, so make the most of the time you have. Keep asking yourself. "Is what I am doing taking me where I want to go?" Your lifeline is a finite amount of time...there are no "do-overs" or recouping of moments lost...so make the most of the moments you have.
- **Sideline**—The sideline is not where you want to be. Get in the game. Learn the necessary skills and have the courage to be a player. To paraphrase former President Theodore Roosevelt.



This is all about **YOUR TIME LINE** so...pay attention to how you are handling the **LINES** in your life.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

To learn more about Dr. Qubein, go to: <http://www.nidoqubein.com/>

## Shiny New Gadget of the Month



### The WayTools TextBlade

When we are surrounded by touch-screen mobile devices, sometimes we can get a little nostalgic for a good old-fashioned keyboard. Sure, there are a number of apps that make typing on a touch-screen easier, but tactile feedback is non-existent. Or we want to type something more substantial than a text message or quick email, and we don't want to go through the chore of typing it all out on a small screen. And then it's often hard to find a wireless keyboard that is both practical and truly portable.

The WayTools TextBlade aims to solve these problems. The TextBlade offers a fully-featured and responsive solution—while maximizing portability. Through a Bluetooth connection, you can sync it up to your favorite smartphone or tablet. The lithium polymer battery lasts upwards of a month with average use, and it's quickly recharged via USB. Small but powerful magnets keep it held in place when you're using it and when it's tucked away in your pocket.

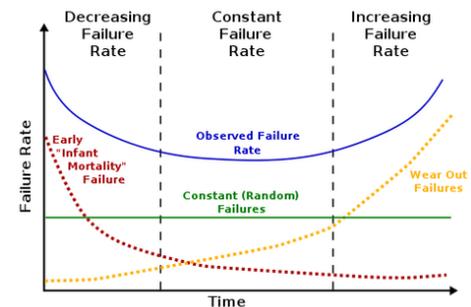
It's priced at \$99 and you can find it online at [www.waytools.com](http://www.waytools.com).

**Easter is the only time of the year when it is safe to put all your eggs in one basket**

# How Long Do Hard Drives Really Last?

Online backup provider has kept 25,000 consumer-grade hard drives constantly running for the last 4 years, diligently noting whenever a hard drive breaks down. The results are very interesting.

- 92% of all hard drives will survive the first 18 months. These failures are typically due to manufactures' defects (oftentimes called the "lemon effect"). Hard drives' warranties are typically 1 to 3 years, which is basically the manufactures saying that they are only on the hook to replace lemons.
- During the next 18 months, only a very small percentage of drives (~2%) will fail. These failures are from random "unlucky" issues and occur rarely anytime during the life of the drive.
- Beginning in year 3, hard drives start to wear out due to usage. They are simply mechanical devices that are getting old. 80% of drives will make it to year 4 and then they drop off at about 12% or more per year thereafter.
- As illustrated in graphic, the failure rate is essentially a U curve with most failures very early on or after the 3-year mark.



### So, What Does This Mean?

**Simple.** Back up your data. With a 1-in-10 chance that your hard drive dies in the first 3 years of its life and an accelerating chance of failure after that, there is no excuse for being caught without a solid backup. EVER.

**Make a plan.** Build equipment replacement into your budget at least every 4 years for most devices, with a 10% equipment-replacement expense built in over the 1st year and then again starting in year 3.

As for that 10-year-old PC in the back room still running Windows XP and your most critical reporting software, the clock is ticking.....



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**“It’s an old Native American tradition that when you take something from the Earth you must put something back. Earth Day 2015 will be a global Give back to Earth event, as an offering for all that the planet gives us.”**

The April 22 Earth Day is usually celebrated with outdoor performances, where individuals or groups perform acts of service to earth. Typical ways of observing Earth Day include planting trees, picking up roadside trash, conducting various programs for recycling and conservation, using recyclable containers for snacks and lunches. Some people are encouraged to sign petitions to governments, calling for stronger or immediate action to stop global warming and to reverse environmental destruction. Television stations frequently air programs dealing with environmental issues.



**Imagine one billion people around the world planting on the exact same day,**

**April 22, 2015. We would create a Forest Nation.**

**Go to <http://forestnation.com/earth-day-tree-planting>**