SmartPath
TECHNOLOGIES
Business Computer and Network Specialists

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

FREE Business Phone System

Tired of dealing with your outdated phone system? You're probably also paying too much for phone service. We now provide FREE business phone systems. Think Voice over IP (VoIP) means bad phone call quality? Not anymore! A new phone system gives you the ability to work ANYWHERE – take your phone home and plug it into your router, and it works just like you were in the office. To see if we can save you 20-50% off your monthly phone service AND get a NEW phone system, send a copy of your phone bill to:
phones@smartpathtech.com

Prepared, Equipped and Armed with the Right Habits

At the peak of their expansion, Starbucks was opening 7 new stores every day and adding 15,000 employees every week. How did a small coffee shop in Seattle end up with over 17,000 stores and revenues of more than $10 billion, selling $4 coffee in a fancy cup? How did Starbucks build such an incredible organization that has over 135,000 employees? How do they get their new employees to show up on time and excel at delivering exceptional customer service, especially when many of them are young, unskilled, and lacking little if any experience in business? If you knew the answers to those questions, do you think it might help you expand your business or on a personal level...help you to become more successful? Let me give you just a little insight to their formula for success.

Howard Behar, the former president of Starbucks once said, *"We're in the people business serving coffee, not the coffee business serving people."* when your entire business model is built around delivering exceptional customer service, you have got to figure out a way to instill the necessary SELF-DISCIPLINE in your people so they can correctly handle almost any situation. Long lines, complicated orders … and dealing with sometimes angry, mean, and in-a-hurray customers can be a daily routine for an employee at Starbucks. But, the customer and situation I just described can be the norm in a lot of businesses, so why are employees art Starbucks so good at dealing with it?

It all starts with training. Each **first year employee** will spend **over 50 hours** in the classroom and more time at home studying workbooks or conversing with mentors. Starbucks spends hours upon hours **developing powerful habits** to prepare their people for the onslaught of customers. They have found **that following disciplined habits will enable their people to DEAL with almost any challenge they may face.** They focus on life skills and helping them to handle their emotions and shoe them how to deliver a BURST **of energy, pep, and enthusiasm when dealing with every customer.** They role play with them, interact with them, help, guide, nurture and **SHOW** them how to handle may different SITUATIONS.

Starbucks has spent millions of dollars creating courses that TRAIN their people on not just the steps of the process, but more importantly, on how to **maintain the self-discipline** to *"do it"* every time. One acronym Starbucks uses to help their people is **LATTE**. It stand s for *Listen* to the customer, *Acknowledge* their complaint, *Take Action* by solving the problem, *Thank* them, and then *Explain* why the problem occurred. Starbucks has developed numerous routines for their employees to follow to help them during stressful situations. By developing these routines, they are helping their people create the RIGHT HABITS to serve their customers. **When an employee is PREPARED, EQUIPPED, and ARMED with the RIGHT HABITS to address almost any situation, delivering exceptional customer service becomes easy.**

- Clairol introduced a new curling iron they called the "Mist Stick" to the German market, only to find out that "mist" is slang for manure in German. Not too many people had use for the "manure stick."

- When Gerber started selling baby food in Africa, they used the same packaging as in the US that featured the "Gerber baby" on the front. Later they learned that in Africa, companies put pictures of what's inside the package on the label since most people can't read, thereby causing African consumers to think there was pureed baby inside.

- Colgate introduced a toothpaste in France called "Cue," the name of a notorious porno magazine.

- Pepsi's "Come alive with the Pepsi Generation" translated into "Pepsi brings your ancestors back from the grave," in Chinese.

- The Coca-Cola name in China was first read as "Ke-kou-ke-la," meaning "Bite the wax tadpole" or "female horse stuffed with wax," depending on the dialect. Coke then researched 40,000 characters to find the phonetic equivalent "ko-kou-ko-le," translating into "happiness in the mouth."

I Need Your Help On This…

Dear Friend,

I have a small favor to ask that in the end will benefit you. But first, let me explain what's led up to this…

Over the last year, we've seen a dramatic increase in the number of clients who are inquiring about how to access their desktop files, email, etc. on a mobile device - be it an iPad, smartphone, laptop, tablet, etc.

We've also seen an increase in the number of clients who allow employees to bring their own devices to work and/or access the company network from home using their personal computer or phone

Naturally, this raises a NUMBER of questions and concerns over security:

> What's the best way to allow remote access to company data?
> What are the best policies for privacy and cloud computing?
> How can we ensure our compliance with data breech laws and regulatory controls?

That's why we've decided to hold a series of educational webinars on topics in the coming months to answer important questions and to guide clients on ways to utilize their computers and software.

However, I'm struggling to narrow down the topics and the questions we should address during these sessions since computing is such big topics.

So instead of just guessing, I was hoping you could do me a favor by answering the following 2 questions:

"What is the single most important question you would like us to address?"

Second…

"What's the single biggest CONCERN you have about your network or cloud computing?"

If you would just take a moment to send me an email at willie.kerns@smartpathtech.com and give me some direction in this, I would be grateful.

Many thanks!

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.

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

Shiny New Gadget of the Month

InfiniteUSB

As laptops grow thinner, USB ports become scarcer. This means that if you need to connect to many printers, phones, or a mouse, you need to carry around a multiport hub to plug in various devices. But Jiange has created a USB plug that is based on a daisy chain, allowing you to plug multiple devices into one USB port. It recently launched its product via a very successful Kickstarter campaign.

The design won an IF Concept Award from one of the most prestigious design competitions in the world. Jiange has a lot more design inventions underway. InfiniteUSB cables start at $10, and will also come in varieties that support microUSB and Lightning connectors.

http://getinfiniteusb.com/

May all you wonderful *Dads* enjoy a *Happy Father's Day*

Tips For Handling, Storing, and Disposing Of Confidential Documents

In the past 10 years, over 10,000 new regulations have been placed on the books by local, state, and federal agencies pertaining to the handling, storage, and disposal of confidential client, patient, and employee documents.

A few examples are:

- ♦ SEC Rule 17a-4 Electronic Storage of Broker Dealer Records Graham-Leach-Bliley Act

- ♦ Financial Services Modernization Act

- ♦ Sarbanes-Oxley Act

- ♦ DOD 5015.2 Department of Defense

- ♦ Health Insurance Portability and Accountability Act (HIPAA)

- ♦ Fair Labor Standards Act

- ♦ Occupational Safety and Health Administration (OSHA) Act

- ♦ Payment Card Industry Data Security (PCI DSS)

No matter how small you business is, you are surely going to be affected by one or more of these new government regulations. Naturally some industries are more regulated, such as financial or medical, but all companies that hold information such as employee social security numbers, credit cards, financial statements (credit applications, bank statements, order forms) fall under these new regulations.

While we cannot cover every single aspect of protecting your company, here are a few tips that will go a long way in making sure you don't end up fined, sued, of with a bad reputation for not securing your clients information:

- Seek professional help. If you think you are holding confidential information that should be secured, ask a qualified attorney who specializes in data confidentiality in your industry about what you must do to meet new government regulations.

- Shred all documents that contain confidential information. A good shredder should do a cross cut or diamond cut versus a simple strip shredder to make it more difficult for someone to piece together a shredded document.

- If you have to keep a copy of contracts a high-security document storage facility like Iron Mountain (ironmountain.com) and they will store your documents in a high-security location.

- Keep a fireproof safe with a lock and key for employee documents you need to keep onsite.

- Make sure your offsite backups have 32-bit encryption (ask SmartPath). Don't store offsite backups anywhere other than SmartPath's secure data centers.

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We've launched a new website! Check it out – www.smartpathtech.com

Word 2013 Keyboard Shortcuts

Switch to the next window = ALT + TAB
Switch to the previous window. = ALT + SHIFT + TAB
Close the active window.= CTRL + W or CTRL +F4
Move one word to the left. = CTRL + LEFT ARROW
Move one word to the right. = CTRL + RIGHT ARROW
Display the Save As Dialog box. = F12
Create a nonbreaking space. = CTRL + SHIFT + SPACEBAR
Create a nonbreaking hyphen. = CTRL + SHIFT + HYPEN
Remove paragraph or character formatting. = CTRL + SPACEBAR
Copy the selected text or object. = CTRL + C
Cut the selected text or object. = CTRL + X
Paste formatting only. = CTRL + SHIFT + V
Open the Word count dialog box. = CTRL + SHIFT + G
Switch to the next window = ALT + TAB
Insert a field. = CTRL + F9
Insert a line break. = SHIFT + ENTER
Insert a page break. = CTRL + ENTER
Insert a Copyright symbol. = ALT + CTRL + C
Insert the registered trademark symbol. = ALT + CTRL+ R
Insert the trademark symbol. = ALT + CTRL + T
Move one word to the left. = CLRT + LEFT ARROW
Move one word to the right. + CTRL + RIGHT ARROW
Move one paragraph up. = CTRL + UP ARROW
Move one paragraph down. = CTRL + DOWN ARROW

Undo the last action. = CTRL + Z
Redo last action. = CTRL + Y
Paste text or an object. = CTRL + V
Paste special. = CTRL + ALT + V
Cancel an action. = ESC
Undo an action. = CTRL + Z
Apply bold formatting. = CTRL + B
Apply an underline. = CTRL + U
Apply italic formatting. = CTRL + I
Preview a mail merge. = ALT + SHIFT + K
Merge a document. = ALT + SHIFT + N
Insert a DATE field. = ALT + SHIFT + D
Repeat last action. = F4
Choose the Spelling Command. = F7
Display a shortcut menu. = SHIFT + F10

Where Technology and Dependability come Togeth-