SmartPath
TECHNOLOGIES
Business Computer and Network Specialists

"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

SmartPath Employee Spotlight

Michael Rich is our Lead Technical Architect and Engineer. He started his career in IT as a Help Desk Administration Technician and worked his way to running a telephone company. He then earned his certifications in CompTIA A+ and CCNA. Michael after expanded his wealth of knowledge by taking a Systems Engineer position at a local accounting firm before developing his own company, Zanson Enterprises. Michael decided to come aboard at SmartPath Technologies so he could focus his efforts on the service side of business. Now we can't imagine him not being a part of the SmartPath family. He is a huge source of knowledge for all our fellow engineers and he keeps our office staff laughing with his funny quips. Thanks Michael Rich for all you do!

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

The Smarter Path

5 Easy Ways to Save Money and "Go Green"

Want to save money while simultaneously saving the planet this Earth Day? Then listen up... We've come up with 5 easy ways to go green while still keeping adding to your bottom line profits.

1) Stop Printing Non-Essential E-mails, Faxes And Documents. Not only will this save your company money on ink and toner, but you'll reduce the amount of paper and ink waste clogging up landfills. We can also install software to make your faxes show up like e-mails. That way you can easily delete the ones that aren't essential and save a ton of paper and ink. Plus, you won't run the risk of losing the only paper copy you have!

2) Stop Wasting CD's and DVD's. CDs and DVDs can hold a lot of data, but most people only use a tiny portion of the space by burning small files. This results in a lot of unused and wasted space (it's the equivalent of storing a postage stamp in a warehouse). CDs and DVDs are difficult to recycle so use them intelligently and conservatively.

3) Change Your Power Settings. Almost all computers have lower energy settings that will power down the computer (or parts of the computer) that aren't being used. For example, after 10 minutes of inactivity, set your PC to power off the monitor, modem and spin down the hard disks. Most systems have pre-determined profiles that make it easy to set up.

4) Turn Off Peripheral Devices When Not In Use. Specialized peripherals like printers, scanners and bar code readers consume large amounts of energy and, in some offices, are rarely used. Keep them turned off until they're really needed.

5) Recycle – Earth 911. This tip is two-fold. First, if you need to upgrade a computer, printer, or other electronic device, look for energy and earth friendly machines. Many manufacturers are selling "green" versions of their devices that conserve energy and use fewer resources to operate, such as printers and copiers that use ink more efficiently.

Next, don't just throw your old equipment into the trash! First, computers contain components that require special recycling procedures. If not disposed of properly, they can sit in a landfill for **YEARS**. The federal government requires businesses to donate or recycle old electronic equipment that the EPA considers hazardous waste. If you are caught violating these laws, you could be fined.

If those aren't reasons enough, you never want to throw your old electronic equipment into the dumpster because your identity could be stolen. So how do you get rid of them safely and without harming the environment?

Here are two ideas...

If the machine or device is less than 3 years old or otherwise in good working condition, consider donating it to your favorite charity, or look for charities that specialize in refurbishing old computers for charitable donations. One good web sites is www.earth911.org or www.youthfortechnology.org

If the machine is too old to give away or refurbish, then consider www.pcdisposal.com or www.1800gotjunk.com.

- The first actual computer "bug" was a dead moth stuck in a Harvard Mark II computer in 1947.
- Big banks don't process checks and debit card charges to your account in the order they're received, but instead use a computer program that selects the biggest amounts first and charges them against your account, emptying your account faster and resulting in more overdraft fees (profit).
- In September 1956, IBM launched the 305 RAMAC, the first "SUPER" computer with a hard disk drive (HDD). The HDD weighed over a ton and stored 5 MB of data.
- A computer as powerful as the human brain would be able to perform about 38 thousand trillion operations per second and hold about 3,584 terabytes of memory.
- The first entirely computer-generated movie sequence in cinema history was the Genesis Device demonstration video in *Star Trek II: The Wrath of Khan.* The studio that made the scene would later become Pixar.
- CAPTCHA is an acronym for "Completely Automated Public Turing test to tell Computers and Humans Apart."
- MIT has developed computer software that can identify and distinguish a real smile from a smile of frustration.
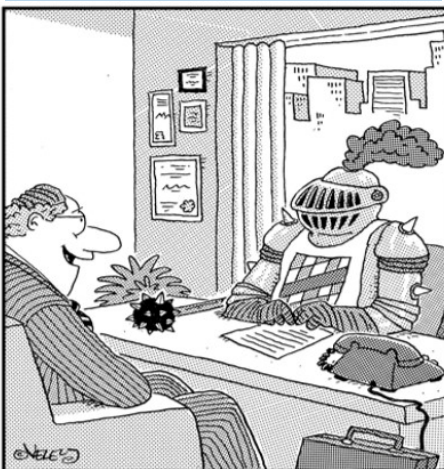
"Hey, no problem! I've always felt that a little sales resistance is a healthy thing!"

Save Time, Money and Resources with SmartStart E-Forms

SmartPath Technologies has launched a new service called SmartStart eForms. We will tailor these forms to your business, saving save your clients' valuable time and paperwork as well as rendering more productivity from your staff.

A recent study shows that the average primary care doctor's clerical staff spends about 6.5 hours a day inputting information from medical records; this equals out to 1,690 hours annually. If your clerical worker is making $10 per hour, she is basically paid $16,900 just to sort through papers and do data entry. SmartStart eForms is a great remedy for the ever mounting paperwork.
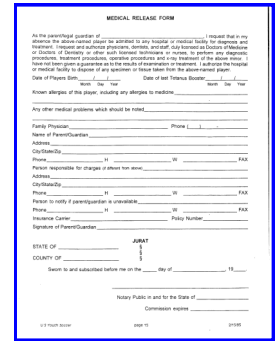
Almost every business, likely including yours, has some sort of form for your clients, suppliers, etc. to fill out. Most of the time, you'll hand out a clipboard and a pen, ask the person to have a seat, fill out the form, and return it when complete. This takes a lot of time, and sometimes you can't even read what the person wrote! SmartStart eForms is an electronic form technology that allows those whom you deal with to fill out your paperwork and forms securely and easily in advance of their appointment or visit.

When you need to collect information from a new client, patient, or vendor, SmartStart eForms allows it to be done in a convenient, online format. We can integrate your forms off of a link on your website, or you can give a specific webpage address the person filling out the form. It doesn't matter if it's new client paperwork for a law firm, a health history form for a physicians practice, or anything else – eForms really is the perfect solution. You'll receive the information you request via e-mail or a secure online portal as soon as the form is completed. Since they've filled out your paperwork beforehand, a tremendous amount of time is saved when the person arrives at your office. SmartStart eForms are secure, green and energy efficient and most importantly, simple.

There are lots of other uses for eForms, too. For example, we often have created follow up surveys and client satisfaction surveys. Not only do these let you know how your business is performing, it's a really simple way to ask your clients or patients for testimonials about your service. eForms has also been successfully used to conduct pre-employment screenings, aptitude testing, and for hundreds of other uses, too.

Want to see a sample of SmartStart eForms? Visit: http://bit.ly/1YtUFNO

Call SmartPath Technologies today at 270-238-8999 or email klassiter@smartpathtech.com for more information on SmartStart eForms.

Is Google the Computer from Star Trek?

If you've ever seen a *Star Trek* episode, you'll know that "computer" always knew the answer to whatever the commander needed to know to run the starship, do battles with aliens and it even made tea…Earl Grey…hot. In business today, Google has taken on the role of answering questions and providing information. In fact, the company name has become a verb in our language and you can google just about anything on this easy-to-use search engine. There's also an easy way to limit the responses and that's by the way you search. If you only want to see responses on exactly what you're searching for, then type the **minus sign** at the end of your search. Another way to limit your responses is to take advantage of Google's specialized search sites.

The *Star Trek* computer spoke every language. Google speaks 80. You can ask Google to translate a single word by typing "**translate** (word) to (language)" into the search bar and you'll get the translated word. There's also a Google application called **Google Translate** where you can type, speak or handwrite the phrase into your device – you can even take a picture of a sign or other text. Then it's your choice to have Google speak the translated phrase or display it for you. Like the *Star Trek* computer, Google provides definitions and conversions. In the search bar, type **define** (word) or **convert** (unit of measure), and you can even compare the nutritional values of one food item to another's: just type **compare.**

So is Google the computer from *Star Trek*? With all these features, what do you think?

Shiny New Gadget of the Month

All This… For Just Five Bucks???

If you haven't tried Fiverr.com yet, you're in for a treat. Fiverr is a global online marketplace where freelancers offer to perform an amazing variety of tasks and services, starting at just $5.00.

Need a whiteboard-style video for your website? A new logo? Help creating a PowerPoint or Prezi presentation? Then you need to check out Fiverr.

To get started, just go to Fiverr.com. And for best results, follow these five rules:

1. **Steer clear of bad gigs** – Buying hundreds of backlinks for your website might sound cool… Then again, you might be in for a nasty surprise. If a gig *seems* fake, it just might be… Find another gig.

2. **Shop around** – Compare different sellers and use the "Favorites" feature to build a shopping list before you buy.

3. **Examine closely** – Check reviews, response time, number of gigs completed and gig details. Questions? Ask the seller *before* buying.

4. **Communicate clearly** – Save time by spelling out in exact detail what you want in your order.

5. **Accept nothing less than perfection** – Top sellers are often happy to make revisions until you're happy.

Okay? Ready, set…go save a boatload on your first Fiverr gig!

THE PICK-UP LINE

In the world of dating, a successful *"pickup line"* can make or break any chance of getting to strike up a conversation with someone you would like to meet. Below are a few examples of what some people thought were great *"pickup lines."*

"I'm not a photographer, but I can picture me and you together."
"Can I have directions?" "To where?" "To your heart."
"I thought happiness started with an H. Why does mine start with U?"
"Is there an airport nearby or is that just my heart taking off?"
"You're so beautiful that you made me forget my pickup line."

You are probably wondering why I am addressing dating *"pickup lines"* in a business article. With profit margins being attacked from all angles, it is important for businesses today to do everything they can to take advantage of every **consumer buying encounter**. Probably one of the most famous **business pickup lines**, which added instant profits to their bottom line, was by the fast-food chain McDonald's: *"Would you like fries with that?"* I have read where some experts have stated that McDonald's added an additional $20 million in profits just by asking that one simple question.

Is your company leaving potential profits on the table, just waiting to be scooped up, if only your employees were trained in asking an additional, simple, not pushy question … that could possibly entice your customer to spend more money? I believe there are thousands of companies today doing just that. It is your job to exploit every sales channel to its fullest potential; but you need to do so by thinking like your customers. How would they like to be served better? What else could they possibly need, that they may have forgotten? Sometimes just planting the seed *(suggestion)* can lead to additional sales.

What else do your customers need? How can you best serve them? As long as your *"pickup line"* doesn't alienate customers, you should take advantage of the current selling transaction; the *"pickup line"* technique can add a considerable amount to your bottom line. I fly a lot, and in every Hudson Newsstand in the airports, they ask me if I want water, candy or gum when I am buying anything in there; they do it **_EVERY_** time. Southwest Airlines upsells better seating on planes so customers can get early boarding and be assured of overhead space for their bags. Waiters can ask if you want an appetizer, salad or bread with your meal … and then after your meal ask if you want another dessert, coffee or glass of wine.

The retail marketing giant Amazon says the cross-selling suggestions on its website account for 35% of its sales; they fully take advantage of every opportunity they can to sell more merchandise … DO YOU? If you want to add additional profits to your bottom line, start perfecting your *"pickup lines."*

One thing is for certain … if you don't ask for it, you certainly won't get it.

Happy Memorial Day!
We honor the memory of service members and their families who have sacrificed to protect the freedom we enjoy.

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Could someone in your office use an extra $500 this month? Here's how!

Our business is built off of referrals – it's the best "atta boy" we can get, and it lets us know our clients see enough value in what we do to recommend us to someone else who is suffering from IT and technology woes. The best part is – we'll pay for your referrals, no strings attached. Not only will we pay for them – we'll pay ANYONE in your office who refers us….it doesn't matter if it's an assistant, receptionist, or janitor. They can all get free money just from telling other businesses about SmartPath! Here's how…

Refer another business with at least five computers to us. We'll immediately send the referrer a $25 gift card AND we'll provide the business they refer to us with a free network audit and two hours of free service, a combined value of almost $500.   We'll then analyze and review the audit with the business.   It get's better…

If the business you refer ultimately decides to retain us and signs a service agreement, we'll pay $25 for each computer at the business.   If they have 5 computers, you get $125. If they have 15 computers, you get $375, and if they have 20 computers you get $500 in CASH.   There is no limit to the amount of money you can make from a single referral AND you can make as many referrals as possible every month.

Please make sure all members of your staff are aware of our referral program! It's been a great way to provide some much needed extra $$$ to staff members whom can really use it. Most office staff aren't aware they can have this opportunity, so please make sure they are informed.