

## The Other Side... Thanksgiving



1. A tradition is bone: TV dinners have Thanksgiving to thank.
2. Going Shopping? Not if you're a plumber. Black Friday is the busiest day for them.
3. This land is my land: There are four places in the U.S. named Turkey. Louisiana's Turkey Creek is the most populous. There is also Turkey, Texas; Turkey, North Carolina; Turkey Creek, Arizona.
4. Leaving a legacy: When Abe Lincoln declared Thanksgiving a national holiday, it was thanks to the tireless efforts of a magazine editor.
5. Have it your way. If Ben Franklin did, the turkey would be our national bird. AN eagle, he wrote in a letter to his daughter, had "bad moral character." A turkey, on the other hand, was a "much more respectable bird."
6. Doomed from birth; Those poor turkeys; they don't stand a chance. Just look at the name we gave them. A turkey less than 12-weeks-old is called a fryer-roaster.

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center goes down? Your business is without a phone until they get their systems back online! Insist on at least two redundant data centers that are states away from each other to lower the risk of a natural disaster wiping out both data centers at once.

### 3) What was your uptime last year? What's your guarantee for uptime?

If it's anything less than 99.999%, find a different provider. And don't just take them at their word; ask for documentation proving the reliability of their network in the previous year. If they can't even do that, don't buy their system! NOTE: Uptime is the system's ability to make and receive calls. If an individual office happens to be down due to an Internet outage, this does not affect the overall reliability of the system, because the system was ready and able.

### 4) If my phone is unreachable, do you have automatic failover to another phone?

If your provider's system isn't constantly monitoring the status of your network, VoIP system and VoIP phones, you should consider going with another provider. If your Internet goes down, or even a single phone stops working, the system should know that within a few minutes and automatically forward the calls to a predetermined destination (like a cell phone or another office location).

### 5) Do you monitor my phones and system 24/7/365 for any potential issues?

If you have to tell your provider the phones aren't working, then find another provider. Any quality vendor should be monitoring and maintaining your system for you, using remote management tools. If you are missing calls, move on to a different system.

*"If they're THAT confident, have them guarantee it in writing..."*

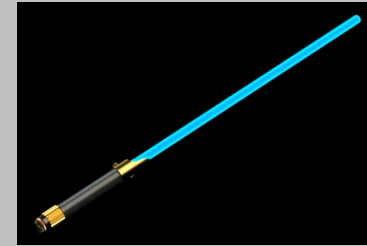
### 6) Do you offer a money-back guarantee?

If your provider is not willing to back up their claims with a WRITTEN, no-small-print, money-back guarantee, free of "weasel out" clauses, look for a vendor that does. Every phone-system sales guy is going to tell you how wonderful their system is and how you won't experience any problems. If they're THAT confident, have them guarantee it in writing so you're not stuck paying for a new system that doesn't work.

### Free VoIP Assessment Cuts Through The Confusion, Myriad Of Options And Tech "Mumbo Jumbo" To Help You Make The Smartest, Safest Phone-System Choice For Your Company

If you're looking to upgrade your phone system to VoIP sometime in the near future, this free assessment will help you avoid making any mistakes and help you navigate the endless number of choices, techy "mumbo jumbo," conflicting advice and confusion. We'll answer all of your burning questions and determine which phone system is BEST FOR YOU, based on your specific needs, budget, Internet connection and

## Shiny New Gadget of the Month



### Resist The Dark Side: Custom Lightsaber

The Sith Lord is about to strike – this is no time for an ordinary lightsaber. Time to pull out your own hand-made custom lightsaber...

You'd be hard-pressed to find an imaginary weapon as iconic as the Star Wars lightsaber. Haven't you (or someone you know) ever secretly yearned to wield one against an evil warlord? Well, in case you didn't know – you can. And, with your own custom-made lightsaber, you'll be well-armed.

These are no ordinary Hasbro plastic toys. In fact, the features and choices available at some of the top-rated lightsaber shops could well leave you "starstruck." From "flash-on-clash" to blade color to heavy, medium or light battle-readiness, to custom soundboards and circuitry, the choice is yours.

If you're a diehard do-it-yourselfer, complete kits are available. You can even get a double-bladed or cross-guard-type lightsaber. Prices range from about \$400 on up. For more details, check out <http://www.ultrasabers.com/>.

Choose well, young Padawan.

At \$3,000 for the developer's version, it may not be an impulse buy. But new AR tools like this will soon be part of your computing world.

## Accomplish More By Doing Less

As I've considered what some of today's greatest achievers – Richard Branson, Maria Shriver, Arnold Palmer, Tony Hawk, John Wooden and Colin Powell, among many others – have accomplished in their lifetimes, I've thought about why many of the rest of us work harder and put in longer hours without achieving the same big results. What makes the difference?

After a great deal of thought, I realized the key is not to do more or work harder; the key is actually to find ways to do less and think more, to be less busy and more productive. In this, I have struck upon the very secret to what separates the super-achievers from the rest of us.

I've started applying this strategy in my own life and work. And I'd like to share with you three of the principles I have found to move from stress-filled "success" to super-achievement and a more balanced lifestyle filled with joy, harmony and personal fulfillment.

### Learn to Stop Doing

Reevaluate how you spend your time and stop doing the time-wasters. The only way you can gain more time is to stop doing something. If you don't like what your life has become, you need to figure out what to stop doing so you can concentrate on activities that bring better results in your life.

Consider: if you spent just 40% of your time on your high-value activities, you could double your income. Spend 60% or even 80%, and you could multiply your income by four times.

### Create and Protect Your Boundaries

For a workaholic, these are dangerous times. The natural boundaries of time

allocated to work, personal and family have been obliterated. Technology has penetrated the walled garden separating these important segments of our lives. This breach provides for constant intrusions into our attention, keeping us constantly connected and at the mercy of a stream of information and demands.

### Put a junk filter on your life.

To filter incoming requests, you must first become clear on what you want.

Who are you? Who do you want to become? What is most important to you in life? What direction do you want your life to take?

What are your three most important goals for the year? This month? This week? Today?

After identifying your values, goals and priorities, put a junk filter on everything else and keep it out of your in-box and off your to-do list.

### Don't Just Learn...

Knowledge isn't power; it's the potential of power. What you do with knowledge is where the power lies.

### Don't just read a book and put it down.

Read it, summarize the key ideas, then write out how you're going to implement those ideas in your life. Now act, review and improve. Stick with the ideas in that book until you realize a desired transformation.

I hope you'll take time to stop and examine your life and incorporate these principles into your daily routine on your journey to super-achievement. Remember: it's not what you know; it's what you do.

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We have the solution- SmartHIPAA Compliance. We will come into your practice and do a totally **FREE** HIPAA Risk Assessment and then discuss our findings with you and also give our suggestions on how your office can become completely HIPAA compliant. We can assist your office personnel with training as well and can also create and implement policies and procedures, that when followed correctly, can decrease your chances of a breach significantly.

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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.**

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NOVEMBER 2016



“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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### SmartPath Employee Spotlight



We would like to Welcome Jerrico Melton to the SmartPath Team. Jerrico joined the Air Force after graduating from Graves County High School. He served 11 years as a computer

programmer, database engineer, and technical training instructor. After teaching for a number of years, Jerrico decided he wanted to get back to his technical roots, and took a job providing desktop and server support for the US Navy Personnel Command. He then decided it was time to come back home, and joined the SmartPath team, where he hopes to share his expertise with his local community. In his spare time, he enjoys spending time with his wife Candice, and playing with his children, Porter and Autumn.

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

# The Smarter Path

## 6 Questions To Ask Before You Move To VoIP

Thanks to Voice over Internet Protocol (VoIP) and ever-improving cloud technologies, the phone-service options available to you as a small business are plentiful, with more features at a lower cost than were ever available before.

However, with all the options and vendors, separating the good from the bad and navigating the hype can be difficult. Not only are some VoIP systems a complete waste of money, but fees can be “hidden,” so what appears to be a big cost-saving decision can end up costing you more in the long run once you’ve calculated in ALL costs over a three-to five-year period.

**Here are six revealing questions you must ask to cut through the hype, half-truths and “little” white lies that could bury your company.**  
1) **What will the call quality be like on my new system**

Companies that sell phone systems and do not install and support

computer networks – which is what your VoIP system is running on – are often NOT qualified to recommend or install a VoIP phone system for your office. One of the biggest reasons for VoIP failure (poor sound quality, slowed Internet speeds, etc.) is that the person selling you the system does not understand how to properly assess your company’s firewall, routers, network traffic, Internet connection speeds, as well as a host of other factors, to make sure their phone system will work as advertised in YOUR SPECIFIC ENVIRONMENT. That’s because they’re phone-system sales guys, not network engineers.

2) **How many data centers do you have and are they geographically dispersed?**

If the answer is only one, run away! What happens if their ONE data center goes down? Or, more commonly, what happens when the VoIP equipment *inside* the data

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