

## The Other Side... Halloween



1. The first Jack O'Lanterns were actually made from turnips.
2. Halloween is the second highest grossing commercial holiday after Christmas.
3. The word "witch" comes from the Old English *wicce*, meaning "wise woman." In fact, *wiccan* were highly respected people at one time. According to popular belief, witches held one of their two main meetings, or *sabbats*, on Halloween night.
4. According to Irish legend, Jack O'Lanterns are named after a stingy man named Jack who, because he tricked the devil several times, was forbidden entrance into both heaven and hell. He was condemned to wander the Earth, waving his lantern to lead people away from their paths.
5. Black and orange are typically associated with Halloween. Orange is a symbol of strength and endurance and, along with brown and gold, stands for the harvest and autumn. Black is typically a symbol of death and darkness and acts as a reminder that Halloween once was a festival that marked the boundaries between life and death.
6. Because the movie *Halloween* (1978) was on such a tight budget, they had to use the cheapest mask they could find for the character Michael Myers, which turned out to be a William Shatner *Star Trek* mask. Shatner initially didn't know the mask was in his likeness, but when he found out years later, he said he was honored.

## Dealing With The Dark Side Of Social Media

Social media has become a true amplifier, permeating every nook and cranny of the web, giving a megaphone to those who might have previously found themselves voiceless.

While I generally believe that the proliferation of the social web is a good thing, it does have a dark side that is difficult, if not impossible, to ignore.

I was reminded of this recently when an unscrupulous competitor accused me and my friend Larry Winget of an ugly racial slur. While it was totally fabricated, this person willfully resorted to defamation of character to defend his indefensible behavior.

It's easy to get mad, get on your computer and allow emotions to run amok. And that can come back to bite you. Yet there are times you shouldn't acquiesce to digital bullies. You need to take a stand.

Here are a few tips on how to keep your social media actions in check, and how to react to others who just can't seem to control theirs:  
*How do I think through my social media actions in a heated moment?*  
If you wouldn't say it to your grandmother, don't write it on Twitter. It feels good to blast an opponent, but such outbursts can easily be used against you.

Remember that everything you say or do on the web is archived. Consider everything you write on the Internet to be permanent. Trolls may delete their comments, but they still leave a trail.

Still debating saying it? Sleep on it. If you really feel the need to say something that might be taken the wrong way, consider sitting on it overnight. Waiting until the next day will rarely hurt your point, and it may save huge amounts of embarrassment.

If you do say it...make sure you feel you could defend it in a court of law. Falsely accusing someone of something is a big deal, and the repercussions could amplify beyond your original intentions.  
*How do I react when I am targeted on social media?*  
Grab screenshots. If someone truly is going after you, the first move is to gather evidence. Make sure you have copies. Odds are that they will quickly realize what they have done and will try to erase their trail, so the best thing you can do is make sure you have a copy on hand.

Report them. Twitter, LinkedIn, Facebook and most other platforms have guards against those who harass others. Don't hesitate to put in a report – that's why those guards are there!

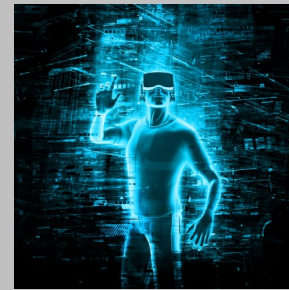
Remember that the truth is your best defense. As someone who has been egregiously accused of something I did not do, I took solace in the fact that I was innocent, and as such the accusation cruelly asserted could never be proven.

We live in a world where unscrupulous people have migrated to online communities and live among the rest of us. I hope you never have to use the above actions, but when you do, I hope they serve you well.



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

## Shiny New Gadget of the Month



## Hololens: Your New Reality?

A game designer sees a moving 3-D image of a living, breathing, mace-wielding ogre – on her desk. She flicks a finger and he turns from side to side, giving her a full view of his outfit and weapons belt.

An architect looks up at the ceiling in a building he's just designed. He waves his hand and reshapes it, allowing more light through. All virtually.

A space scientist designing a Mars rover strolls through the landscape, noting from all sides the position, shape and size of rocks his vehicle must navigate.

Now it's your turn. Put on the new HoloLens by Microsoft, and what do you see? How could you use this cool new augmented reality (AR) tool in your business?

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.

Savvy users are capitalizing on the LinkedIn-Microsoft merger.

Here are three ways you too can profit: 1) Your profile photo now appears on both platforms. Run it by photofeeler.com to make sure it's up to snuff. 2) When it comes to updates, forget text – video rules. Check your newsfeed and you'll see how LinkedIn puts video on top and is burying articles. No wonder members have seen a 60% to 90% drop in readership. To get attention, go video. 3) Keep an eye on LinkedIn's social advertising. With access to user data from both platforms, your ads could now enjoy a wider audience of both LinkedIn and Microsoft users. This merger opens new doors for users. Now's the time to capitalize on it.

-Entrepreneur

**Want to know the secret to beating ransomware?**

If there's one pop-up you NEVER want to see on your computer screen, it's this: "Your files have been encrypted. You have 72 hours to submit payment or they will be deleted forever." Once ransomware hits, it's too late. Game over. The best way to beat ransomware is prevention. Make sure it never happens in the first place. And if somehow it happens anyway, make sure you have up-to-date backups ready to go. The first step to prevention is to invest in serious cybersecurity. Start with antivirus software with active monitoring. Then, layer in anti-malware and anti-ransomware programs. Finally, store current backups in the cloud and/or on a separate unplugged hard drive.

-blog.malwarebytes.com

**A wafer-thin laptop so light you'll forget it's in your briefcase...**

Want an ultrasleek machine with enough battery life to keep you going long hours without plugging in? A new breed of "ultraportables" offers that and more. The lightning-quick storage on these units lets you resume work in seconds, even after they've been idle or asleep for days. The "best in breed" will cost you a pretty penny. But if you're willing to spend a little, you can get premium features. Touch screens, full HDMI ports and eight hours or more of battery life are not uncommon. At the top end, you can expect a high-resolution 4K screen (3840 x 2160). Be extra-nice and Santa might even slip one in your stocking!

-PCmag.com

**Considering Facebook Live Video for your business?**

Using Facebook Live is brain-dead simple. If you haven't already, install the Facebook app on your smartphone. Open it up, tap the red "Go Live" icon and you're on. It tells you how many are watching, plus their names and comments. When you're done, it saves to your Timeline. And, unlike Snapchat or Periscope, it doesn't disappear after just 24 hours. You can share, embed, Tweet – or delete – to your heart's content. And you can filter who sees it. As for content? Interview key employees, big shots in your niche or your customers. Share how you're making a new product. Or how your team relaxes. Why do it? Your customers love getting that little peek "behind the scenes."

-PostPlanner.com



**Did you know that over 100 million health records were exposed in 2015, totaling 102,534,980 documented cases?**

We have the solution- SmarthHIPAA 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 complaint. 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.

**To learn more about SmarthHIPAA compliance offerings and how it could save you some major money, please visit [www.smartpathtech.com/smarthipaa](http://www.smartpathtech.com/smarthipaa) or call our office today!**



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





78 Ash St  
Calvert City, KY 42029  
(270) 238-8997

PRSRT STD  
U.S. POSTAGE PAID  
PADUCAH, KY  
PERMIT NO. 138

## SmartPath Technologies Will “Show You the Money!”



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.**

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

OCTOBER 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

### What’s Inside:

#### The Future Is Yours

Page 2

#### The Lighter Side

Page 2

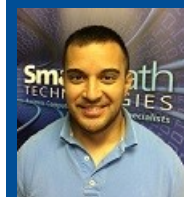
#### 7 Secrets to Finding Info Online

Page 3

#### Shiny New Gadget

Page 3

### SmartPath Employee Spotlight



We would like to Welcome William Reed to the SmartPath Team. William grew up in a small farm town in Illinois most of his life. During his previous time as a systems engineer, he remotely assisted clients

in the western Kentucky, Illinois, Missouri, and Tennessee areas while providing technical services ranging from managed backups, patch, and security services. In his spare time, William enjoys lifting weights at the gym, volunteering and helping the animals at the local humane shelter, going to church functions, doing chores around the house, and bowling with friends.

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

# The Smarter Path

## From Willie’s Desk....

When I started my first IT Company at age 19, technology was just beginning to evolve into what it is today. When I started SmartPath 9 years ago, I had a vision that my clients would much rather **prevent** problems from happening than being reactive and waiting for something to break and having us fix it. That led to our ITWorks Managed IT service program. Let’s face it: No one calls us when they are having a good day. When they have to call us, something is wrong. I’d rather prevent those calls from happening in the first place. No, we aren’t going to be able to stop every problem. Yes, you’ll still have to call us. However, statistically ITWorks clients have 67% fewer service requests than reactive clients. I’m impressed and satisfied with that number.

A client told me last week, “I don’t see you very often!” and I replied, “Has everything been working well and have you had any major problems?” They thought for a moment and said, “You know, for the most part everything has actually been working pretty well. There was that pesky wireless problem last week but that got fixed. I guess we haven’t!” That happens a lot.

Often clients don’t see the behind the scenes work we do to prevent problems before they are noticed. On average, we touch our ITWorks client networks at least 8 times a day. Yes, we can tell the copier isn’t scanning to e-mail. We fix it. You don’t notice. Internet down? We’re typically on the phone with the internet provider by the time someone from your office calls to tell us. Backups – we check that they are successful. Every. Single. Day. We do this through a combination of automation and skilled IT engineers. When we onboard new clients, it’s almost an awakening experience six months down the road when they realize that they really haven’t had any major crisis’ and things are just working.

Our goal is to make sure when you come in to work every day, everything just works. Software opens, you can get on the internet, you are protected from cyber threats, and you can be productive. Face it – When you have technical problems you lose productivity. I get it. That’s what we don’t want. We aren’t going to stop every problem. We are going to solve a huge amount of problems before you realize it. People don’t see that, and it’s out of sight and out of mind.

My personal goal and a SmartPath core value is to make our clients more productive and therefore more profitable. If you don’t feel like we are doing that, I want to know because I want to fix it. We can’t fix problems that we don’t know exist. You trust us with your most valuable asset outside of your staff – your company data. We want to make sure that we are providing the best IT services possible, and we want everything to just work – day in and day out. When you put your business in a reactive mode, it’s proven you will lose profitability. We want things to work all of the time and provide the proactive resources to make sure that happens and fix it immediately when it doesn’t. If you ever don’t feel we are providing that level of service, please tell us.

Kristy, Brooke, and I thank you for trusting us with one of your most valuable assets. Our clients are not just business associates, they are personal friends.

We can’t express enough gratitude for having the opportunity to serve you. If you ever have a problem, please contact me directly. If you never have a problem, please tell your friends and business associates about us!

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