



“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!”

- Scott Phillips, Synergy Computing

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Happy 4th of July!

As American as apple pie, the 4th of July brings everyone together for fun and fellowship.

Independence Day commemorates the formal adoption of the Declaration of Independence on July 4, 1776 but wasn’t declared a legal holiday until 1941.

Today, we celebrate with fireworks, picnics, parades and time with friends and family. Hopefully, you take this time to recuperate from the first half of the year, work on your sun tan and let your patriotism shine.

Technology Times

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

5 Ways To “Go Green” (And Save Money Too!)

Whether your motivation is to save the planet or save some money, going “green” with your office IT is a smart move. After all, who doesn’t want to save a little money, especially when it’s SO incredibly easy!

5 Painless Ways To Go Green And Save Green

1. Go paperless! The concept of the paperless office was introduced years ago with the invention of document imaging. However, one look around your office will surely prove that was a bit of a pipe-dream. There are a lot of really smart reasons why you should consider converting some portion of your paper documents to electronic format IN ADDITION TO the fact that going paperless is a much greener solution. First off, finding documents will be so much easier and faster, and you won’t run the risk of important documents being misplaced, misfiled or damaged (who hasn’t spilled coffee on a critical document). If that doesn’t grab you, maybe the cost savings on paper, ink, and storage will or the fact that employees working remotely can access contracts or other paper documents in seconds, any time, day or night, from any location.

2. Power down your network at night. The computers in your office are the largest drain on electricity in your office; and considering you’re only using them for approximately 9-10 hours a day, that means you’re paying for 14-15 hours of unnecessary power. For our Synergy Complete IT clients, we can automatically power down the office overnight and bring it back up again in the morning without any interruption or interference with your systems’ performance. This alone can save thousands on electricity. And if there is any maintenance to be done, we can take care of that remotely and power them down after we’re done.

3. Go virtual! Virtualization (sometimes called cloud computing) is a process of replacing your complex, power-sucking, expensive workstations with much less expensive “thin-client” machines that require very little power or maintenance to operate. Plus your server is consolidated and moved to an incredibly efficient, super computer that drastically reduces the power being used.

Shiny New Gadget of the Month



Flip SlideHD™

Why are so many people “flipping out” over the Flip Video camera? Because it’s small, super easy to use and lets you upload videos to your computer in seconds. What could be better? So glad you asked! The makers of the Flip Video have just introduced the Flip Slide HD.

This newest addition to the Cisco Flip family features a pop-up, three-inch screen and “touch screen” capability. With double the record time of the original Flip, it supports 4 hours of video footage. It holds up to 12 hours of compressed videos, snapshots, movies, and Flip Channels with its 16GB storage capacity. If you want to get really fancy, you can personalize your Flip Slide HD with your own images, patterns or designs.

But the biggest reason this device has taken off is because of its simplicity and ease of use. You won’t find complicated buttons and options – just a simple push-button recording. Plus the images and audio recording are fantastic, making it practically fool-proof. More information about the Flip Slide HD can be found at www.theflip.com.

Thousands of businesses are rapidly trading in their over-blown, traditional networks for virtualization because of the incredible cost savings in hardware, software and maintenance. Plus it offers instant disaster recovery, the ability to securely work from home or the road AND it drastically reduces the amount of power needed, making it far more environmentally friendly.

4. Allow employees to work from home. More and more businesses are creating virtual workspaces for several reasons. First, allowing employees to work from home perpetually or for a couple of days a week cuts down on gas and emissions. It’s also a great retention strategy for your rock star employees. Additionally, allowing employees to work from home reduces the amount of office space needed, lowering or eliminating rent costs and utility bills. Finally, it’s a great disaster preparedness plan. In the event of a fire or natural disaster, employees can keep the doors open by working remotely.

5. Dispose of old electronics responsibly. Your computer is made with a wide variety of components, many of which are toxic. When old computers are disposed of improperly, these substances can enter the environment, causing pollution and associated plant and animal death, along with birth defects. Many of these components are also produced in unsustainable ways, causing even more environmental harm. Because these components can be recovered and recycled, throwing out an old computer is simply irresponsible. If you have old equipment, you can often donate it to a charity for a tax break. Not only will that solve the disposal problem, but you’ll save a little money too!

Want To “Green Up” Your Office?

If you want to discover how we can help you save money while being more environmentally friendly, call us for a “Going Green” audit. We’ll come onsite to review your office environment and present you with multiple ways to cut costs while going green. In many cases we can show you how to:

- Drastically reduce your power usage and electric bill.
- Cut your IT hardware, software and support costs by 40% to 50% through virtualization.
- Cut your paper usage and all the costs around printing, storing, filing and managing all that paper.
- Introduce you to more environmentally friendly choices in hardware, printers, scanners, and other devices.
- Give you peace of mind that your network could be back up and running in the event of a disaster with greener and more efficient backup solutions.

Schedule Your FREE Audit:

www.synergyinc.net/gogreen



FREE Tips, Resources, Reports, and Services Available To Our Clients and Friends

Your Name: _____

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Please (___) Mail, (___) Fax, or (___) Call me immediately with the following FREE info:

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- What Every Small Business Owner Should Know About Backing Up Their Data To Get A FAST, Easy, And Economical Recovery In The Event Of A Disaster
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- Office Move Checklist
- How To Pick A Good Password

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The Lighter Side... Do You Ever Wonder?

Why the sun lightens our hair,
but darkens our skin?

Why don't you ever see the
headline "Psychic Wins Lottery"?

Why is "abbreviated" such a
long word?

Why is it that doctors call what
they do "practice"?

Why is it that to stop Windows,
you have to click on "Start"?

Why is the man who invests all
your money called a broker?

Why is the time of day with the
slowest traffic called rush hour?

Why isn't there mouse-flavored
cat food?

When dog food is labeled "new
and improved tasting," who
tests it?

Why didn't Noah swat those two
mosquitoes?

Why do they sterilize the needle
for lethal injections?

You know that indestructible
black box that is used on
airplanes? Why don't they make
the whole plane out of that
stuff?

Why don't sheep shrink when it
rains?



How To Quickly Add Facebook And LinkedIn Contacts To Outlook

With social media becoming a widely spread way of finding and connecting with customers, prospects and business partners, it's about time someone came up with a way to pull all these contacts together in one spot.

Xobni is an Outlook plug-in that pulls contact information from several sources including LinkedIn profiles, Facebook, Twitter, Salesforce, Hoovers and Yahoo mail. It also organizes your e-mails into threaded conversations and makes searching for documents and e-mails much easier.

If there is a phone number, address or company name in an e-mail, that person's information profile will be automatically populated. It's the same thing if one of your contact's e-mail addresses matches a profile on Facebook, Yahoo or LinkedIn. Company information is automatically pulled from Hoovers.

Another cool feature is the contact statistics, which gives you a graph showing what times people tend to send you e-mail so you can quickly identify the most likely times you'll be able to reach that person. Additionally, it ranks that person with regards to the number of e-mails exchanged and displays the balance between sent and received e-mails. Xobni Actions supplies you with quick templates for asking a contact for their phone number or to schedule a meeting. Icons for LinkedIn, Facebook, and Hoovers allow you to quickly pull information from these sites including Facebook updates.

While there is a free version you can download, the paid version only costs \$30 and gives you advanced search capabilities.

Win A Brand-New Apple iPad

Synergy Computing Referral Contest!

We are giving away a new iPad to the person who refers the most businesses to us between June 1, 2010 and August 31, 2010.

To find out more information on the Synergy Computing Referral Contest and how you can win a NEW Apple iPad visit: www.synergyinc.net/ipad



Feeling Unmotivated?

If you're feeling sluggish and unmotivated, reviewing this checklist may help you reignite your spark:

- **Purpose.** Why are you here? Sometimes people get so caught up in daily responsibilities that they lose sight of the Big Picture. Remind yourself why you chose this field, this path, and this role.
- **Expectations.** Are your goals realistic or do you expect too much of yourself? It's hard to muster a lot of enthusiasm when you're so overwhelmed that you barely have time to breathe. Reconsider your priorities and look for ways to cut your workload.
- **Connection.** Do you see a gap between what you do every day and where you want to be in your career? Try connecting the dots. You'll be more committed to your tasks if you can view them as steps in the right direction.
- **Assistance.** Are you in over your head? Don't be afraid to ask for help from mentors, bosses, colleagues, and employees. If you stubbornly insist on taking responsibility for more than you can handle, you'll wind up burning out.
- **Distractions.** Are you struggling with personal issues? Simmering personal problems can drain attention and energy from your work life. Consider taking time off or seeking professional help to resolve your issues.
- **Scheduling.** Do you allow yourself enough time to focus on each of your duties? Poor scheduling can leave you frazzled and frantic. Rework your schedule to ensure you set realistic deadlines.
- **Negativity.** Are you your worst enemy? If you spend a lot of time beating up on yourself for your perceived inadequacies, you're undermining your own motivation and progress. Stop obsessing about perfection and start recognizing—and rewarding—your own accomplishments.

Writing For The *Computer* Screen

With so many people reading documents online, a new challenge has presented itself for anyone trying to use electronic communications: making your documents reader-friendly for SCREEN reading.

Reading material on a computer screen is much different than reading from a book, magazine or other printed material. Instead of reading physical matter, we are reading light when looking at a computer screen. That means you blink less and are unable to easily adjust text size by moving a document closer to, or further away from, your eyes. These factors contribute to an online reader scanning a page, and searching for phrases and words to match what they are looking for. Because of this, writers need to capture a reader's attention immediately, increasing the need for headlines on pages and subheads to break up longer paragraphs. Here are some other tips for making your web pages more reader-friendly.

- Use Arial or Verdana fonts because they are the easiest to read.
- Make sure you use 12 point text or larger; smaller text makes a page very unfriendly to a user.
- Use black text on a white background if you want people to read your document. Many designers like to use light grey fonts which prevent users from easily reading your document.
- Don't put graphics behind text; again, this makes it difficult for users to read your information and will cause them to skip over your page.
- Don't clutter your page up with lots of flash or graphics. These distract the reader from the text.

Who Else Wants To Win A \$25 Gift Card?

“Take my monthly Trivia Challenge and you could win too!”

The Grand Prize Winner of last month's Trivia Challenge Quiz is...drum roll please... Maxine Kelley from the Carpinteria Valley Chamber of Commerce! She the first person to call and answer my quiz question from last month:

A line that intersects a circle at two points is called a what?
a) tangent b) philtrum c) radius **d) secant**

The correct answer is d, “secant.” Congratulations, Maxine, you've won a \$25 Starbucks Gift Card! Now, here's this month's trivia question. The winner will receive a gift card to Blenders In The Grass.

Millionaire John D. Rockefeller was noted for handing out what to children he passed in the street?

- a) Bubble gum, b) Dimes, c) Comic books, d) Bicycles

Call me right now with your answer!
805-967-8744