

RB Balch PC Tips Newsletter, FEBRUARY 2007 – HTML email is not a good idea

Reflections of **Better Business**

Your guide to technology and an error-free computer environment

By: **RB Balch & Associates, Inc.** Full service, award winning computer consulting firm. Serving AZ since 93.

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SPECIALS THIS MONTH

FEBRUARY – ANNIVERSARY SPECIAL. Did you know – RB Balch IT Consultants was established 02/01/93 – so we are now entering our 14th year! We appreciate your continued and loyal service to us. Just wish us “happy anniversary” and we’ll take \$14 off your bill this month! Let us know if we can help with new computers (you know we sell Dell products) – virus or spyware detection removal and more.

GENERAL INFORMATION:

Contact us at 623-561-9366 OR at help@rbbalch.com OR online from our website www.rbbalch.com to schedule online. If you schedule online, you’ll save an additional \$5 off your next appointment.

REMOTE TECHNICAL SUPPORT. Contact us for remote technical support - it’s easy, fast, less interruptions at the office and less expensive for you! (1/2 hour minimum)

Our motto: “you don’t have a problem until you have a problem”. Think about it. Contact Rochelle at rb@rbbalch.com.

2 TECHNOLOGY/COMPUTER TIP

Why HTML Email Is Not a Good Idea

By Matt Poindexter

Do you know that you could compromise your computer just by opening an email? Do you realize that your compromised computer could give a criminal complete access to all your company, banking, financial and otherwise personnel information? Scared yet? How about if I told you that precise instructions showing the criminals how to do this were posted online, enabling even the weakest criminal mind to wreak havoc upon your life, does that frighten you even more? It should.

Having HTML email enabled on your computer allows you to see your emails as they come in with graphics, different font sizes and colors, and generally allows you to read your email in a “pretty format”. There are many web based exploits out there that enable complete control of your system, the ability to destroy precious data, and even steal sensitive information. You are opening the door to destruction if you have HTML email enabled in your email client. Thieves use specially crafted HTML emails to infect your system and/or install malicious software. HTML emails may look nice, but is that really worth the chance that you may turn over all your sensitive and precious data to a criminal? Take a step in the direction of security and disable HTML emails in your email client today.

For those of you that send email in HTML format, be forewarned: Anti-Spam software may flag your email as either spam or a phishing scheme. If your email is flagged as spam or a phishing scheme, the software will delete it before the intended recipient ever gets a chance to read it. Ensure that users receive your emails by creating email in Plain Text.

Bottom line up front: HTML email is a bad idea, and it is recommended that you disable it. Please take the steps today to protect yourself and your data. If you are not sure how to disable HTML email, contact RB Balch to schedule a visit – We’ll help you take the steps to increase the level of security on your system.

Any questions on software options? Contact us at help@rbbalch.com 623-561-9366 or Rochelle directly at rb@rbbalch.com OR schedule on-line at www.rbbalch.com

3 Andy's Did You Know?

By Andy Karpel, the "A lot about nothing" expert

MONTH: FEBRUARY

Birthstone: Amethyst Meaning: Sincerity

Color: Purple

Flower: Violet, Primrose

Astrological Sign(s): Aquarius (The Water Carrier) Jan. 20 - Feb. 18

Pisces (The Fish) Feb. 19 - Mar. 20

Moon Phases: Feb 2 Full – Feb 10 Last – Feb 17 New – Feb 24 1st Qtr

Friday, Feb 2 Groundhog's Day

Saturday, Feb 3 "The Day the Music Died" – (1959)

Sunday, Feb 4 Super Bowl Sunday - SuperBowl XLI

Monday, Feb 12 Lincoln's Birthday

Wednesday, Feb 14 Valentines Day

Sunday, Feb 18 Chinese New Years The year of the Pig.

Sunday, Feb 18 9th planet discovered Pluto. By Clyde Tombaugh. (1930)

Monday, Feb 19 President's Day

Monday, Feb 19 Prize into a Crackerjacks. (1913)

Tuesday, Feb 20 Mardi Gras (Fat Tuesday)

Wednesday, Feb 21 Ash Wednesday

Thursday, Feb 22 Washington's Birthday

Sunday, Feb 25 Oscar Night

Andy's "Image That" – OOPS... In last months newsletter I mentioned Chinese New Year as January 18th when in fact it is really February 18th. So if you already celebrated it last month you'll have to do it again this month.....Image that Andy made an error.

Andy's "I didn't know that"

Leap Day But SORRY not this year - February 29, 2004, February 29, 2008

Leap Day is almost every four years. It's every four years except years ending with "00" that are not divisible by 400. The year in which this occurs, is called a Leap Year. The earth rotates around the sun once every 365 and about 1/4 days. So, by adding an extra day every four years, we get mighty close to keeping the calendar consistent with the earth's annual trip around the sun. And to be very precise, the earth orbits the sun every 365.242190 days. So, on years ending in "00", (except those not divisible by 400) we skip Leap Year and Leap Day.

February 3, 1959, The Day the Music Died. Plane crash killed 3 rock and roll musicians. At approximately 1:05 AM, a Beechcraft Bonanza airplane carrying Buddy Holly (Charles Hardin "Buddy" Holley - changed to Holly), Ritchie Valens, (Richie Valenzuela) and J.P. "The Big Bopper" Richardson, crashed in a farmer's field en route to a concert near Fargo, North Dakota, killing all three performers as well as the pilot. The phrase "The Day The Music Died" was coined by Don McLean's 1971 song about the crash, "American Pie".

"Just like Andy" (AND now you have the facts)

Did you know? There are occasional "Leap Seconds". A leap second is an intercalary, one-second adjustment that keeps broadcast standards for time of day close to mean solar time. Leap seconds are used to keep time standards synchronized with civil calendars, the basis of which is astronomical. Broadcast standards for civil time are based on Coordinated Universal Time (UTC), a time standard which is maintained using extremely precise atomic clocks. In order to keep the UTC broadcast standard close to mean solar time, UTC is occasionally corrected by an intercalary adjustment, or "leap", of one (1) second. Over long time periods, leap seconds must be added at an ever increasing rate which corresponds to a parabola near 31st/century.

Although a positive leap second is "added" at midnight, its effect actually slows down the atomic clock by one second relative to the time it would register if it did not have a leap second added, since a positive leap second represents an extra second that must be counted before the new day can begin. Leap seconds are necessary because time is measured utilizing stable atomic clocks (TAI or International

Atomic Time), whereas the rotation of the Earth has been slowing down. Traditionally, the second has been defined as 1/86400 of a mean solar day (see solar time). This is determined by the rotation of the Earth around its axis and its orbit around the Sun; time was measured by astronomical observations...**AND now you have the facts.**

YET MORE important information

Why do you press harder on the buttons of a remote control when you know the batteries are dead?

Why do they call it a TV set when you only have one?

A flashlight is a case for holding dead batteries.

4 Community Update

College classes, SPRING 2007. Contact GCC for registration.

Andy will be teaching Self-Promotion - ART255AA and The Portfolio - ART255AB, M and W, 8 weeks. Beginning in Feb 07.

FERUARY 11, 2007. Rochelle is the keynote speaker and honoree for Na'amat's Annual Woman of the Year Luncheon. Contact Na'amat or RB Balch office for reservations.

RB Balch is proud member of:

Arizona Small Business Association (ASBA) - Chamber of Commerce - National Federation of Independent Business (NFIB) - Better Business Bureau (BBB).

5 RB Balch. WHY do we issue this and WHO are we?

WHY: Purpose of this newsletter?

To help you learn more about technology and computers

To be informal and informative

To answer specific questions asked by readers

....To continue our commitment of keeping you informed

Reflections of **Better Business** (published since 1994) is for employees, clients, friends and associates of **RB Balch**.

WHO ARE WE: RB Balch. Computer-consulting firm. Established 02/93. Experienced. Reliable.

Ethical. Good. Revenues since 1993 over \$20 million. Our mission is to be your one source solution for all of your computer needs. Consider us your "computer guy", your IT department. We're only an email or phone call away.

SERVICES: PC Field Support, Software Development Projects, Business/Marketing Consulting, Seminars & Keynotes.

PC Field Support: PC troubleshooting, network installation and maintenance, server and workstation setup/support, hardware and software upgrades, virus and spyware detection & repair, data recovery, backup/restore, programming, web design, web and email hosting, more. Troubleshooting is our specialty. Contact us as needed, or set-up recurring regular maintenance appointments (discounted, no contracts, no pre-paid bundle of hours required). We come to you.

Software Development Projects: PC development, no job too small. We specialize in projects 1 to 500 hours (longer projects also accepted). New or maintenance. Simple changes or complex systems. Programming, Databases, Web design, Contingency plans/strategy plans, etc. Available nationally.

Business Consulting: Utilize technology to help you grow your business - we're here to help. IT strategies, Disaster/recovery planning, IT security audits. Marketing and promotional plans.

Seminars, Keynotes: Technology and Motivational workshops, keynotes and lunch programs for your staff or association. As a successful entrepreneur and award winning business owner, Rochelle Balch, president RB Balch and international professional speaker (member of the National Speakers Association), is available for programs for technology, team building, marketing and business, and personal development. Get everyone on the same page to understand technology in your company.

Mention this newsletter for discount off speaking fees. For sample topics see

<http://www.rochellebalch.com>

Appointments: We offer, and highly recommend, regularly scheduled PC maintenance appointments.

We offer on call/as needed service and emergency service. We are available

weekends/evenings/holidays, and on special retainer, if required. No pre-pays, change frequency or

cancel maintenance appointments at any time. Contact us at help@rbbalch.com, at 623-561-9366, or

visit our web site at www.rbbalch.com for on-line scheduling. Contact Rochelle Balch directly at rb@rbbalch.com or contact Andy Karpel directly at andy@rbbalch.com if you like.

MAINTENANCE

To be added or removed from our newsletter, go to: <http://www.rbbalch.com> and click on the Newsletter box on the right. OR call us OR simply reply to this email and write remove in the message or subject. Your email address is absolutely only used by us at RB Balch.

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