

RB Balch PC Tips Newsletter, AUGUST 2007– Time to replace your computer?

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Reflections of **Better Business**

Your guide to technology and an error-free computer environment

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

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SPECIALS THIS MONTH

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AUGUST – AWWW – SUMMERS ALMOST OVER Special. Get ready to fall into year-end. Considering new computers? Replacements? Year-end is a good time. Vendors run specials – and want to clear their inventory. Get a new PC and contact us for setup. With new PC setup (of 2 hours or more) we will bring you one FREE COPY of Norton Anti-virus software. REMINDER: we can help you “build” a new computer online with Dell – we do not markup – same pricing ordering with us or from Dell. We can order for you (no fee to order), bring and setup.

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 \$10 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

THIS MONTH: When is it time to replace your computers?

Is your computer running just fine? No problems? Perhaps a bit more sluggish than you thought it used to be. Perhaps you’d like to have more programs open and running at one time. Perhaps another PC in the office seems much faster. Perhaps your PC is 5 years old – well, maybe it’s time to consider a replacement.

While many people don’t consider replacing a computer until it crashes, consider a “turn over” plan for your office. If your PCs are over 4 years old, consider a schedule to start replacement. Replacing a computer at YOUR decision time means you can plan for it, order one to YOUR specifications, the way YOU like it. If you wait until the computer is dead, how long can you be down in your office without a computer?

Don’t be forced into buying the first thing you see. Plan, order what you want. Plan your technology strategy. Plan your upgrades. It will help make your office run smoother as well as help your budget.

For servers, this is particularly important. Servers, like PCs, need replacement over time. Don’t wait for it to crash. Hard drives go bad – that means data can be lost. Data storage demands increase – that means the hard drives may be too small and the backup media (generally tape) may not be able to handle backing up all of your data any longer.

Also, don’t forget to consider your software programs. Over time, to keep current with your critical business programs, the programs themselves will most likely require more resources (memory and hard drive space).

Consider a plan for upgrading your computers; don’t wait until you have to do it.

For additional information regarding office technology strategies, contact RB Balch for assistance.

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

Have an idea for a topic? Just let us know – or send in your questions to help@rbbalch.com

3 Andy’s Did You Know?

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

MONTH: AUGUST

Birthstone: Peridot, Sardonyx Meaning: Married Happiness

Color: Peridot - A volcanic gem, bright yellow-green. Some legends say it brings happiness and comfort. Some of the finest Peridot stones are called "evening emeralds" because they appear greener under artificial light. Sardonyx (see below)

Flower: Gladiolas, Poppy

Astrological Sign(s): Leo - The Lion - July 23 - Aug. 22

Virgo - The Virgin - Aug. 23 - Sept. 22

Moon Phases: Aug 5 Last – Aug 12 New – Aug 20 1st Qtr – Aug 28 Full

LOOK!! Aug 28 Total Moon Eclipse – 1:53AM to 6:23AM MST

Monday, Aug 6 Atom bomb is dropped on Hiroshima, Japan by US (1945)

Thursday, Aug 9 President Richard M. Nixon becomes the first president
to resign while in office (1974)

Sunday/Monday, Aug 12-13 Perseid Meteor shower (OH MY...see below)

Tuesday, Aug 14 Japan surrenders, ending World War II. (1945)

Wednesday, Aug 15 The Panama Canal is opened. (1914)

Monday, Aug 20 Civil War is formally declared over by President Andrew
Johnson. (1866)

Tuesday, Aug 21 Hawaii becomes the 50th state. (1959)

Sunday, Aug 26 Congress passes the 19th Amendment to the Constitution,
granting women the right to vote. (1920)

Tuesday, Aug 28 Total Moon Eclipse – 1:53AM to 6:23AM MST

Friday, Aug 31 Heavy weight champion Rocky Marciano dies in a plane

crash near Newton, Iowa. (1964)

Andy's "I didn't know that" VJ Day - The confusion over the dates. VJ Day marks the end of WWII, and the cessation of fighting against Japan. It is called "Victory In Japan Day or "Victory Over Japan Day". You can consider any (or all) of three dates as V-J Day. President Harry S. Truman caused some of this confusion. On August 6th, 1945, the US military dropped an atomic bomb over the city of Hiroshima, Japan in an effort to force Japan into an immediate, unconditional surrender.

Instead of immediately surrendering, the Japanese government debated what to do. So, the U.S. dropped a second atomic bomb on August 9, 1945 over the city of Nagasaki, Japan. On August 14, 1945, Japanese Emperor Hirohito cabled the U.S. to surrender, and agreed to the terms of the Potsdam Declaration. (This is the date of most modern observances). On August 15, 1945, news of the surrender was announced to the world. Hostilities ended.

This sparked spontaneous celebrations over the final ending of World War II. On September 2, 1945, the Japanese formally surrendered aboard the U.S. battleship USS Missouri in Tokyo Bay. At the time, President Truman declared September 2 to be VJ Day. Regardless of which day you view as VJ Day, World War II was finally over.....**And not you have the FACTS.**

Andy's second hand "tidbits".....

There is a second August birthstone called SARDONYX. Roman soldiers wore sardonyx talismans (objects bearing a sign of astrological influence to guard from evil and bring good fortune) engraved with heroes such as Hercules or Mars, god of war. They believed that the stone would make the wearer as brave and daring as the figures carved on it. During the Renaissance, sardonyx was believed to bring eloquence upon the wearer and was regarded with great value by public speakers and orators.

Sardonyx is a variety of the silica mineral called chalcedony. This sort of mineral contains layers of tiny quartz fibers, which are stacked on top of each other to give a banded appearance. The layers in these stones range from translucent to opaque. The stones vary in color, too. They may be white or gray, ranging to many colorful varieties. Sardonyx stones usually contain flat-banded, white and brownish-red bands. The word Sardonyx is derived from the Greek, Sard meaning "reddish brown," and onyx meaning "veined gem." The best stones are found in India. They are also found in Germany, Czechoslovakia, Brazil, and Uruguay. In the United States, sardonyx can be found in the Lake Superior region and in Oregon.

Cameos and intaglios are often carved from Sardonyx. Sardonyx is a relatively common and inexpensive gemstone. It was a favorite gemstone in ancient times, popular not only because it was attractive, but also because it was widely available. Unlike most rare gemstones that could only be bought with the wealth of royalty and nobility, sardonyx could be obtained by many less-wealthy people.

Andy's "Imagine That" –

Active August month in the skys? Sunday, August 12th. Perseid meteor shower. "The Moon is new on August 12th--which means no moonlight, dark skies and plenty of meteors. The source of the shower is Comet Swift-Tuttle. The comet is nowhere near Earth, however the comet's tail does intersect Earth's orbit. We pass through it every year in August. Tiny bits of comet dust hit Earth's atmosphere traveling 132,000 mph. At that speed, even a smidgen of dust makes a vivid streak of light--a meteor--when it disintegrates. Because Swift-Tuttle's meteors fly out of the constellation Perseus, they are called "Perseids."

Look to the northeast between 9:00 and 10:00 pm where Perseus rises. Look for Perseid Earthgrazers--meteors that approach from the horizon. Earthgrazers are long, slow and colorful. Among the most beautiful of meteors but you might only see a few of these. Later in the evening Perseus climbs higher and the meteor rate will increase. By 2 am on Monday morning, August 13th, dozens of Perseids may be flitting across the sky every hour and just before dawn when rates could exceed a meteor a minute. Of course for maximum effect try to be away from city lights. And as an added bonus in the constellation Taurus, just below Perseus, The planet Mars shines like a bright red star. Many of the Perseids you see on August 12th and 13th will pass it. Instead of following the meteors, you may find you have a hard time taking your eyes off Mars.

...AND THERES MORE

Tuesday, August 28, 2007 a rare total lunar eclipse will be happening. Solar eclipses occur more often, but this is a completely different lunar eclipse. A Solar eclipse is when the moon blocks the sun from our view. A Total Lunar Eclipse is a bit different. The earth is in between the Sun and our moon, therefore blocking the light from the sun to our moon.

As the full moon travels across the night sky, part of it will suddenly be darkened because of the Earth's shadow. When the full moon is "totally covered in darkness," the moon's surface will reflect a reddish orange glow because the Earth's atmosphere will scatter the blue light, that is why the sky is blue, and the remaining red light is refracted, or bent, towards the moon. The moon then reflects the incoming red light to us, so we get to see a red full moon.....**"imagine that"....**

YET MORE important useless information - **USELESS TIPS******

Light travels faster than sound. This is why some people appear bright until you hear them speak.

A day without sunshine is like, well, night.

Change is inevitable, except from a vending machine.

The things that come to those who wait, may be the things left by those who got there first.

Flashlight: A case for holding dead batteries.

The shin bone: A device for finding furniture.

How is it one careless match can start a forest fire, but it takes a whole box to start a campfire?

Who was the first person to look at a cow and say, "I think I'll squeeze these dangly things here, and drink whatever comes out?"

Quotes:

"I believe in the old and sound rule that an ounce of sweat will save a gallon of blood"..... George S. Patton

"Play to win. Don't play not to lose"..... Unknown



4 Community Update

RB Balch is proud member of:

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

College classes, FALL 2007. Contact GCC for registration.

Andy will be teaching Self-Promotion - ART255AA - 6 weeks. Beginning in August.

SEP 07. Rochelle is speaking on technology at the Central California Women's Conference. In Fresno.

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.

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