

RB Balch PC Tips Newsletter, AUGUST 08 – PASSWORDS - Make them strong

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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. "**Providing easy technology answers to confusing technology issues**". tm

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SPECIALS THIS MONTH - Celebrating 15 years!

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AUGUST – SUMMER SAVER. Is your system secure? Are you keeping hackers out? Reducing spam and viruses, to prevent intrusions and too much non-productive time? Contact us for a "quick security audit". It only takes about .5 hr - and we'll give you \$25 off your next visit if we conduct the audit.

FOR OUR GOLD clients, we are in the process of providing this security audit now - the entire process FOR FREE. Now may be a good time to consider regular maintenance and let us treat you like GOLD.

Did you know....we offer remote support service? We can do many, many tasks remotely - for example: apply updates, perform backups, clean up your desktop, setup email, change permissions, and more. AND..REMOTE SERVICE is a .5 hour (1/2 hr) minimum (vs. 1 hour minimum when onsite).

WIN XP PRO. UPDATE: as of now, we will be able to purchase WINDOWS XP PRO computers - which will come with a VISTA BUSINESS license - until the end of 2010! This can change - as it's an arrangement between Dell and Microsoft. It is only valid for some computers (right now Optiplex 330, 755; Latitude D630, D830). This can change at any time.

**** NEW ** GOLD HELPDESK.** We will be starting a GOLD Helpdesk SEP 1st. This will provide almost instant response for our GOLD clients. Watch for details.

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 offices and less expensive for you! (1/2 hour minimum). As simple as going to a web site.

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

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2 TECHNOLOGY/COMPUTER TIP

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THIS MONTH: PASSWORDS - Make them strong

By: ROCHELLE BALCH, RB BALCH

In light of the overall global increase of infiltration (hacker) attempts, malicious spam, spyware, and viruses, we strongly suggest that you review security at your office.

While we don't want to make it too difficult on the users with their passwords (well, yes, maybe we do....), our first thought is always towards the security of your network and your data.

Passwords should be longer than 16 characters or use a pass-phrases for ALL user logins.

Examples of passwords and pass-phrases are below:

Password: mE=afA5aP*FUjUvE

Pass-phrase: The quick brown fox jumps over the lazy dog.

Pass-phrase: My cats like Marbles!

Pass-phrases are normally easier to remember because they can be a favorite movie title or line, a song quote, a book title or famous quote. Change phrase slightly by mixing in capital letters, punctuation, spaces, numbers.

Contact us at help@rbbalch.com for assistance in selection of passwords.

If many instances you can also set it up to then prevent individual users from changing passwords/pass-phrases once approved and set. Weak passwords provide easier access for hacking attempts into your network & computer; weak passwords can allow hackers access to any and all data on your network for the purpose of theft and/or destruction.

Any questions on 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

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

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 - bright yellow-green. Some of the finest Peridot stones are called "evening emeralds" because they appear greener under artificial light. Sardonyx stones vary in color, too. They may be white or gray, ranging to many colorful varieties.

There are two birthstones for August; Peridot *and* Sardonyx. **Peridot** is said to host magical powers and healing properties to protect against nightmares and to bring the wearer power, influence, and a wonderful year. As peridot is a gemstone that forms deep inside the Earth and brought to the surface by volcanoes, in Hawaii, peridot symbolizes the tears of Pele, the goddess of fire and volcanoes. Peridot can be found in Arizona, Burma, Norway, Brazil, China, Kenya, Australia, Mexico and Pakistan. This gemstone comes in several color variations ranging from yellowish green to brown, but most consumers are attracted to the bright lime greens and olive greens.

Sardonyx is a form of onyx and is recognized by its layers of reddish brown and white banding. The word Sardonyx is from the Greek, Sard meaning "reddish brown," and onyx meaning "veined gem." It was popular with the ancient Greeks and Romans who carried into battle talismans of sardonyx engraved with images of heroes such as Mars or Hercules, believing that this would bring courage and victory. Because of its attractive banding, sardonyx has long been used to fashion cameos (carved raised figures) and intaglios (the reverse of cameos). This gemstone is found throughout the world. The most attractive stones are found in India, but material also is mined in Czechoslovakia, Brazil, Uruguay, Germany, and in the United States.

Flower: Gladiolas, Poppy

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

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

Moon Phases: Aug 1 New – Aug 8 1st Qtr – Aug 16 Full – Aug 23 Last –

Aug 30 New

LOOK!! Aug 1 – Solar Eclipse - Aug 16 Partial Lunar Eclipse

Friday, Aug 1 Solar Eclipse

Thursday, Aug 7 The "Order of the Purple Heart" is created by President

George Washington (1782)

Friday, Aug 8 Opening Day Ceremony 2008 Summer Olympics Games

Thursday, Aug 14 VJ Day Japan surrenders, ending World War II. (1945)

Friday, Aug 15 VJ DAY news of the surrender was announced Ending of WWII.

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

Saturday, Aug 16 Partial Lunar Eclipse

Wednesday, Aug 20 Civil War is formally declared over by President Andrew

Johnson. (1866)

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

Sunday, Aug 24 Closing Day Ceremony Summer Olympics Games (FYI: the next

summer Olympics are in London England in 2012)

Monday, Aug 25 Amelia Earhart completes her trans-continental flight. (1932)

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

crash near Newton, Iowa. (1964)

Tuesday, Sept 2, Formal WWII surrender ceremony in Tokyo Bay on USS Missouri.

At the time, President Truman declared September 2 to be VJ Day.

("Victory In Japan Day" or "Victory Over Japan Day".)

Andy's "Image That" Friday, August 1 there will be a Total Solar Eclipse. No need to rush to see it. It's visible from within a narrow corridor. The path of the Moon's shadow begins in Canada and extends across northern Greenland, the Arctic, central Russia, Mongolia, and China. A partial eclipse is seen within the much broader path of the Moon's shadow, which includes northeastern North America, most of Europe and Asia. It belongs to the so-called midnight Sun eclipses, as it will be visible from regions experiencing Midnight sun. Some good viewing areas will be in Siberia. **ANDY'S HELPFUL TIP:** If your going to be in this area for the Eclipse I'd say bring a jacket, average temperature 13 to 23 degrees.

And on Saturday Aug 16 there will be a lunar eclipse. This occurs whenever the Moon passes through some portion of the Earth's shadow. This can occur only when the Sun, Earth, and Moon are aligned exactly, or very closely so, with the Earth in the middle. There is always a full moon the night of a

lunar eclipse. The type and length of an eclipse depend upon the Moon's location relative to its orbital nodes.

Most of Europe and Africa will see the entire eclipse. All of South America and Australia will be able to see part of it. Although only a partial eclipse, this eclipse should be quite significant, as most of the Moon will pass inside the Earth's shadow. At its maximum 81 percent of the moon's diameter will become immersed in the Earth's dark umbral shadow. The partial eclipse will begin at 19:35:45 UT and end about 22:44:38 UT, with the moment of greatest eclipse at 21:10:08 UT.

If you miss this one the next partial eclipse will be on February 9, 2009 while the next total lunar eclipse occurs on December 21, 2010.**"image that"**....

Andy's "I didn't know that" Don't miss the Full Sturgeon Moon!! On August 16, there will a Full Sturgeon Moon. The fishing tribes are given credit for the naming of this Moon, since sturgeon, a large fish of the Great Lakes and other major bodies of water, were most readily caught during this month. This is the same day as the lunar eclipse. A few tribes knew it as the Full Red Moon because the moon rises looking reddish through sultry haze, or the Green Corn Moon or Grain Moon.....**"I didn't know that"**

"Just like Andy" TURN up the AC... In 1902, only a year after graduating from Cornell University with a Masters in Engineering, Willis H. Carrier created the first air (temperature and humidity) conditioning as a new employee at the Buffalo Forge Company. Carrier started here for a salary of about \$10.00 per week. (what a deal!!)

The 'Apparatus for Treating Air' (U.S. Pat# 808897) given in 1906, was the first of several patents awarded to Carrier. He is recognized as the "father of air conditioning", but the term 'air conditioning' actually originated with textile engineer, Stuart H. Cramer. Cramer used the phrase "air conditioning" in a 1906 patent claim filed for a device that added water vapor to the air in textile plants - to condition the yarn. Carrier did not invent the very first system to cool an interior structure, however, his system was the first truly successful and safe one that started the science of modern air conditioning.

In 1915 Willis Carrier and six other engineers formed the Carrier Engineering Corporation. And in 1928, Carrier developed the first residential air conditioner for private home use. With WWII and the Great Depression it slowed the non-industrial use of air conditioning. But after the war, sales started to grow again, and the rest is cool history. **..AND now you have the facts!**

YET MORE important useless information

Just in case you ever get Prisons and Work mixed up, this should make things a little bit clearer. **P = PRISON – W= WORK**

P. You spend the majority of your time in a 10X10 cell

W. You spend the majority of your time in an 8X8 cubicle

P. You get three meals a day fully paid for

W. You get a break for one meal and you have to pay for it

P. You get time off for good behavior

W: You get more work for good behavior

P. You get your own toilet

- W.** You have to share the toilet.
- P.** Your family and friends allowed to visit
- W.** You aren't even supposed to speak to your family or friends.
- P.** You spend most of your life inside bars wanting to get out
- W.** You spend most of your time wanting to get out and go inside bars
- P.** The guard locks and unlocks all the doors for you
- W.** You often carry a security card and open the doors for yourself
- P.** You can watch TV and play games
- W.** You could get fired for watching TV and playing games
- P.** You must deal with warden
- W.**And they are called managers

Quotes:

**“Don't judge each day by the harvest you reap, but by the seeds you plant”
.....Robert Louis Stevenson**

**“Impossible is a word to be found only in the dictionary of fools”
.....Unknown**

“Keep away from people who try to belittle your ambitions. Small people always do that, but the really great ones make you feel that you too, can become great”Mark Twain

"A government big enough to give you everything you want, is strong enough to take everything you have"..... Thomas Jefferson



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).

RB Balch is a Dell register partner.

- Rochelle will be speaking for at a two day financial conference in Denver, in September - on Technology and Boosting Your Business.

- Andy will be teaching Art Marketing and Self-Promotion - ART255AA at Glendale Community College, beginning in August.

- Congratulations to RB Balch & Associates for being selected as a Finalist for the 2008 Comerica Bank Arizona Companies to Watch Awards. Final results will be announced in September.

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. IT Computer Consulting firm. Established 02/93. Experienced. Reliable. Ethical. Good. Revenues since 1993 are over \$23 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 - IT Consulting, Software Development Projects, Business/Marketing Consulting, Seminars & Keynotes.

PC Field Support – IT Consulting: 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 GOLD 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 GOLD 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

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Your email address is absolutely only used by us at RB Balch.

RB Balch Computer Consultants

PO BOX 10007

Glendale, AZ 85318

<mailto:help@rbbalch.com>

623-561-9366

1-800-922-5249 (1-800-9-BALCH-9)

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