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Are PC problems getting in the way of your business?



RB Balch & Associates, Inc.

PC Tips Newsletter

January 2009

In This Issue

This Month's Special

Technology \$\$\$ Saving Ideas

Technology Trends & Tips

PC Support Related Info

Andy's Famous Corner

RB Balch. Who are we?



RB Balch is a proud member Of



→ This Month's Special

We're here to help you build your business - and to help keep your costs down! Don't waste time with junk emails. JANUARY 09 SPECIAL: FREE spam filtering setup (up to .25 hr per workstation; max up to 1 hr per office). Yes, software is extra, and third party services are billed separately...but we will provide setup. We want to help keep you safe.

Contact RB Balch at 623-561-9366, help@rbbalch.com or from our website at www.rbbalch.com (for appointment scheduling). OR simply reply to this email. Mention this special and provide coupon at visit (or with payment if work is done remotely).

**** THIS IS YOUR COUPON ****

→ Technology \$\$\$ Saving Ideas

Use Technology to Save on Service Calls

Do you get a lot of spam? How about spyware? Viruses? Do they all seem to run together?

An average service call is about 1.5 hours. No matter what the rate, it adds up pretty fast - especially when there are multiple service calls. And, what about the wasted time dealing with reviewing all of the spam (junk email you don't want that comes into your email box).

Strongly consider protection - filtering software. Spam filtering software is about \$35 per workstation at your office. Some services filter email BEFORE it hits your office - starting at basic spam filtering for \$12/year (yes, that's per year, per user). That's pretty inexpensive when you consider all of the wasted time and money.

Why is spam so bad....you can just ignore it. The problem is that people don't ignore it. They CLICK on stuff. And the STUFF they click on generally will get them infected with a nasty virus.

SO. Eliminate spam, and you will most likely eliminate some virus infections.

Questions? Need help? Contact us today! help@rbbalch.com OR 623-561-9366 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.

Technology Trends & Tips

Times are tough. Watch your data - there are people out there just looking for easy targets.

We've said it before - and we'll say it again. Take security seriously. Use strong passwords. Keep them secure.

Set policies for passwords for users - and see that they understand and follow the rules. Select logon passwords that are 16 characters or more - and then don't give them out to everyone. Each user should keep their password secure and in a safe place (not under the keyboard, on a yellow sticking on the desk, or loose in the drawer).

For server environments where everyone is "on the domain", passwords can be reset at the server level, if needed, by the administrator.

If someone leaves, everyone should change passwords. This is just good business practice.

And that's this month's Technology Trend & Tips.

PC Support Related Info

WIN XP PRO

WINDOWS XP PRO is still available on business series computers from Dell. We are a registered Dell business partner; let us help you order your new/replacement PCs. Consider replacement starting at 4 years + (before they crash). Our equipment pricing is same as you see from Dell; we do not mark up computers/servers. Our business is providing the on-site IT Service.

MOVING OFFICE LOCATION?

Let us help you plan your move. Moving can be nightmare...Let us help you plan your move so you can have a smooth transition. Ask for one of our trained Technical Move Specialists.

REMOTE TECHNICAL SUPPORT

Contact us for remote technical support - it's easy, fast, less interruptions at the office and LESS expensive for you! (. 5 hr minimum vs. 1 hr. minimum when on-site). As simple as going to a web site.

WATCH PHISHING (fake emails)

Holidays are always a good time for scammers. Watch emails that look like they are from your bank....but really aren't. Never click on a link to a website embedded in an email - unless you requested it.

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

Andy's Famous Corner by Andy Karpel, the "A lot about nothing" expert

January Selections

Birthstones: Tanzanite, Zircon, and Turquoise
Meaning: Prosperity

Garnet. It signifies eternal friendship and trust and is the perfect gift for a friend. Garnet, derived from the word granatum, means seed, and is called so because of the gemstone's resemblance to a pomegranate seed. References to the gemstone dates back to 3100 B.C., when the Egyptians used garnets as inlays jewelry. Garnet is the name of a group of minerals that comes in a rainbow of colors, from the deep red of the pyrope garnet to the vibrant green of tsavorites. Some sources for garnet are Africa, Sri Lanka, and India.

Flower: Carnation, Snowdrop

Astrological Sign(s): Capricorn (The Goat) Dec. 22 - Jan. 19
Aquarius (The Water Carrier) Jan. 20 - Feb. 18

Moon Phases: Jan 4 1st - Jan 10 Full - Jan 17 Last - Jan 26 New -

Moon Me: January Full Wolf Moon This full Moon appeared when wolves howled in hunger outside the villages. It is also known as the Old Moon. To some Native American tribes, this was the Snow Moon, but most applied that name to the next full Moon in February.

Calendar

Thursday, Jan 1 New Year's Day

Tuesday, Jan 6 Feast of the Epiphany- Three Kings Day

Wednesday, Jan 7 Orthodox Christmas Day (Orthodox)

Wednesday, Jan 14 Orthodox New Year (Orthodox)

Thursday, Jan 15 Martin Luther King's Birthday (observed on 19th this year)

Monday, Jan 19 Martin Luther King Day

Tuesday, Jan 20 Inauguration Day (A holiday for some!!)

Monday, 26 Australia Day

Monday, 26 Chinese New Year (It's the Year 4707)

Tuesday, Jan 27 Apollo fire in module kills Lt. Col. Virgil "Gus" Grissom, Lt. Col. Edward H. White, and Lt. Cdr. Roger Chafee. (1967)

Andy's - I Didn't Know That

Chinese New Year - Kung Hei Fat Choy! January 26, 2009 is the Chinese Year 4707 and it's the year of the Ox, a Yin (negative) year. The date of Chinese New Year changes every year. It is a 15 day celebration, beginning on the first day of the new moon, and ends on the full moon. The celebration on the 15th day is called the Lantern Festival.

Chinese culture is amongst the oldest in the world. While the rest of the world is in the early years of but the third millennium, Chinese culture is in their fifth millennium. In Chinese astrology, every year is represented by an animal. The cycle is twelve years, with a different animal each year. Chinese New Year or Spring Festival, is the biggest holiday in Chinese culture.

Like Christmas in the western world, most Chinese travel home to be with family for the new year celebration. Each year in the Chinese calendar is represented by one of the twelve animals of the Chinese zodiac: Rat, Ox, Tiger, Rabbit, the Dragon, Snake, Horse,

Ram, Monkey, Rooster, Dog and Pig. Some people believe that people born in a particular year such as the year of the Rat will have some of the characteristics of that animal. It is said that "The animal hides in your heart." And for this year it's the OX.....I **didn't know that!**

Just like Andy

What about Inauguration Day Events: Inauguration Day events on 20 January include: The Morning Worship Service; The Procession to the Capitol; Swearing-in Ceremony; The Inaugural Address; The Inaugural Luncheon; The Inaugural Parade; The Inaugural Ball; (The balls are planned by the Presidential Inaugural Committee and the record stands at fourteen balls held on the night of President Clinton's second inauguration in 1997).

Many of the events held organized and financed by the Presidential Inaugural Committee and the Joint Congressional Committee on Inaugural Ceremonies. Just the swearing-in ceremony alone costs over \$1 million dollars. The good news is a large part of the official parades, galas and balls are funded through ticket sales, contributions, and volunteer services. ..**AND now you have the facts!**

Andy's - Image That

The Ant and the Grasshopper - The ant works hard in the withering heat all summer long, building his house and laying up supplies for the winter. The grasshopper thinks the ant is a fool and laughs and dances and plays the summer away. Come winter, the ant is warm and well fed. The grasshopper has no food or shelter, so he dies out in the cold. MORAL OF THE STORY: Be responsible for yourself!...**image that!**

Andy's - Second Hand Tidbits

NOTE: Inauguration Day, January 20, 2009, falls on a Tuesday. An employee who works in the District of Columbia, Montgomery or Prince George's Counties in Maryland, Arlington or Fairfax Counties in Virginia, or the cities of Alexandria or Falls Church in Virginia, and who is regularly scheduled to perform no overtime work on Inauguration Day, is entitled to a holiday. (See 5 U.S.C. 6103(c).) There is no in-lieu-of-holiday for employees who are not regularly scheduled to work on Inauguration Day.

Andy's - Yet More Useless Information

There comes a time when you should stop expecting other people to make a big deal about your birthday..around age 11.

- The 50-50-90 rule: Anytime you have a 50-50 chance of getting something right, there's a 90% probability you'll get it wrong.
- A flashlight is a case for holding dead batteries.
- A fine is a tax for doing wrong. A tax is a fine for doing well.

Quotes

"A democracy is nothing more than mob rule, where fifty-one percent of the people may take away the rights of the other forty-nine" Thomas Jefferson



RB Balch. Who are we?

Reflections of Better Business, published since 1994, is for

employees, clients, friends and associates of RB Balch.

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

WHO ARE WE

RB Balch. Full service IT Computer Consulting firm. Established 02/93. Experienced. Reliable. Ethical. Good. Accumulated revenues since 1993, 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. 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 www.rochellebalch.com

Appointments: BRONZE, SILVER OR GOLD recurring scheduled maintenance appointments offer reduced rates - and no contracts to sign. 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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