

Technology Times

"Insider Tips To Make Your Business Run Faster, Easier, & More Profitably"

Volume IV, Issue IV

April 2011



"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!"

– Val Aubry
Main Street
Software, Inc.

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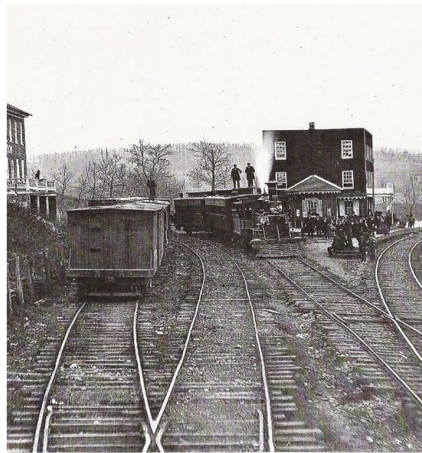
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"The article you sent me on how technology causes stress crashed my computer."

Client Spotlight: Steam Into History, Inc.



My name is Robert Gottwols. I know Jim Roye and Val Aubry very well, as they are longtime members at my church in Wrightsville. I was starting to work at Steam into History, Inc. as one of the Board of Directors and was in need of a new computer. It only made sense to approach Jim and Val for their advice. Jim listened to what I needed and was then able to describe what type of system would be the best. I benefited from the fast, effortless advice provided by the team at Main Street Software. The system was on order and I was able to focus on what I needed to do to move Steam into History forward.

Steam into History Inc. is a group made up of York County investors and railroad enthusiasts, who are

seeking to operate an excursion line on the old Northern Central Railway, now part of the York County Heritage Rail Trail.

They have asked York County's government for clearance to operate an excursion train between New Freedom and Hanover Junction on the old Northern Central Railway. It will not just offer you a train ride, but an oil-burning, steam-powered train ride.

And the excursion will be themed around a topic not common in the central part of York County - the Civil War...

Steam into History wants to recreate part of Abraham Lincoln's route to and from Gettysburg to deliver his famous speech in 1863. Lin-

coln's remarks were a work in progress on Nov. 18, 1863, as he boarded his five-car train (draped in red, white and blue bunting) in Washington, D.C., for the four-hour ride to Gettysburg. It's easy to imagine Lincoln pondering his speech as his train rumbled north on the Northern Central Railway into York County, stopping at Hanover Junction for the changeover to the Hanover Branch Railroad and continuing on to Gettysburg.

What is certain is that what would become known as Lincoln's "Gettysburg Address" is today considered one of the greatest speeches in American history. Lincoln's journey to Gettysburg is one of the many exciting and intriguing York County connec-

Continued on Page 2...

April Trivia Challenge



Pictured here is Jesse Rothacker, founder of Forgotten Friend, presenting a hands-on herpetology experience to the children of the A.D.I.D.A.S.-O. program at HARC.

The Grand Prize Winner of March's Challenge is...

Laura Dalton, Director of Communications for Hempfield Area Recreation Commission. She correctly answered our question:

According to legend, what did St. Patrick drive out of Ireland?

The answer was **d) Snakes**

Congratulations, Laura!!! Coincidentally, when I notified Laura that she was the winner, she told me that they were having a Reptile Show that same day!

Now, here's your chance to win a \$25 Restaurant.com Gift Card.

Please note: One prize per entrant per quarter.

This Month's Trivia:

In a 1980 April Fool's Day hoax, the BBC reported that the iconic Big Ben would undergo a dramatic transformation.

What was the transformation?

- A) Become a Swiss watch
- B) Double the size of the clock
- C) Go digital

Call now with your answer:

717.898.2946

Email your answer to Amy:

amy@mssinc.com

Must answer by April 22nd to be eligible

... continued from Page 1

tions to the Civil War that Steam into History will bring to life.


This history will be enhanced through the use of re-enactors, on the train or along the route: perhaps Lincoln as a passenger; soldiers vying for control of bridges and tracks; 16-year-old telegrapher apprentice John Shearer relaying messages from the Gettysburg battlefield to Washington.

Seventeen months after the "Gettysburg Address," Lincoln was slain. The Northern Central carried Lincoln's funeral train through New Freedom and Hanover Junction, stopping in the city of York to take on water for the train's boiler.

Steam into History passengers also will learn about the railway's role in the growth of small towns along the route and its major contributions to the economic development of York County.

The train is scheduled to begin operating by 2013, in time to mark the 150th anniversary of the "Gettysburg Address." For more information, check out our Facebook page at www.facebook.com/steamintohistory.

COMING SOON



2011 KOSER JEWELERS
PRO CIRCUIT
TENNIS CHALLENGE

MAY 15-22, 2011

Hempfield Rec Center is excited to announce its fourth year to host the Koser Jewelers Pro Circuit Tennis Challenge, scheduled to be held May 15-22. Here's hoping it will prove to be as exciting as last year, when Alexandra Mueller took both the Singles and Doubles Championships (with Gail Brodsky) to add to her list of accomplishments.

We are excited to have Acorn Farms with us again to host our Player/Sponsor Party on Monday, May 16. You can register now for the Ladies/Players Fashion Show (trunk show by Fila and Lija) and Luncheon sponsored by Koser Jewelers, Fillings at College Row and Court Appeal Pro Shop on Wed., May 18, from 10:30 a.m.-12:30 p.m. Both events will be ticketed and give attendees a chance to meet the Pro Circuit players.

Are you affiliated with a corporation or business who wants to be a part of the dynamic world of women's pro circuit tennis? Join Koser Jewelers to sponsor and contribute to the eight-day Professional Tournament. If you would like to be a part of this exciting event, contact Wilson Pipkin at wpipkin@hempfieldrec.com or 898-3102, ext. 31.




Photo: Rogers, David; Bill Koser; Koser Jewelers; Anthony Evans; Hampton City Images

Could You Be Breaking The Law By Not Archiving Emails?



It's 4:30 on Friday afternoon when you get the message that a key vendor will not be able to deliver what they promised on time, which will in turn cause YOU to miss a critical deadline for your most important client. Frustrated, you call the vendor, who instantly denies ever being told about the deadline. You know deadlines were discussed but can't find it in your original written agreement. You then turn to your e-mail only to be forced to dig through hundreds of messages to try and find the e-mail where you conveyed the importance of this project being delivered on time, but you can't find it because it was deleted.

Sound familiar? Or perhaps you've been in a similar situation where you've had to "dumpster dive" for old e-mail communications? Think about it – almost all of your business communications and negotiations are performed via e-mail, making them important documents to keep for reference. And since you send and receive hundreds if not thousands of e-mail messages annually, it just makes sense to have a simple and easy way to find old communication threads. But this isn't just a convenience issue, it's a legal one.

What Every Business Is Required By Law To Do

Some industries have strict federal guidelines on storing e-mail communications (financial institutions for example). But what most people don't realize is that ALL businesses must comply with the

Federal Regulations on Civil Procedures, or FRCP. In this instance, ignorance is far from bliss – it could put you and your organization in serious legal trouble.

The amendments, which went into effect on December 1, 2006, mandate that companies be prepared for "electronic discovery." Simply put, that means you must know where your data is and how to retrieve it. Failure to do so can lead to fines or loss of a lawsuit.

But I Have A Backup...That Means I'm Okay, Right?

Wrong! E-mail *archiving* is not the same as conventional e-mail backups. Backups only enable you to restore your e-mail servers to a previous point in time in the event of a disaster. An e-mail archive (unlike a backup) is indexed and searchable, which means you can find e-mail communications based upon various criteria, such as date, subject, sender or receiver address, attached files, or any combination of the above.

Aside from the legal issues, e-mail archiving just makes sense. Murphy's law dictates that you'll need an e-mail the minute you permanently delete it; that's why it's smart to archive your inbox. Plus, it will make searching your inbox infinitely faster (not to mention easier) AND prevent your inbox from getting so overblown that it stops working due to file size limitations.

We use an excellent solution to organize emails and folders within Outlook called QuickFile.

Continued on back...

SAVE TIME & MONEY...

Using The Internet and Web-Based Applications Linked To Sage Pro ERP To Update The Tables Automatically

Regardless of your version of Sage Pro, we have exciting integration opportunities to share with you that will not require a hefty investment out of your pocket!

**We will be holding 2 sessions on April 14th -
9am to 11am and 1pm to 3pm.**

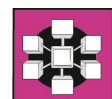
See insert for more details... You don't want to miss this!



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software & computers
LEADERS IN NETWORK COMPUTING



Products & Services We Offer:

- ◆ Small Business Network Support
- ◆ Offsite Desktop & Network Monitoring
- ◆ Network Upgrades & Implementation
- ◆ Virus Protection & Removal
- ◆ Network Security & Firewalls
- ◆ Hosted Exchange
- ◆ PC Repair & Troubleshooting
- ◆ Backup Disaster Recovery
- ◆ PC's & Networking
- ◆ Accounting Solutions
- ◆ Programming Services

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We are proud partners of the WAC Consulting Group

Independently owned companies sharing expertise & enhancements to better serve our individual accounting customers' needs.



Could You Be Breaking The Law By Not Archiving Emails? Continued...

If you use Outlook a lot, you know what a hassle it is to organize mail and keep it organized. QuickFile helps you organize mail quicker and more sensibly. Your emails get filed away, fast and easy. And you can find them again later, fast and easy.

What QuickFile Does

It rises above the other mail organizers and Outlook addins by allowing you to take control over **both** your **incoming** and **outgoing** emails, filing them quickly and logically at the click of a mouse.

- **Your Inbox:** Just tell QuickFile once where you want emails from each sender to be filed and with a simple

click of the mouse they're filed away automatically.

- **Your Sent Mail:** With one click, your outgoing mail is **sent and filed** to the correct folder automatically.

You'll never again have to organize mail by hunting for folders and subfolders, dragging and dropping. No more digging through hundreds of sent emails to find that extremely important message you forgot to file earlier.

If you want to set up an e-mail archiving solution for your company, give us a call at: 717-898-2946 or e-mail us at: info@mssinc.com

Welcome My Newest Clients & Friends!

- Lynn Hawford
- Lawrence Children's Underwear Co.
- Gail Hawthorne
- Glenn Gerald
- Rudolph F. Rigano Jr. MD
- Doug & Lisa Kline
- Dave Gouker
- Heidi Finefrock
- Steven Bloom
- Andrea Nelson

Referral Program

We will pay you **\$25** for anyone that you refer to us that becomes an appointment.

When you give us a referral that becomes a new client, we'll pay you **\$75 more** and give your referral **\$100 off** their first purchase of \$500 or more.



We Want Your Input!

We want to hear from you! Do you have an idea to make this newsletter better? Would you like to submit a story, article, or trivia? We'd love to hear from you!

- ◆ Email: amy@mssinc.com
- ◆ Mail: 172 Main Street, Landisville, PA 17538
- ◆ Fax: 717-898-3087

A HOT NEW OFFER!

Save Time & Money – Using The Internet & Web-Based Applications Linked To Sage Pro ERP WebShopPro - Ecommerce Software

Increase orders every day, week, month by building your business with web sales.

Discover How to Build a Successful Web Business.

1. Create a standalone shopping cart to get orders from your customers.
2. Create a shopping cart for your clients to get orders from their customers.
3. Get orders directly into your system from your customer's websites.
4. Generate more web traffic and web business by utilizing our marketing team.

Integration with Sage Pro

Web specific data is added to your Sage Pro ERP to compliment data already maintained in your system. Web setup information, customer data, inventory, order and invoicing information is automatically pushed to the web as you update/change the data in Pro. Optionally you could synchronize your data based on a timer, and manually export/import data if your internet connection isn't dependable.

Your web store will be hosted on a world class hosting facility and can work independently from your internal ERP system allowing for a 99.99% uptime guarantee.

Benefits:

1. Generate Sales 24/7.
2. Reduce Administrative time keying in orders.
3. Increase Customer satisfaction.
4. Give a remote sales force the ability to enter sales directly to your system while outside the office.
5. Shorten AR cycle by allowing customers to simply pay with a Credit Card online.
6. Control expenses and uptime by leveraging the cloud.
7. Build a business you can bank on.

Features:

1. Real-time freight from UPS, FedEx, USPS or table based Freight calculation.
2. Full control of site layout and colors including content management.
3. Ability to setup and save multiple site templates.
4. Ability to handle apparel with multiple Sizes and colors.
5. Multiple payment credit card options as well as checkout integration via PayPal or Google in addition to the regular included checkout functionality.
6. Users authenticated to Pro users or a common web user for all sales.
7. Fully integrated to Pro to allow multiple companies and multiple web stores per company, for example if a customer had their own web store.
8. Optionally show stock levels.

RED HOT SAVINGS!

TRUE STORY

Success Story

SureShip is a Third Party Logistics business that provides e-commerce, inventory management and fulfillment services for corporations, non-profits and entrepreneurs.

SureShip's Challenge

"We wanted a system that could handle our E-Commerce client's requests, such as providing gift wrapping options, gift certificates and coupons, recommended items options and ability to add to add items to wish-lists", says Sean Wood, Operations Manager.

SureShip also wanted a system that could give customers access to real-time available inventory in the warehouse, and view the queued up orders waiting to be picked, packed and shipped.

SureShip Reduced Their Work Day By 25 Percent

The new system has been vital to ensure SureShip's competitive position in the marketplace. SureShip cut down the amount of time setting up client's e-commerce systems by 75%.

Sean Wood concludes, "We are proud of our client access system. It has given our customers faster and real-time access to information, improving our customer satisfaction rates and allowing us to be more competitive at the same time by reducing our internal support costs!"

To read the rest of this success story, go to <http://www.mssinc.com/freereports.html> and click on **Free Report #8 – SureShip, Inc.: Helping Logistics Operations Stay in Shape**

YES! I want to save time and money using the internet and web-based applications linked to Sage Pro ERP.

To reserve your seat for the FREE session do one of the following-

- Sign up on our Facebook page: <http://www.facebook.com/mainstreetsoftware> (under Events).
- Send me an email at Amy@mssinc.com and let me know what session you want to attend.
- Fax back this form to (717)898-3087

**DON'T
DELAY!**

Please reserve _____ seat(s) for the following session on April 14th, 2011: 9am-11am 1pm – 3pm

COMPANY: _____

NAME: _____

EMAIL: _____

NAME: _____

EMAIL: _____

NOTE: These sessions are not limited to one person per company. Please indicate how many will be attending which session along with the names of the attendees.