

Technology Times

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

Volume IV, Issue XI

November 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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Main Street Software Is Thankful For...

First, as the president of Main Street Software, I have to start off by thanking you, my clients, for your continued business. We work very tirelessly here at MSS to meet your needs in an ever changing marketplace. Without you I would not have a business!

Second, I would like to thank all of my employees, new and old. Working in a small business means everyone has to pitch in and do what it takes to get the job done. I have a great staff that works cooperatively together and with our clients.

Third, I am thankful to have the freedom to actually be in business here in the U.S.. There is a lot of negativity with the current administration and it is clearly becoming more difficult to survive as a business. But the freedom is there and should not be taken lightly.

November is a time when family and friends gather together and share what they are thankful for. This year has been full of things that we should all be thankful for.

In March, Japan was hit with a 9.0 magnitude earthquake that killed thousands of people. This unfortunate event left their country in shambles and many family members still missing. Thankfully when the nuclear plant over-heated, melted down and exploded, there wasn't more destruction/radiation that killed thousands more.

April brought the largest tornado outbreak in

U.S. history, hitting the Midwest, South and Northeastern states. Hundreds of people lost their lives and thousands lost their homes and businesses. Today many of those people are rebuilding their lives, thankful that they survived.

The beginning of May brought on a celebration for the United States. Osama bin Laden was found in Pakistan, shot and killed by the U.S.

Special Forces Team. After thousands of innocent people lost their lives in the World Trade Center attacks in 2001, all of America was thankful for the evil that was brought to justice.

Families and friends gathered together for the Fourth of July holiday. Great summertime traditions watching fireworks,

eating hotdogs and being thankful for our freedom; reflecting on the lives that were lost to have the privileges we have today in America.

August ended with a 5.8 earthquake in Virginia that was felt as far North as Quebec and far South as Georgia and here in our area. Thankfully our surrounding area only had little or no damage.

The month of September had two events to be thankful for. The first was the 10th anniversary of 9/11. The new memorial park was opened in New York City - a beautiful place for family and friends to go mourn the loss of loved ones in the 2001 attacks. Ten years later...



Here is a picture of the group at the start of their journey to Mthatha

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How To Clear The Internet Cache In Firefox 6



First of all, why should you even worry about clearing your cache? There are two main reasons:

Reason 1: It frees up space on your computer. After a while, the cache fills up and needs to be cleared so your Web browser will function most efficiently.

Reason 2: It will protect your privacy. This is especially true when several people use the same computer in a workplace or home. If you have privacy concerns, you should regularly clear your cache.

Now, here's how you can do it:

1. Open Mozilla Firefox 6.
2. Click the Firefox button and then choose **Options**.

Note: If using the menu bar, choose **Tools** and then **Clear Recent History**. Skip to Step 5 below.

3. With the Options window now open, click the **Privacy** tab.
4. In the History area, click the **clear your recent history** link.
5. In the Clear Recent History window, set the Time range to **Everything**.
6. In the list at the bottom of the window, uncheck everything except for **Cache**.
7. Click on the **Clear Now** button.
8. When the Clear Recent History window disappears, all of the files saved (cached) from your Internet browsing activities in Firefox will have been removed.

November Trivia Challenge

The Grand Prize Winner of last month's Challenge is...

Dennis Miller from Graybill's Tool and Die, Inc. in Manheim. He correctly answered our question:

What is Halloween called in some parts of Ireland?

The answer was...

B) Pooky Night

Congratulations, Dennis!!!

He won a Portable Party Platter.

Here's your chance to win a Thanksgiving Pumpkin Pie!

This Month's Trivia:

The first department store to hold a Thanksgiving parade was?

- A) Montgomery Wards
- B) J.C. Penney's
- C) Gimbel's
- D) Macy's

Call now with your answer:

717.898.2946

Email your answer to Amy:
amy@mssinc.com

Must answer by November 21st to be eligible

**Please note: One prize per entrant per quarter.*

Thankful For (Continued)...

...we thankfully have come a long way in the healing process.

The other event in September was the Hurricane Irene destruction. Nobody anticipated on the amount of damage that the heavy rains and winds would cause to many homes and businesses in our area. Many of us experienced some sort of damage or know of someone that had. Thankfully the storm moved out quickly and volunteers immediately began helping those affected.

There have been other disasters worldwide and here in the U.S. that we have all watched this year in horror, compassion, and sometimes with joy.

Finally, I am thankful for family. My brother, Jim Roye, who you all know because he has been with Main Street Software for over 25 years, along with his wife were asked to be part of the Donegal Delegation to Mthatha, South Africa in October. They visited with sister/partner churches there and presented our local offering of support to the computer project. Thanks to the gracious support of Donegal Churches, their goal of raising money to purchase 20 computers for their literacy program was met. This was an unbelievable experience for Jim and Heidi as they experienced life in South Africa for two weeks.

As we approach Thanksgiving this year, take a moment to reflect on all of the blessings you have in your life. I want to wish all of you a happy Thanksgiving holiday!

-Val Aubry



If Disaster Strikes, Is Your Company Safe?

You hear it all the time from us - back up your data, keep your virus protection current, and install and maintain a firewall to protect yourself from hackers and other online threats.

However, with the recent and horrible devastations that hurricane Irene created for businesses and homeowners alike, you can see that anti-virus software isn't enough to protect your technology investments or your company's critical data and records; that's why natural disasters also need to be taken into consideration when writing your company's Business Continuity Plan.



Do You Have A Business Continuity Plan?

We all know that an ounce of prevention is worth a pound of cure; yet, disaster recovery planning often takes a distant second to the daily deadlines and pressures of running a business. According to a recent survey commissioned by AT&T, 10% of respondents said they have no business continuity plan in place and 6% don't even know if there is a plan in place or not. Of those who do, nearly one-fifth of the companies surveyed said they hadn't tested their plans in the past 12 months and 4% indicated their plans have never been fully tested.

That means there are still businesses, including your own, that may be completely vulnerable to even a bad lightning storm. Studies have also shown that most companies do not recover from a major catastrophe that involves loss of company data. Here's something else to consider if you think that you don't need a business continuity plan for your business: "natural disasters" can also take the form of office fires or terrorist attacks, not just storms, earthquakes, floods and tornados. If an electrical problem caused a fire in your building, the parts that weren't burned beyond recovery would probably be destroyed by the fireman's efforts to extinguish the fire. Another common disaster is damage caused by ruptured water pipes.

If hurricane Irene got you re-thinking about your own business continuity plan or wondering what you would do in the same situation, you should take action and start protecting yourself now.

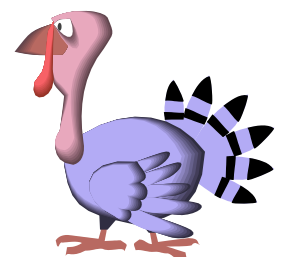
Many business owners shy away from creating a business continuity plan because they don't know where to start, or because they think it will cost them a lot of time and money. For large financial institutions or companies maintaining mission critical data or software, this may be true; however, most small and mid-size businesses only need to take a few precautionary steps to ensure their businesses will continue running in the event of a natural disaster. First, ask yourself the following questions...

1. Do you back up your company's data daily to both an onsite and offsite location?
2. Are you absolutely certain that your backup copy is valid, complete and not corrupt?
3. If disaster strikes, HOW would you get your data back, and how long would it take?
4. Do you have copies of all the software licenses and discs in a safe location that could be accessed in the event of having to rebuild your server?
5. Would you and your employees have a way to access your network remotely if you couldn't get to the office?
6. Do you store important passwords in a secure place that company officers can access if you are unavailable?
7. Do you have a UPS (uninterruptible power supply) device in place to keep your network and other critical data operations running during a power outage?

Call 717/898-2946 to schedule your Business Continuity Plan Consultation so we can be sure you are ready BEFORE a disaster strikes again!

Fun Turkey Facts

- ◆ The average weight of a turkey purchased at Thanksgiving is 15 pounds.
- ◆ The heaviest turkey ever raised was 86 pounds, about the size of a large dog.
- ◆ A 15 pound turkey usually has about 70 percent white meat and 30 percent dark meat.
- ◆ Turkey has more protein than chicken or beef.
- ◆ Turkeys will have 3,500 feathers at maturity.
- ◆ Male turkeys gobble. Hens do not; they make a clucking noise.
- ◆ Commercially raised turkeys cannot fly.
- ◆ Turkeys can have heart attacks.
- ◆ A large group of turkeys is called a flock.
- ◆ Turkeys have poor night vision.
- ◆ It takes 75-80 pounds of feed to raise a 30 pound tom turkey.
- ◆ A 16-week-old turkey is called a fryer.
- ◆ A five to seven month old turkey is called a young roaster.





Products & Services We Offer:

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- ◆ Virus Protection & Removal
- ◆ Network Security & Firewalls
- ◆ Hosted Exchange
- ◆ PC Repair & Troubleshooting
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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.



Just In Time For Christmas... Win a 32" HDTV Main Street Software Referral Contest!

We're spicing it up for the holidays!

We're giving away a 32" flat screen TV's to the person who refers the most business to us in the month of November and December.

Normally with our referral program, you have an opportunity to earn \$100 in cash and the company/friend you're referring could earn \$100 credit too! Since the holidays are upon us, we will STILL give the \$100 (based on the criteria of our referral program) **AND** you will be entered in the drawing for the 32" TV!

Here is how the contest works:

- Call or email us with your referral information.
- We will call and schedule an appointment.
- We will send you a check for \$25.
- If your friend becomes a client we will send you a check for \$75.
- We will also give your friend \$100 off their first purchase of \$500 or more.



Each time you refer a company or friend you get another chance to win the 32" TV!

Contest Starts: November 1, 2011

Winner will be drawn: December 21, 2011

*In the event of a tie, the person who had the first referral will be the winner.

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

Welcome My Newest Clients & Friends!

- Janet Easterwood
- Netgear, Inc.
- Branden Ehrhart
- Dave & Dottie Wauls
- Michael & Bernie Rydock
- Landisville Animal Hospital

Fall Back... Daylight Saving Time ends on Sunday, November 6th.



Don't forget to set your clock back one hour!