

Technology Times

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

Volume IV, Issue IX

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"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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"We Will Never Forget"

As we approach the 10 year anniversary of the September 11th attacks on the World Trade Center we recall the atrocities that occurred on that fateful day in 2001. We are overcome with sympathy for those who were at Ground Zero. For all, the day started out as usual. The alarm woke many, while others were roused by a spouse or children. Preparations for the day began. It was time to go to work.

There were some who woke late. Others were not feeling well and decided to stay home. Still others stopped to buy a cup of coffee or a newspaper and ran into a friend that held them up for a few fateful moments. Most were at their work stations. No one saw them coming. In the wildest of dreams who could ever imagine there would be two airplanes heading straight into the twin towers of the World Trade Center.

Within seconds enormous clouds of black smoke filled the air following the thunderous sound of the airplane as it rammed into the first tower. The few very short minutes that lapsed before the second plane struck the remaining tower was all that meant life or death for a fortunate few. Hoards of people were in the streets crying out in disbelief. Many were in shock and still could not comprehend what had happened. Hundreds were fleeing the burning towers; coughing and choking on the putrid smoke that consumed the stairwells.

A short time later the towers gave way and imploded leaving a mass of humanity trapped in the rubble. Firemen, policemen, ambulance drivers, and paramedics rushed to the scene. With no concern for their life these brave men and women set about their duties of rescuing those buried beneath the crumbling towers. For each one that was saved many more lost their lives on that horrendous day.

Since September 11, 2001 the world has mourned the loss of many at the hands of terrorist groups. On May 1, 2011 some of those new heroes, US Navy Seals, brought Osama bin Laden to justice in Abbottabad, Pakistan.

As the 10th anniversary of the attacks approaches there will be many things done here in the US, as well as abroad, in memory of the lives that were lost that fateful day.

- The USS New York is a large sailing vessel that was built from the scrap metal of the Twin Towers.
- New skyscrapers are being built.
- Ground Zero holds the Memorial Plaza which is in tribute to those who lost their lives and the many brave people who aided in the rescue effort.



All over the United States groups will gather to remember those who lost their lives.

The official New York City observance of the tenth anniversary will take place at the World Trade Center site on the morning of Sunday, September 11th, 2011. Four moments of silence will be observed to commemorate the times when each plane hit and each tower fell, starting at 8:46 a.m.

At sunset, the "Tribute in Light" will return to the skies above New York City for the night.

Sunday, September 11, 2011

8:40AM-12:30PM.

Zuccotti Park, Liberty Street between Broadway and Church Streets
Call **212-442-8953** for more information.

Source: <http://thegrablegroup.com>

Fall



Shiny New Gadget of the Month:

Magic Wand Universal Remote



Harry Potter might be over, but your magic show is just beginning.

This is no ordinary universal remote control. The Magic Wand Programmable TV Remote will learn up to 13 commands from your existing remote controls and map them to particular magical motions. The Wand can learn from any remote in your house, and once you master its 13 movements, you can mastermind a symphony of electronic enjoyment from the comfort of your couch.

With a little practice you can flip the channel with a flick of your wand and twist your wand to turn up the volume. It's compatible with almost all makes of TV, DVR, or really anything with a remote!

No more boring channel changing, now you can be the wizard you've always dreamed of being! Bonus - this one is a lot easier to hide from the kids than a regular-sized remote.

You know you want one... learn more and order yours at www.thinkgeek.com.

September Trivia Challenge

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

Marsha Gebhart from **Hanover Shoe Farms, Inc.** in **Hanover**. She correctly answered our question:

How many lines are in a limerick?

The answer was...

A) Five

Congratulations, Marsha!!!

She won a \$10 Gift Card to Panera Bread.

September is **National Preparedness Month** so here's your chance to win a **Multifunction Radio Lantern** (a \$24.99 value)!

This Month's Trivia:

The very first what appeared in a newspaper on September 11th, 1875?

- A) Help Wanted Ad
- B) Crossword Puzzle
- C) Comic Strip
- D) Sports Page

Call now with your answer:

717.898.2946

Email your answer to Amy:

amy@mssinc.com

Must answer by September 23rd to be eligible

Please note: One prize per entrant per quarter.

A Simple Way To Increase Employee Productivity

According to a University of Utah study, you can increase your efficiency (or your employees' efficiency) by 25% just by adding a second monitor. With multiple monitors, you can get more done since you aren't minimizing and maximizing all day long. Therefore, adding monitors can be a money maker for your company.



The study documentation states that 108 university and non-university personnel participated in a comparison of single monitor, multi-monitor, and multi-monitor with Hydravision display configurations. Respondents edited slide shows, spreadsheets, and text documents in a simulation of office work, using each of the display arrays. Performance measures—including task time, editing time, number of edits completed, and number of errors made, as well as usability measures evaluating effectiveness, comfort, learning ease, time to productivity, quickness of recovery from mistakes, ease of task tracking, ability to maintain task focus, and ease of movement among sources—were combined into an overall evaluation of productivity. Multi-screens scored significantly higher on every measure. Respondents got on task quicker, did the work faster, and got more of the work done with fewer errors in multi-screen configurations than with a single screen.

Consider trying this in your office. Add a monitor or two to your desk and to those of your employees. See what kind of feedback you get and how much more efficient and productive they become when they have the ability to move quicker, use multiple applications at once and no longer have to constantly minimize windows.

If you are interested in trying out dual monitors in your office, give us a call today at 717/898-2946. You can also check out a demo of multi-monitors at our Technology Event that will be held on Thursday, September 15th from 1pm - 7pm.

*See back page for more information on the Technology Event.

J. M. Smucker's Rules For Success

I believe the J.M. Smucker company is an excellent role model to follow for teaching anyone how to successfully run a business today. Founded in 1897 by Jerome Monroe Smucker, his first product (apple butter) was sold from the back of a horse-drawn wagon. Today this company now employs over 4,800 employees and is doing over \$4.7 billion in sales. Tim and Richard Smucker are the Co-CEOs for the J.M. Smucker Company and they believe they serve 6 constituents:



"...the consumer, the retailer, our employees, our suppliers, our communities, and our shareholders. We believe if we take care of the first five, the sixth will automatically be taken care of."

The company remains rooted in the basic beliefs of quality, people, ethics, growth and independence established by its founder and namesake more than a century ago. Here are their rules for achieving success in business:

- Let the Golden Rule guide every decision.
- Don't have secret strategies – make sure everyone knows the strategy and knows their role.
- Have a culture that promises people a better tomorrow based on their good work.
- Don't be content; you're responsible for making things better.
- Doubt your own infallibility.
- Have faith. Believe in a higher force.
- Don't do what you know only for material rewards – be called to your life's work and have a purpose.
- Laugh and have a sense of humor.

In a world where corrupt deception abounds, it is refreshing to have such a prominent company set a great example of just the opposite. But their written words are only a guide to follow; it is your leadership, your example, your culture that will determine your success.

September Sage Pro ERP Promotions

For existing Sage Pro ERP users that have not renewed their software assurance 1-2 years – Sage is offering an incentive get back on plan AND get the latest version at a reduced price! For all reinstatements placed on or before September 28, 2011, you will receive an additional 25% discount off the entire order.

For Vision Point Clients - Now is the time to upgrade your Vision Point Software to Sage Pro ERP. If you order before September 28, 2011, you will receive a 20% product discount on your upgrade.

We will be demonstrating the latest features of Sage Pro ERP 7.7 at the **Tech-ology Event on September 15th**. To request a demonstration before the event or to request upgrade pricing, contact Val at 717/898-2946 or email her at val@mssinc.com.



Profound Middle School Wisdom

- ◆ "Never trust a dog to watch your food." - Patrick, age 10
- ◆ "When your dad is mad and asks you, "Do I look stupid?", don't answer him." - Michael, 14
- ◆ "Never tell your mom her diet's not working." - Mark, 14
- ◆ "Never pee on an electric fence." - Robert, 13
- ◆ "Don't pull dad's finger when he tells you to." - Emily, 10
- ◆ "When your mom is mad at your dad, don't let her brush your hair." - Taylia, 11
- ◆ "Don't sneeze in front of mom when you're eating crackers." - Mitchell, 12
- ◆ "Puppies still have bad breath even after eating a tic tac." - Andrew, 9
- ◆ "Never hold a dust buster and a cat at the same time." - Kyoyo, 9
- ◆ "You can't hide a piece of broccoli in a glass of milk." - Armir, 9
- ◆ "Don't wear polka-dot underwear under white shorts." - Kellie, 11
- ◆ "If you want a kitten, start out asking for a horse." - Naomi, 13





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

We are proud partners of the WAC Consulting Group

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



www.mssinc.com

www.facebook.com/mainstreetsoftware

Are You Joining Us On September 15th?

"Follow Us To The Clouds"

On Thursday, September 15th from 1pm - 7pm we are having a Technology Event to celebrate our 27th year anniversary.

There will be informative sessions including ways to save time and money, show specials, awesome door prizes and great food and drinks during the event!

We hope to see you there! Please check out our website (www.mssinc.com) for ways to register for this event.

If you register before Sept. 2nd - you will be in a special drawing for a 32" HD TV!

Welcome My Newest Clients & Friends!

- Amanda Campbell
- Lincoln Highway Veterinary Clinic
- Bob Fahnestock
- Disability Empowerment Center
- Cheryl Stevenson
- Richard Anderson

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!

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