

Your RMSCare Package

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Microsoft GOLD CERTIFIED

Partner



RMS
Smart IT For Smart Business



Claudia and I just got back from Nashville where we attended Robin Robins' Boot Camp. Robin is the marketing guru for our industry and 4 times a year we go to Nashville to soak up what we can from her and her staff as well as the phenomenal speakers she engages.

For four days Robin kept speaker after speaker coming with more and more information designed to help us run our businesses more efficiently, market more effectively and live more wisely! Our

heads are still spinning from all the great information and ideas we gathered. We'll be assimilating and implementing the lessons learned over the next few months.

Storm Season Is Here...Are You Protected?

Spring has officially sprung in Atlanta and, if last week's thunderstorms are any indication of what's to come, we're in for a tumultuous ride! It's time to make sure you're prepared for those pop-up storms that occur throughout this time of year often resulting in everything from hail damage to fires. During this season the threat of severe storms, fire, flood, power outages, water damage from office sprinklers, and even theft is very real.

As a reminder to all of our clients, here are some simple things you should do to make sure your company is ready for any natural disaster.

1. **Back Up Your Data Remotely!** Everyone knows that data should be backed up on a daily basis, but many people still use in-house tape drives that will get damaged in a natural disaster or fire, and can easily be stolen. We recommend backing up all data to an off-site location, and we offer this as a service to our clients.

2. **Use a Quality Surge Protector With Uninterruptible Power Supply Battery.** A high quality surge protector combined with an uninterruptible power supply battery backup will go a long way in protecting sensitive electronic equipment from surges and other electronic irregularities that can destroy your computer's circuitry.

3. **Make Sure Your Servers Are Off The Floor.** If your office gets flooded, having your equipment off the floor will prevent it from being completely destroyed. Server racks can be purchased and installed very inexpensively.

4. **Have A Disaster Recovery and Business Continuity Plan.** Every business should have some type of plan in place for continued operation after a disaster. Would people know where to go? Who to call? How to log in and access data remotely? Hopefully you'll never need it, but having a simple plan will make you sleep a lot easier at night knowing you have a

way to continue to operate when disaster strikes.

If you need help in any of these areas, give us a call! We can not only get you prepared, but also back up and running fast in the event of a disaster **GUARANTEED!**



Client Of The Month - April 2011

Mitch Hires of Construction Resources, Inc. is our client of the month. Construction Resources is a 40 year old company, started by Mitch's father, that provides residential and commercial builders/remodelers, as well as homeowners, with a one-stop shop for their kitchen and bath needs. Mitch and his staff provide products from their companies in the Atlanta area including Atlanta Marble Mfg., Inc., Atlanta Kitchen, Inc., Atlanta Glass & Mirror, Inc. and Atlanta Garage Doors & Fireplaces, LLC, as well Innovative Surfaces, LLC in Alabama and Florida Bath & Surfaces, Inc. and National Stoneworks, LLC in Florida.



Besides selling great products, Mitch and Construction Resources have a strong charitable presence in the Atlanta area. Mitch was recognized in November with the 2010 Associate of the Year award from the Greater Atlanta Home Builders Association for his accomplishments in the area of service to the industry, professional excellence and community involvement. Under his leadership Construction Resources has donated many products to HomeAid Atlanta and recently donated new kitchen countertops, sinks and faucets to the Teaching Kitchen of the United Methodist Children's Home in Decatur.

Construction Resources is a long-time customer of RMS, starting with break/fix support, later upgrading to complete outsourced support under our RMSCare Platinum offering and now undergoing a complete technology refresh using our TaaS (Technology as a Service) offering.



Every month I choose one very special person to be my Client of The Month. It's my way of acknowledging clients and thanking those who support me and my business with referrals and repeat business.

IF ONLY LIFE COULD BE LIKE A COMPUTER

If you messed up your life, you could press "Ctrl, Alt, Delete" and start all over!

To get your daily exercise, just click on "run!"

If you needed a break from life, click on "suspend." Hit any key to continue life when ready.

To get even with the neighbors, turn up the sound card.

To improve your appearance, just adjust the display settings.

If life gets too noisy, turn off the speakers.

When you lose your car keys, click "find."

"Help" with the chores is just a click away.

You could click on "send" and the kids would go to bed immediately.

To feel like a new person, click on "refresh."

To undo a mistake, click on "back."

Brain Fatigue!! Do you have it? Is it Contagious?? Read on...

Cell phones, which have become full-fledged computers with high-speed Internet connections, let people relieve the tedium of exercising, the grocery store line, stoplights or lulls in the dinner conversation. Now, instead of having a moment of downtime, every waking second can be filled with text messages, e-mail, Internet connectivity and games. But is this constant digital connection harming us?

According to scientists, the answer is a resounding "yes." One of the unanticipated side effects of not giving your brain a break from the constant "noise" of PCs, cell phones, iPods, Blackberry and other digital devices is brain fatigue. People who keep their minds busy with constant digital input are not allowing their brains much needed downtime.

One study conducted by the University of Michigan showed that a person was more effective at learning, retaining and processing information after a walk in nature versus a walk in a high-strung, noisy urban environment because the constant stimulation fatigues the brain, making it more difficult to be effective. One neurologist was quoted as saying,

"People think they are refreshing themselves when they are actually fatiguing their brains."



Don't end up like this poor fellow!

So the next time you have a minute waiting in line or at a stop light, resist the urge to pick up your cell phone and text someone!

3 Quick Reasons To Have A Blog (Even If Nobody Reads It)

Building a massive following online is no easy task. But before you give up on your company blog due to the disappointing number of people who read and comment on it, here are three reasons to reconsider:



Search Engine Optimization. If for no other reason, blogging weekly about a particular topic will work wonders for your search engine optimization. Make sure your blog entries frequently include the key words that people are likely to use when searching for your services online, but avoid spamming the blog (overusing the words). There's no scientific percentage here; just don't repeat them so often that your writing seems unnatural to your readers.

Free PR. The media is constantly surfing the web for content and for experts who can provide content and commentary. All it takes is one reporter to find you online and you could get tons of free publicity. You can bolster your chances of getting mentioned by writing about current events in the world or local news. For example, if you sell insurance and a hurricane or other natural disaster hits your town, you should blog about useful tips for people submitting claims to their insurance agents or how to determine how much insurance you should have, etc.

Indirect Selling. Writing stories about projects you are working on, clients you're serving or case studies is a great way to showcase your expertise and "indirectly" sell services. Of course, you can also use your blog for new product or service launches and get direct input from clients and prospects on new products and services they want to see.

www.Ebates.com

Shiny New Gadget Of The Month



Ebates is a great website that allows customers to earn cash back on online purchases from major retailers such as Home Depot, OfficeMax and Nordstrom. It is a completely free service that allows shoppers to shop online at myriad retailers (such as Best Buy and Walmart) and earn cash back on purchases. Ebates pays its members every three months, either via check or PayPal. Partner companies can offer cash back of anywhere from 4-25 percent.

Membership at Ebates can aid your favorite charity. Ebates allows users to have their cash back money automatically sent to a charity of their choice; users don't need to do any of the legwork. Check out the website to see the list of retailers that participate with Ebates.

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The Lighter Side...

While YOU would never use a lame excuse like one of these, according to CareerBuilder.com, these are a few of the reasons employees have given their bosses for skipping work:

- Employee said a chicken attacked his mom.
- Employee had a bad hair transplant.
- Employee called in sick from a bar at 5:00 p.m. the night before.
- Employee had to mow the lawn to avoid a lawsuit from his home owners' association.
- Employee's finger was stuck in a bowling ball.
- Employee fell asleep at his desk at work, hit his head and had a neck injury.

Legal-eez?

Attorneys go to college for years to get a degree. But here are some court transcripts that will leave you wondering what they actually learned!

Attorney: "Doctor, how many of your autopsies have you performed on dead people?"

Witness: "All of them. The live ones put up too much of a fight."

Attorney: "How was your marriage terminated?"

Witness: "By death."

Attorney: "And by whose death was it terminated?"

Witness: "Guess."

This newsletter is printed by Imagers, a long time client and friend. If you need quality specialized printing, please call them at 404-351-5800 or see them on the web at imagers.com.

**We Would Love To Hear From YOU!**

If you have noticed an RMS associate going above and beyond the ordinary for you either on-site or over the phone, please let us know so we may reward them! Please e-mail me at rrowe@rmsatl.com.

Thanks!

Randy A. Rowe