



The Monthly Newsletter of Invisik Corporation

Tax Law Extends Single-Year Equipment Deduction Through 2011

Page 2

Client HotSpot of The Month: **Before N After Home**

Page 3

Personal Cell Phone Usage Policy: Put It In Writing

Page 5


## Cheerful Greetings from Invisik!

**MARCH** is upon us, friends, which means the first quarter of 2011 is nearly at an end. More importantly to those of us here in Minnesota, it means warmer spring weather is around the bend. D'oh! I hope I didn't just jinx us into another blizzard...

February's Trivia Bowl generated a lot of buzz, and we received a lot of correct answers. In the end, Elise Peters, Executive Director of Swedish Council of America, won the prize by being the first to email her answer. Elise's quick-draw maneuver won her the **Dr. Toso's BackRx®** manufactured by **NADA-CHAIR** ([www.nadachair.com](http://www.nadachair.com)).

Who will be our next winner? Who will win March's Trivia Bowl prize of a gift card to Dairy Queen? It could be you if you know the answer and are the first to call **(612) 298-3000** or email [trivia@invisik.com](mailto:trivia@invisik.com).

In the Client HotSpot for this month is a company that not only has been our client for many years, but of whom we have also been their client. **Before N After Home** has provided us with outstanding home and office renovation services through the years, and we are so appreciative of their pre-season discount offer generously extended to our newsletter readers. Don't miss their story and take advantage of the savings on page 3.

Good networking,  
  
 Matt Jurcich, President  
 Invisik Corporation

## INVISIK TRIVIA BOWL

According to legend, what did St. Patrick drive out of Ireland and into the sea?

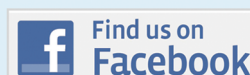
- A. A car
- B. Cows
- C. Snakes
- D. The French

Did you know? March 17th is celebrated as St. Patrick's Day not because of his birthday, but to commemorate the day he died.

*...for IT Ingenuity*



TEL: 612.298.3000  
 EMAIL: [SUPPORT@INVISIK.COM](mailto:SUPPORT@INVISIK.COM)  
 WEB: [WWW.INVISIK.COM](http://WWW.INVISIK.COM)



# Client HotSpot: BNA Home



COMPANY NAME: Before N After Home  
HEADQUARTERS: 150 19<sup>th</sup> Avenue SW  
Minneapolis, MN 55112  
EXECUTIVES: Bruno Andriamanalina, Owner  
TELEPHONE: (612) 483-7946  
EMAIL: info@bnahome.com  
WEBSITE: www.bnahome.com

*High-quality work in a professional and friendly environment.*

Bruno Andriamanalina, owner of Before N After Home, was only 15 years old when he discovered he had an incredible gift for carpentry and construction. In the beginning, he worked free-lance jobs for a variety of businesses, but soon his growing skills quickly made him a hot commodity to construction and home remodeling companies. So with his wife's encouragement, he launched Before N After Home—an experienced home remodeling and renovation company focused on providing high-quality work in a professional and friendly environment.

BNA Home provides exceptional service in home remodeling, renovation, and landscaping. With more than 20 years of experience as a professional contractor, Andriamanalina started as a master carpenter and then expanded his expertise and knowledge into more areas of the construction industry. Today the business has expanded with additional team members who are also highly-skilled, reliable, and courteous. Key to their success is working closely with the homeowner to ensure the best possible results. Their clients not only get a professional home renovation expert, but also an honest, experienced friend in the business. They are meticulous about their work; always insisting on delivering an excellent product and outstanding service. All the while making the customer's satisfaction their top priority.



*Before*



*After*



*Before*



*After*



*Before*



*After*

*See more amazing transformations at [www.bnahome.com](http://www.bnahome.com).*

BNA Home partners with Invisik to make good use of advances in the IT industry to enhance business practices. They use computers daily to manage workflow, draft CAD models for client projects, and for business marketing. In addition to IT consulting, Invisik provides their website development services.

“We really appreciate Invisik’s invaluable website support including design and marketing strategies,” says Andriamanalina. “We are especially proud of our ‘Before and After Photos’ page because it illustrates the range of projects and quality of work we provide. We would not be able to promote our business or reach potential clients without Invisik’s exceptional attention to detail and dedication to growing our business.” ♦

## PRE-SEASON DISCOUNT OFFER

*Have a home or office renovation project?  
Beat the summer rush with this great offer!*

Contact BNA Home today, mention Invisik, and get **15% OFF** your labor bill of \$500 or more. Call **612-483-7946** or email [info@bnahome.com](mailto:info@bnahome.com). Offer expires 05/31/11.

## Tax Law Extends Single-Year Equipment Deduction Through 2011

Thanks to a tax break that has been extended through the end of 2011, when businesses acquire new equipment such as computers and machinery, they can deduct the entire cost in a single year. In the recent past, business equipment had to be deducted over a number of years. Now a new tax code provision has been enacted to help spur economic growth. The provision known as Section 179 allows businesses to deduct the cost of equipment as an expense rather than requiring the cost of the property to be capitalized and depreciated. In other words, single-year deductions are now permitted through the end of 2011, and businesses of all sizes are benefiting.

The Section 179 deduction first started at \$25,000, increased to \$125,000, then to \$250,000, and is now capped at \$500,000. Many assets qualify for the tax break including computers, software, office machines and furniture, manufacturing equipment, and vehicles that weigh more than 6,000 pounds.

How does it work? Say your company has a \$600,000 profit, but you don't want to pay taxes on that entire amount, and you want to purchase new computer equipment, too. In this scenario, the new law would allow you to buy and expense up to \$500,000 of new equipment, leaving you only owing taxes on the remaining \$100,000 of your profits.

Section 179 was set to expire at the end of 2010, but it has been extended. The Tax Relief Act of 2010, signed December 17, 2010, allows business owners to take Section 179 deductions through the 2011 tax year. That means 2011 is a great year to purchase business equipment since the immediate write-off helps businesses keep more cash free for other purposes.

Do you need to upgrade your business network this year? Contact us at (612) 298-3000 or email [support@invisik.com](mailto:support@invisik.com) to take advantage of the tax break law before it expires. And, of course, consult your tax professional for complete details on how you can benefit from Section 179. ♦



## Understanding Private and Virtual Private Networks

In his book, *The World is Flat*, New York Times columnist and Pulitzer Prize winning author Thomas Friedman describes just how the world is getting more *flat* due to a host of factors, including technology. Technology— most notably computers, the Internet, and telecommunication devices— has allowed our civilization to create, communicate, and collaborate like never before.

One question that always pops up, however, is how to maintain privacy and security in this brave new world of greater transparency and connectedness. Until recently, the only way was cumbersome and expensive. Companies, especially large corporations, previously had to resort to setting up their own infrastructure (think miles and miles of cable, satellite uplinks, or large line-of-sight communication links) or leasing infrastructure from telecommunication companies, just to be able to set up and maintain their own private and secure telecommunication networks that could span long distances.

The Internet now makes setting up private networks much easier and cheaper. Virtual Private Networks, or VPNs, allow companies to create their own secure private networks *within* public networks by using technologies such as encryption and other security mechanisms to ensure only authorized users have access to the secured network and data. The Internet is used only as the transport layer, thus radically reducing set-up costs and time because of its ubiquity, simplicity, and scalability.

Examples of how a VPN can benefit your company include the ability to:

- Allow employees to work anywhere at any time—as long as they have Internet access and VPN support.
- Link together offices and employees anywhere in the world, securely and cost effectively.
- Extend business operations around the world— sell online, move goods across borders, recruit talent from anywhere

To investigate more ways a VPN can help your business, or if you are ready to deploy one as soon as possible, we can help. Just call us at (612) 298-3000 or email [support@invisik.com](mailto:support@invisik.com). ♦



At Invisik, we value our clients' feedback. One of the most important feedback we can receive is a client's referral. To show our gratitude, we want to give you a \$25 Visa® Gift Card when you refer your business colleagues to us to receive two **FREE** hours of guaranteed, no-strings-attached tech support to use anyway they want—that's a \$300 value for **FREE!**

Our only requirement is your colleagues must be the owner or the person in charge of IT for a company with 10 or more PCs and a server.

You already know the benefits you receive as an Invisik client: sleeping like a baby because you have zero tech worries, increased productivity because of minimal downtime, protected and secure data because your backups are safely stored, and enjoying more time for yourself because you aren't agonizing over your IT network. Why not share all this with a colleague who will then owe you a big favor that you can call-in whenever you want?!

**YES!**

Please contact the people below and let them know I referred them to receive 2 **FREE** Hours of guaranteed, no-strings-attached, tech support with Invisik.

Your Name: .....

Title: .....

Company: .....

**Your Referrals:**

Name & Title: .....

Company: .....

Phone: .....

E-mail address: .....

Name & Title: .....

Company: .....

Phone: .....

E-mail address: .....

Name & Title: .....

Company: .....

Phone: .....

E-mail address: .....

Name & Title: .....

Company: .....

Phone: .....

Email address: .....

Please fax or mail your completed form to receive a \$25 Visa® Gift Card!  
 Fax to: (612) 243-1477  
 Mail to: Invisik Corporation, 7240 Grand Avenue S, Richfield, MN 55423

# Personal Cell Phone Usage Policy: Put It In Writing

Smartphone technology allows us to be *plugged in* to 24/7 web access, texting, and e-mail; not to mention phone conversations. In some cases, people have become so addicted to their phones that they are texting constantly— even while driving, having dinner with their families, or even using the bathroom.

Clearly these devices can become a major distraction at work. When staff need to be focused on getting critical projects completed accurately and on time, cell phones can cause major problems with productivity. However, mandating a “no cell phone” policy may be a bit too drastic. So where is the balance? Below are a few tips to consider:

1. Having a written personal cell phone usage policy. Taking a personal call from the daycare about a sick child may be acceptable, but spending 3 or more hours on the phone planning a family reunion is not. The usage policy should include certain etiquette rules such as turning

the ringer off during meetings or speaking softly to avoid disrupting others. Staff involvement in creating the policy can also help direct it to be fair and reasonable.

2. Post the usage policy throughout the office as a reminder.
3. Allot time for staff to review and sign the policy.
4. Provide some flexibility for those in unusual circumstances, such as a staff member with a sick child or other health concerns.
5. Enforce the policy by disciplining violators so everyone knows the policy should be taken seriously.
6. Lead by example. It is unrealistic to expect staff to adhere to the policy if management is the biggest culprit.

Your cell phone policy can be included in your AUP (acceptable usage policy) that directs how staff may or may not use company resources (Internet, e-mail, printers, etc.). If you need help creating these policies, we are happy to lend a hand. Call us at (612) 298-3000 or email support@invisik.com. ♦

## How to Reformat a USB Flash Drive

USB flash drives have become really handy in storing different files of various sizes including backups, personal documents, music, pictures, portable applications and more. However, since flash drives are so convenient, users tend to dump in files of any kind without sorting them. This bad habit can clutter flash drives and make it difficult to determine how to clear up disk space to accommodate more files. Deleting unnecessary files is a good solution, but this can be tough to do when files are not properly organized.

The fastest way to clear up disk space is to reformat the flash drive directly. The advantages are your flash drive is wiped completely clean, and all files (regardless of their attributes— including hidden files) are removed. Follow these steps:

### Backup your data

Reformatting your USB flash disk leaves no file behind, so make double sure you copy your most important files to a temporary location first. If you plan to copy back these files after reformatting, consider organizing the folder structure first so you can better manage the flash drive files in the event you have disk space issues again.

### Reformatting the USB flash drive

- Open “My Computer” (or “Computer” in Vista) from the Start Menu and look for the drive that has a “Removable Disk” icon. This is usually assigned to the last drive letter, and may see multiple drives if multiple devices are plugged in.
- Right-click on the device you wish to format and select “Format”.
- A dialog box should open showing several options; leave all the options on default unless you want to change the volume label.
- You can leave the “Quick Format” option unchecked to make sure everything is deleted without errors, yet will not take too much time.
- Click the “Start” button on the dialog box and wait for the device to fully format. The result should be a clean flash drive ready for more files.

**IMPORTANT NOTE:** Reformatting a USB flash drive is a good trick for quickly freeing up disk space or removing a nasty virus. However, keep in mind that it is close to impossible to recover the data that you erased while formatting, so ALWAYS double check you have a backup of your most important files before you begin. ♦

## 3 Turnkeys Ways to Keep Up with Your Contacts

These days, getting up-to-date information from your contacts is no easy task. On top of managing your e-mail and phone calls, now you have to check Facebook, Twitter, My Space, and LinkedIn just to keep current. It can all get very overwhelming and make your head spin.

Good thing Microsoft Outlook has a solution. Outlook Social Connector (OSC), an add-on to Outlook, puts all your social network communications and emails in one place. This easily eliminates the need to check multiple sites for the info you need. Both avid fans and rare users of social network sites will likely find the new OSC tool to be a big time saver. Here are 3 reasons why:

**1) Communication History.** Can't remember the last time you e-mailed a certain contact? Or looking for an attachment referenced in an e-mail? The OSC will search your mailbox then display all recent messages and a list of attachments you have exchanged with your contact.

**2) Updated Contact Info.** In real time, your OSC will go out to social network sites and let you know what your colleagues and friends are posting. If your contacts

update their profile or change their status, OSC will tell you that, too.

**3) Adding New Contacts.** With a simple click, you can request to be someone's friend or colleague on any social network site you patron. The OSC then automatically saves them as a contact in Outlook.♦

### ***MORE HELPFUL TIPS INSIDE INCLUDING...***

- TAX LAW EXTENDS SINGLE-YEAR EQUIPMENT DEDUCTION THROUGH THE END OF 2011
- UNDERSTANDING PRIVATE AND VIRTUAL PRIVATE NETWORKS
- CLIENT HOTSPOT OF THE MONTH: BEFORE N AFTER HOME
- REFORMATTING A USB FLASH DRIVE
- PERSONAL CELL PHONE USAGE POLICY: PUT IT IN WRITING

***PLUS WHO WANTS A \$25 VISA GIFT CARD? GET THE DETAILS!***

**MORE INSIDE**

