



It's All in the Family

Working with Family

When it comes to business, it's all in the family! Or, at least it looks that way when you look at the stats. Family-owned businesses (FOB) make up 50% of the U.S. gross domestic product, generate 60% of our country's employment, and encompass 78% of all new jobs—making family-owned businesses essential to our country's economy.

Family-owned businesses don't necessarily mean "small" businesses. In fact, 35% of Fortune 500 companies are family owned. The largest, Wal-Mart Inc., employs 1.4 million U.S. employees with a net sales of \$443.9 billion in 2012.

Family-owned businesses deal with the same issues as other companies. Along with the many advantages, however, working with family does include some unique challenges as well.

ADVANTAGES

Family businesses have longevity. Research has shown that family control can be beneficial since families are able to more positively utilize their resources, apply a long-term perspective (allowing for unique strategic planning), have less human resource problems and higher core values. Innovation in family businesses improves when more generations of the family are actively involved in the business. Jeff Berry, of R&J Control Inc., takes great pride in knowing that his family is being taken care of by the risks and effort put forth by his father nearly 40 years ago. "Nobody 'minds the store' better than family. So, there is a good feeling knowing that we all have the best interest of the company at heart," reflects Berry.

The social side of work is important. Based on an 8-hour work day, people spend 33.3% of their day at work. That's a lot of time, so it's important to spend time connecting with people that you enjoy being with and share common experiences, values and goals. Families tend to have built-in commitment and support for one another. Jesus Navarro, of The Graphics Connection, appreciates having a "built-in backup plan along with the flexibility to take care of personal issues and duties when they need to be addressed."

Communications are simplified. As in all aspects of life, honesty is the best policy. Berry appreciates how his family of coworkers can be more honest with each other without "the fear of needing to avoid sensitive topics or the need to be politically correct." However, sometimes it's difficult to separate work and family. "It's too easy to change a holiday get-together into a business meeting," adds Berry.

CHALLENGES

Succession planning is critical. When family is involved, crucial decisions regarding succession can become especially sticky. But, it's wise to plan for since statistics are not in an FOB's favor. Only 40% of family-owned businesses survive to the second generation, 12% to the third, and 3% to the fourth. By 2017, it is estimated that 40.3% of family business owners expect to retire, creating a significant transition of ownership in the U.S.

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Over 25% of
IT Radix clients are
family-owned businesses.

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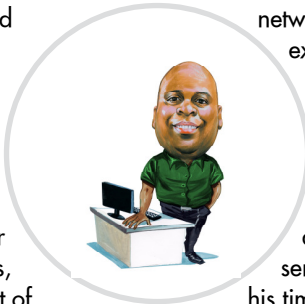


More free tech tips at:
www.it-radix.com/news-blog

Introducing...Charles Reid

IT Radix is very supportive of our staff and their families. In fact, we feel that it's one of the secrets to our success. One of our Core Values is to provide a supportive and flexible work environment for our staff members. As we've found, when it comes to families, being flexible is key, as it enables our staff to set priorities while maintaining high standards of performance.

With great pleasure, we introduce one of our Network Field Engineers, **Charles Reid**. With over 13 years of PC and wealth of knowledge and users and troubleshooting issues related to computers, Charles gained much of his as a one-man show as the Rice High School, in where he was responsible for school (e.g., desktop, laptops, IT Radix, Charles spends part of client, BRG, a few days a week where he provides on-site support for their office staff.



network support, Charles has a experience working with end hardware and software servers, tablets and phones. IT knowledge while working Network Administrator at Manhattan, for 12 years all of the IT needs of the servers, phones, websites). At his time at the offices of our valued

Born and raised in Harlem, Charles has fond memories of himself growing up around family and spending lots of time with his grandmother, aunts, uncles and cousins who all lived within a few blocks from each other. Today, Charles calls West Orange home. Charles is a true family man when it comes to his children. He admits that their schedules dictate his own...strategically getting everyone to and from where they need to be...a true "Taxi Dad." Over the past 12 years, Charles has spent quite a bit of time coaching his son, DeVaughn's, basketball teams. Now that DeVaughn is away at college, Charles enjoys spending more time at home cooking with his daughter, Cheleise.

When not working, Charles enjoys going to the gym and trying out new restaurants. A true music and movie enthusiast, Charles enjoys adding to his collection. R&B and hip hop are his preferred music genre. When it comes to movies, his favorites are action movies, although he admits to enjoying a good love story too!

Charles' personal philosophy: Never put yourself in a position where you can't be yourself.

"Never say that you can't do something, or that something seems impossible, or that something can't be done, no matter how discouraging or harrowing it may be; human beings are limited only by what we allow ourselves to be limited by: our own minds. We are each the masters of our own reality; when we become self-aware to this: absolutely anything in the world is possible." – Mike Norton

Working with Family

(Continued from page 1)

Research has shown that of primary importance among family business leaders is transferring not only their financial wealth but also their values to subsequent generations.

Clear expectations and performance requirements must be set up front. While research shows that family businesses are less likely to lay off employees regardless of performance, a family business cannot become a catchall for every family member. It's just not good business practice to guarantee employment to a low performer, just because they are a family member. All companies must identify and grow future leaders. However, in a family business, the best decision for the business can conflict with family obligations. Berry recommends "establishing job descriptions with clearly defined roles and responsibilities upfront and updating them frequently to help avoid animosity." Taline Kundakji, of PolyTrade America, stresses that "it's critical when transitioning your family relationship to a business one that there isn't any special treatment. All employees—family or otherwise—must meet and exceed expectations of performance, with no exception. Such professional boundaries ensure success for all involved."

Despite the challenges of running a family business, our clients agree that the benefits are worth it! As with all businesses, success depends on keeping customers and employees happy. Thanks for welcoming **IT Radix** into your family.

**OUR CLIENTS
SPEAK OUT:**

THE BUZZ

"As a family-owned business for 29 years, my company appreciates the care and expertise that IT Radix places on our IT management. IT Radix treats us like family, and we couldn't run our business without them."

Marissa Esposito, Esposito's Electric

Our Fred Family...Making a Difference

It's 12:00 p.m. on another Friday. The garage door swings open, the grill is fired up, and before you know it, the sweet smell of barbecue seeps through the walls of 49 S. Jefferson Road. Lunch is ready and moments later the IT Radix staff gathers round for another Fred Lunch. What's a Fred Lunch you ask? Read on, you are about to be Fred-ucated!

During a Business Conference in Nashville, Tennessee, Cathy Coloff was inspired by motivational speaker and author Mark Sanborn. Mark's presentations focus on leadership, team building, mastering change and customer service. It was after Mark's presentation that Cathy decided to challenge the IT Radix staff to become more "Fred-like." Please read on...

Mark recounts the story of Fred, his mail carrier. Fred passionately loved his job and genuinely cared about the people he served. Going the extra mile and treating everyone he meets as a friend, Fred turns the ordinary into extraordinary.

Mark remembers first meeting Fred...just days after moving into his new home. A knock on the front door by Fred introducing himself and welcoming Mark into the neighborhood was the beginning of a warm relationship between a mail carrier

and his customer. Mark goes on to explain how all of us are the recipients of mail delivery...usually the mail ends up in our mailbox—nothing more, nothing less. Fred's genuine interest in Mark's traveling schedule and making sure the mail was not left hanging out of his mailbox was so uncommon. These countless acts of superior customer service, caused Mark to share his experience in his presentations and even authored a book entitled, "The Fred Factor."

"Bigness comes from doing many small things well. Individually, they are not very dramatic transactions. Together, though, they add up."
- Edward S. Finkelstein, Author

In this book, Mark shares similar experiences where he was the recipient of extraordinary customer service. Employees going the extra mile, going above and beyond, doing more than necessary, most of the time for no extra compensation.

With that said, upon her return Cathy challenged the staff at IT Radix in an email. The following is an excerpt from that email:

"Being Fred" is not a one-time event but a mindset that I believe most of us already have but are unaware of—so, our mission this summer is to raise this up in your consciousness. To make you recognize "the Fred" within yourself and to develop it to its fullest.

Each week, starting this week, take a moment to reflect upon your work and submit one way that you were a "Fred." Why submit? You get a free lunch. We'll be having "Fred Friday" Lunches through the end of August. We want full participation from the entire company."

Why is this important to Cathy and the team at IT Radix? Well, we truly uphold and desire to live our Core Values...

Our people make a difference. If we believe in what we care about, the burden is on us to find ways to implement and reinforce those truths. Intentionally becoming Fred-like and purposefully gathering together for *Friday Fred Lunches* this summer demonstrated and reinforced our commitment to our clients, to one another and our Core Values.

Before you knew it the emails came rolling in... from random acts of kindness between coworkers to going the extra mile for clients. Everyone did their part—100% participation and each Friday we enjoyed lunch together as a company.

What did we take away from this summer exercise? I think I can speak for the staff at IT Radix...

- The satisfaction that comes from "doing more than necessary" is contagious and will inspire teammates.
- Everyone makes a difference... Even the smallest gesture turns mediocre service into WOW service and will have a positive effect on your organization.
- We are so thankful and fortunate to be part of an organization that is committed to making a difference and genuinely cares about each other and our clients.

Hopefully, our exercise has a ripple effect. From the words of John Maxwell, "You add value to people when you value them." Go spread Fred to everyone you meet!

Welcome!

A warm welcome to our newest **Managed Service** Clients:

*Air Contact Transport
Audio Inc.
CCA International
DAWN Center for Independent Living
Enteris Bio Pharma, Inc.
Emmet & Co., Inc.
FMD Distribution
Gary Scheer LLC
Surety Underwriters, Inc.*

Remember, **IT Radix** is here to service all of your technology needs!

King of the Grill



We salute Grill Master, **Doug Verge**, who quietly shopped, prepared lunch (amidst special orders), and cleaned up so that we could enjoy lunch.

Blended Families...Mac and Windows



Jessica Collora shares how Mac and Windows make for a perfectly blended family!

As many of us know from personal experience, blending two different families together can be very tricky; it can take some finagling and a lot of patience. The good news is, when it comes to computers, blending the Mac and Windows families can actually be much easier!

Although the majority of companies are still Windows-based, a growing number of organizations are either incorporating Mac equipment into their environment or switching over to a Mac network completely. It's also very common to have a Windows computer with an iPad or an iPhone plugged into it. There are many different ways to blend the Mac and Windows families together: today's technology makes the mix-and-match approach almost seamless!

One of the larger concerns of incorporating Macs into a Windows environment is what to

do about financial and accounting software such as *QuickBooks*. When *QuickBooks Enterprise* is your primary accounting software and one of your key accounting people wants to be able to access the software on their new MacBook Pro, how does that work? Since Windows can be installed as a virtual machine on a Mac, he can keep working without skipping a number! Another QuickBooks Option for smaller businesses is QuickBooks Online, which stores your finances in the Cloud and enables you to access your accounting information from anywhere, meaning you can work from a Windows or a Mac machine without any issues.

Over the last several years, Mac products have become increasingly compatible with a Windows world. Anyone who can remember back to the 1990's might remember receiving a burned CD from their Mac neighbor and not being able to open it on their Windows machine. If you wanted to purchase a scanner or printer for your Mac, it had to have a very specific type of connection that was exclusive to the Mac computers. Happily, that is no longer the case today. Most printers and scanners are Mac compatible, with only a special driver download needed to make it work. If you want to save some MS Office files on your thumb drive from your Windows machine and re-open them later at a client's office on a Mac, that is no longer an issue either! Even Mac's exclusive productive software set, iWork, will save as an Office file format for re-opening on any Mac or Windows machine.

One surefire way to ensure all of your employees are working uniformly, whether Mac or Windows, is through a terminal server, remote desktop, or cloud web top. A terminal server—which is a server configured to have individual users log in as if they are logging into their own desktop, but can be accessed from anywhere—ensures all users have virtual desktops setup exactly as needed for their job function, and a user can log into their terminal server account from anywhere. If an employee needs be able to work from

home, but everything they need to work with is on their computer in the office, then remote desktop access is a great idea too, and it can also be used from any Mac or Windows workstation. Programs like PC Anywhere, or the more secure VPN access that IT Radix often assists with setup on, is a great option for many people!

A newer and faster growing option for blending computer families is the option of taking your workflow to the Cloud. There are so many different ways to switch to the Cloud, we could cover an entire article on it. Whether it is just for email, file storage, or an entire virtual cloud server solution, cloud utilization has no bias on which computer family you belong to. This is what makes it such a great way for so many businesses to function.

When I first got married, one of the concerns my husband and I had was how to combine our families and share holidays. How could two families that we were both so close to, yet acted so differently, work together as one family? Countless years later it almost seems silly that we even worried about this problem in the first place. The computer world has really become the same concept. Over the years, the marriage of Mac and Windows families has become more fluid. Looking back, it's starting to feel strange that we ever worried about their compatibility in the first place.

Are you working towards a blended Mac-Windows family of your own? Give **IT Radix** a call...we believe in building strong families.



Thanks for the referrals!

Referrals are the best form of compliment! We would like to thank the following for referring us to their friends and colleagues:

Andrea from Gregory & Reed
Arnie from AWR Business Concepts
Art from Cartridge World
Chis from The Alternative Board
Dean from Carter McKenzie, Inc.
Emily from GHS Philanthropy Management
Gary from Tappins Inc.
George from J&L Electrical
Jamie from International Planning Alliance
Mike from Fein, Such, Kahn & Shepard
Sal from Yodice & Company CPAs
Terri from Mountain View Development
Tom & Susan from Wagner & Associates

Visit us at www.it-radix.com to learn more about our **Referral Rewards** Program!



Family Watches Out for One Another

If you're an IT Radix client...you're family! And, good families watch out for one another. IT Radix wants to **ensure that all of our "family" members have an appropriate backup for their critical data.**

You might think that backing up your data is a "no brainer," but a recent survey revealed that more than half of the companies surveyed do not perform daily backups. Astonishingly, nearly one-third of the IT administrators surveyed revealed their companies do not conduct tests. (I'd say this is actually higher.)

Nowadays, there are as many ways to back up your data as there are ways to lose it. Backup solutions range from the venerable tape backup, to hard drives, to online backup services. No matter which product ends up being appropriate for you, the principals of sound data backup are the same:

1. Determine what data needs to get backed up, how often, and for how long.
2. Keep it simple.
3. Monitor your backup.
4. Test your backups.
5. Keep some sort of backup off-site.

At IT Radix, our first priority is to make sure your systems are up and running. Our second is to make sure our clients have a good backup. By following these steps, you too can have a solid backup.

Want more details about these steps, you can read it here:

www.it-radix.com/whos-got-your-backup

Need help selecting the right backup technology for your business? Need help keeping tabs on your backup? Give **IT Radix** a call today. We've got your backup!

Holiday Online-Shopping Safety

If you shop online (and these days, who doesn't?), you'll want to make sure you use a credit card instead of a debit card to protect yourself from online scams and rip offs. The biggest advantage credit cards offer is a buffer for payment. Additionally, they also provide protection and peace of mind. By law, your maximum loss if your credit card number is stolen is \$50, and most credit card companies and banks will cover the entire cost.

However, when you use a debit card, the funds come directly out of your bank account, which means you might have trouble disputing the charge if you get scammed or if you are not happy with the product or service you purchased.

Here are some other tips to make shopping online safer:

- Research your merchant before buying. The Federal Trade Commission maintains a web site (www.consumer.gov) that provides many buyers' guides, lists of tips, and links to helpful resources.
- Make sure you are on a secure website before you give your name, address or credit card details. Look for a padlock or a key symbol in the bottom corner of your screen.
- Never send your credit card number in an email because it can easily be stolen.
- Frequently check your credit card statements for suspicious entries. If you spot anything strange, contact your credit card company immediately to question the charge.
- Call the company before placing an order. See if a real person answers the phone and how difficult it is to get someone live. Ask for their return policy for damaged or inadequate goods, expected delivery dates, shipping and handling fees, and after-purchase support.
- Think before you buy. If the online advertisement or junk email offer sounds too good to be true, it probably is! If you have any reason to be suspicious, you are better to err on the side of caution and NOT buy the item.
- Watch for hidden extras added on at checkout such as postage and packing costs, and handling fees.
- Read the company's privacy policy carefully. Make sure you uncheck any boxes giving the vendor permission to sell or share your information with other vendors.

Following these safe shopping tips will make for a much more enjoyable holiday season. Happy shopping!

SPECIAL OFFER

Backup Family Memories

Do you realize that tape drives fail an average of 100%? That means ALL tape drives fail at some point and do NOT offer complete protection for your data if a natural disaster, fire, or other destroys your office and everything in it. Now's the time to seriously consider forming an offsite backup strategy!

During the months of **October, November** and **December**, sign up for one of **IT Radix's** Backup services and receive a Shutterfly gift card to preserve your family memories.

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www.glasbergen.com

Just for Laughs!



"Our computer is practically like a member of the family. Maybe that's why it's so hard to get along with."

Top 3 U.S. Surnames

Smith
Johnson
Williams

Enter and Win! Trivia Contest

The first person to send an email to resource@it-radix.com with the correct answer to our trivia question will win a *Family Game Night* gift basket.

Q: What does the computer aboard the Jupiter 2 in the family TV show, *Lost in Space*, have in common with Batman's Bat-Computer?

Summer Trivia Challenge

What do the following 3 movies have in common with Windows XP?

Shrek
Harry Potter and the Sorcerer's Stone
A Beautiful Mind
(Answer: All released in 2001)

Congratulations to our winner, Noelle Zeth (Developmental Disabilities Health Alliance), recipient of 2 AMC Theatre tickets.

From the desk of: Cathy Coloff
Subject: Family Matters



With summer behind us and the holidays approaching, we thought it was a great time to turn our focus on family as you'll see in our next series of monthly newsletters.



But before we wave a final farewell to the summer of 2013, we'd like to congratulate the winner of our "Mouse Hunt." Congratulations, Lou Albero! We hope you enjoy your new Asus Nexus 7 tablet.

Family means something different to everyone but as I was reading various definitions and thoughts about family, what struck me was the concept of "important" or being important in some way to each other. I think this concept ties in so nicely to many of the Core Values at IT Radix: *Client First, Give Back, Supportive Environment, Teamwork, and Make a Difference...* to list a few.

In today's fast-paced world, I like to think of IT Radix as more than just a business, it's a family—albeit not in the traditional way. But rather, as a family unit, we are always here for one another and our needs. As the holidays approach, I encourage each of you to think about your families—immediate, extended and inclusive and enjoy.

P.S. Our IT Radix staff shared some of our favorite family activities. Get to know us better at www.it-radix.com/family-activities.

What's in a Name?

Family names are links to our past. They are the way we begin to understand the origins of our family. Over the years, many elements have influenced the formation of family names, including: last name of the mother or father, relationship of the individual (e.g., Robertson was Robert's son) and the occupation of the name holder (e.g., Baker). And, today, celebrities pretty much choose whatever name sounds cool and trendy.

Computer viruses have similar origins when it comes to naming them. Thousands of viruses are currently circulating on the Internet with more being discovered daily.

So how does a virus get its name?

There is no official government body or organization that names viruses. In most cases, the anti-virus company that discovers it gets to name it; and, it's a very competitive race to see who can discover new viruses first!

The criminals creating viruses like to leave clues as to what they want their virus to be named, but researchers who discover (and fight) them don't give their authors the

satisfaction of keeping the name. To hackers, creating a destructive, difficult-to-disable virus is a badge of honor. So instead of giving these cyber criminals the publicity they crave, virus researchers will name a virus based on the type of system it attacks, what it does, or other random reason.

For example, the *Code Red* virus got its name from an eEye Digital Security researcher's beverage of choice—the cola variety of Mountain Dew soft drink. Apparently, he was drinking this the night he cracked the corruptive code.

Creativity aside, most anti-virus companies have policies and letter-number formulas for naming viruses because it's becoming more and more difficult to come up with unique names for viruses. Symantec's Norton anti-virus software currently has a catalogue of over 58,193 known viruses—and the number grows every day.

Names are the binds that link things together. So, what's in a name? ...a whole lot apparently!