

## Nature and Technology

### Similarities Ring True for Both Trees and Technology

Arbor Day reminds us of the beauty of trees and the impact they have on our natural surroundings—both cosmetically and environmentally. Imagine you just moved into a lovely new home with a beautiful row of trees that provide beauty, privacy and security. Although not built into the home sale price, the benefit of these trees is invaluable. Through the seasons, these irreplaceable trees showcase their beauty with new growth, shade in the summer, changing colors in the fall and wind screens to protect you during those harsh, fierce winter winds. It is smart to be aware of the risks associated with nature to ensure that the line of trees continues to be healthy for many years to come.

Like your beautiful row of trees, your company's IT network and computers need similar nurturing to ensure their growth and well-being. Here are some handy "green thumb" horticulture tips to ensure your garden (both trees and IT) continues to thrive:

**Proper Planting:** Most residential trees have been in place for some time, but the most basic thing when starting anew is to ensure it is properly planted. Dig deep and wide providing plenty of space for the roots to expand, remember roots often extend below far beyond the canopy. Try not to plant directly near where a lot of foot traffic will ensue—compacted soil crushes and restricts roots. Likewise, with technology, a network needs to be set up correctly as well. It is smart to work with IT professionals so that any new network is scalable for your business needs as your organization grows or changes.

**Nutrients and Water:** Use fertilizer and water generously, very generously in the dead of summer. Trees in the forest receive all they need naturally; but in neighborhoods where we rake leaves and remove debris quickly, trees need a little extra help. Similarly, with technology, servers, personal computers and network hardware/software need constant attention with patches and updates to be healthy and secure.

**Protection:** Monitor shrubs and trees for the presence of pests. Varieties of beetles, borers, moths and cicadas are all common pests in the New Jersey area that can wreak havoc on your line of beauty. Another concern is invasive species, like kudzu. Be sure that plants, animals and pathogens not native to the region are kept at bay. Finally, check periodically for diseases common to the variety of trees in your yard (e.g., Oak Wilt affects many oaks, Thousand Cankers disease affects black walnuts, and Dutch Elm affects that eponymous variety). Similarly, with technology, your network needs layers of protection from the constant and growing outside influences and viruses that threaten the health of your company's network.

**Prune and Mulch:** The ideal time to prune is during winter dormancy; do not rush to do this in the spring. However, in the spring, if you notice dead branches since that portion did not leaf out, it is time for a proper cut. A layer of mulch around the root base helps the tree to retain moisture and suppress weeds. Do not add mulch directly against the trunk as that facilitates disease. Likewise, when it comes to technology, removing from your network items

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### What's New

#### Earth Day—April 22 Spring Cleaning With a Purpose!

During the month of April, drop off your e-waste at our IT Radix office between 10am-4pm.

For a list of acceptable items, visit [www.it-radix.com/recycling](http://www.it-radix.com/recycling)

#### Shout Out to Cathy!

Join us in congratulating Cathy Coloff on being named one of New Jersey's 2018 Best 50 Women in Business by NJBIZ.



#### 10 Months of Giving Back - Planting Trees -

IT Radix is celebrating our 10th Anniversary with **10 Months of Giving Back**. This month, in honor of Arbor Day, we will be beautifying our environment by planting trees.

If you would rather receive our newsletter via email, sign up on our website or send an email to [resource@it-radix.com](mailto:resource@it-radix.com)





## Introducing...Mark Restivo

Our newest staff member, **Mark Restivo**, enjoys getting back to nature. Whether it be hiking at High Point State Park or fishing along the Outer Banks of North Carolina, Mark enjoys spending time in the great outdoors.

Mark comes to IT Radix with 5+ years of experience in the IT world. A graduate of Anthem Institute in Parsippany, Mark majored in Computer Networking. In his past positions, Mark assisted users with desktop and server support. One project in particular that he enjoyed was helping clients move from physical computers to a virtual environment. Mark enjoys learning new technologies and helping people take advantage of the benefits new technologies have to offer.

As an IT Consultant at IT Radix, Mark monitors offsite backups, supports clients with day-to-day issues, and configures workstations. He enjoys working with our clients and supporting them with their IT needs. Mark prides himself with his excellent customer care. He understands just how frustrating technology can be at times and is good at keeping calm, explaining things and resolving issues in a timely manner.

### Mark's favorite quote:

"Life is a long road on a short journey."

—James Lendall Basford

Growing up in Roxbury, Mark now resides with his fiancé, Stephanie, in Morristown. Wedding bells will be ringing for the couple in late 2019 or early 2020. When not working, Mark enjoys fishing. His love for fishing stems from spending a lot of time in the Outer Banks while he was growing up. There he enjoyed shoreline and deep-sea fishing for flounder, tuna and sea bass. These days, he typically enjoys more bass fishing at Lake Hopatcong and other local lakes and ponds. Mark also enjoys spending time at the gym, playing a pickup game of basketball, and participating these past two years in a Parsippany baseball league where he plays Left Field and 3<sup>rd</sup> Base. Mark enjoys traveling and claims that he's been up and down the coast visiting every state along the entire eastern seaboard. Mark also enjoys learning new technologies. He has a home network environment in his house and enjoys applying the same knowledge and principles streamlined at home over to IT Radix.

**Mark's personal philosophy:** Keep your nose to the grindstone.

## Welcome!

A warm welcome to our newest **Management and Support** clients:

*Hyde & Associates, LLC*  
*Pyrometer Equipment Co.*  
*Weber, Fabiyan and Associates*

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

## Trees and Technology

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such as old user profiles, files that are no longer needed, or outdated software is instrumental in keeping your operation running smoothly.

Don't go out on a limb and take risks with the health of your IT network and computers. Take heed of these suggestions to ensure the natural beauty around your home and office.

The professionals at IT Radix pride ourselves with having green thumbs when it comes to technology and are always ready to help you examine your network needs to be sure your organization's technology can provide you value and enhance your productivity for many years to come!

### OUR CLIENTS SPEAK OUT:

## THE BUZZ

*"From the beginning, IT Radix addressed our network problems and major scanning issues. When IT Radix says the work is done, it is 'actually completed.' Now, with them on board, we also have a backup solution in place for which we are so thankful. We are confident in knowing 'everything works' when they are through."*

Rich Ramik, Administrative Manager — Northeast Energy Conservation

*About Northeast Energy Conservation: As a member of the New Jersey Comfort Partners Program, Northeast Energy Conservation provides weatherization and energy efficiency measures to low income families.*

## Why Recycle e-Waste?



With technology improving at an alarming rate and the need to keep up with the latest trends, it probably means you likely have old

electronic equipment sitting around that you don't know what to do with. As we know, these end-of-life electronic items cannot be disposed of with your regular trash.

Therefore, e-waste recycling a great option. A win-win for all!

Recycling recovers valuable materials from old electronics that can be used to make new products. As a result, we save energy, reduce pollution, reduce greenhouse gas emissions, and save resources by extracting fewer raw materials from the earth.

Last year, IT Radix collected and recycled a remarkable 8584 lbs of e-waste for our clients! Join us this April as we celebrate Earth Day all month long with our 10<sup>th</sup> annual free electronics recycling program.

Let IT Radix make IT work for you! Call today and you too can help minimize the impact on our environment by dropping off your e-waste at our office and allowing us to properly dispose of them. For more information and a list of acceptable items, visit: [www.it-radix.com/recycling](http://www.it-radix.com/recycling)

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Visit **IT Radix** at [www.it-radix.com](http://www.it-radix.com) to learn more about our services!

## Social Media and the Web Can Save Not Only Wildlife But Also Your Business

Social media and the web can be pretty wild! With so much information, personal and business, it is sometimes hard to find your way through the jungle. How can saving wildlife relate to also saving your business? Let's take a look at the social media side of things.

- **Make a connection.** On every social media platform, where else can you connect with so many different people all over the world? Social media is a great place to promote not only what you believe in but also your business. Want to bring awareness to the plight of elephants? You can! Want to showcase what you specialize in with your business? You can do that too!
- **Knowledge is power.** Social media is a great tool to educate people. Did you know that an opossum can kill up to 4,000 ticks a week? They may not be the most attractive animal in the world, but they do a lot of good. You can also educate your following about what you do as a company to save money, save time, save energy or save the planet!
- **A picture is worth a thousand words.** Social media is all about the pictures. Sharing wildlife pictures of lions and tigers and bears, oh my, can bring attention to the plight of many animals, as well as the beauty and magnificence. Unless it's snakes...eek!!! Do you sell a product? Is your business very visual in nature? Do you offer a service where you could show some "behind the scenes" pictures? These are all great ways to showcase what your business has to offer as well as the people behind the products or services. Your followers want to see the people behind the company. People want to connect with people.
- **Sometimes it's all about the numbers.** Wildlife conservation is about watching the numbers and collecting data about all types of species. Social media and the web is a great way to collect data. Asking people to post about the area that they live in and what kinds of animals are present there helps organizations collect data. With your business, social media can also help you collect data. Are you looking to introduce a new product? Ask for feedback on Facebook or Twitter. What bells and whistles would they most like to see? What price point would they be most comfortable at? Show them a prototype or color scheme, and see which one resonates with your following the most.
- **A call to action.** Things in the world happen at the speed of light nowadays and because of social media and the web we are made aware of everything almost as quickly as it is happening. If there is a natural disaster where animals, as well as people need help, we all can move into action quicker than ever before. Donating money, time or resources to help with the problems at hand. Quick response time also happens in the business world too. Using social media platforms can keep you in touch with customers and clients. With customer services issues being handled through social media quickly, the consumer feels that they are being heard as well as getting their needs met.

Wildlife in the great outdoors and wildlife online...we are all in this together!



**PATTI SINGER** is a social media expert on NY's #1 News Talk Radio Station WOR710 iHeartRadio and founder of Follow Me Social Media Consulting. Patti is an asset to the community in Northern NJ. She is a pro at helping small and mid-sized businesses harness the power of social media to connect with people looking for their products and services. Learn more about Patti and her business here: [www.besttofollowme.com](http://www.besttofollowme.com)

“In every walk with nature  
one receives far more  
than he seeks.”

— John Muir



“Headquarters says congratulations on the success of our Going Green policies.”

**From the desk of:** Cathy Coloff  
**Subject:** Back to Nature



When I was a kid growing up in North Carolina, we often spent our days outside in the woods behind our house just goofing off, swinging from vines into the small creeks, or hanging out in my friend’s brother’s tree stand of questionable safety. I encountered a variety of the local natural habitat, including poison ivy and the occasional copperhead snake! Nowadays, with the advent of technology, I worry that many kids will not get out and enjoy the great outdoors.

On the other hand, my husband Doug has practically become addicted to the variety of eagle cameras available on the Internet (OK, so I’m exaggerating a little bit, but when you hear strange bird sounds in your house throughout the night, one starts to wonder). We recently visited the Philadelphia Zoo; and I was impressed by all the technology in use throughout the zoo to monitor and care for the animals, educate the visitors and enhance the overall experience. I was pleasantly surprised that none of the kids on the trip asked for iPads or other devices that I saw during the overnight trip—they spent the time running around with each other and looking at the animals. Technology has the potential to enhance and improve our natural world as long as it’s used wisely. And from the interest I saw in some of the kids on the trip, I’m optimistic that our young people will be leading the way in this arena.

As we continue our *10 Months of Giving Back* this month, we thought it fitting that we contribute positivity to our immediate environment; so, we’ll be planting some trees in the vicinity of our office. While I’d like to tell everyone to put away their smartphones while we’re planting, rest assured we’ll still be available to help with your IT support needs thanks to mobile technology. In the meantime, I hope you’ll take a few moments to get out and enjoy nature with or without your technology. Happy Earth Day!



### Enter and Win Trivia Contest

The first person to send an email to [resource@it-radix.com](mailto:resource@it-radix.com) with the correct answer to our trivia question will win a plant to beautify their environment.

Q: Which is the only continent that has every kind of climate and 5 time zones?

#### January Trivia Challenge

Q: What childhood game’s origins emphasized the role of karma?

(Answer: Chutes and Ladders)

Congratulations to Rob Dickinson of Square Corners Carpentry, recipient of a basket of board games!

## For Animals, Every Day is Earth Day!

When it comes to giving back to our environment, many of the animals around us are saving our planet each and every day!

Our earth’s soil is greatly dependent on the help of animals. **Beavers**, originally seen as pests, help prevent floods, droughts and forest fires with their gnawing and damming behavior. **Bat** guano, while it may be stinky, is one of the best fertilizers to keep the world flourishing. **Worms** aerate the soil with their digging. As they burrow and consume soil, worms extract nutrients from decomposing matter, like leaves and roots. They transport these nutrients to the surface with their excrements.

Animals are also instrumental in helping grow plants and trees. You can thank **squirrels** for their forgetfulness! Every year, countless squirrels stash their nuts. Quite often, the squirrels can’t recall everywhere they stored food, allowing nuts to take roots and grow into trees. **Bees** and **butterflies** help pollinate plenty of plants, keeping our environment rich and thriving. **Bats** are known for being experts at slaying insects of all kinds, eating up to hundreds an hour. This appetite helps control bug populations and protect crops. **Llamas** are a farm animal with a very low environmental impact. The creatures do not damage grass like many other animals, and they are known to eat invasive weed species.

Animals help the air we breathe too! **Plankton** are responsible for the production of over half of the earth’s oxygen. These microscopic critters stay close to the surface of the water, where there is enough light for photosynthesis. They also break down organic matter in water and recycle dead organisms.

So, three cheers for our animal friends for treating every day as Earth Day!