Tech Solutions INC.

Managed Services
Computer Consulting
Network Administration

TechPoints

NOVEMBER NEWSLETTER 2011

In This Issue

TechSolutions, Inc. Bits and Bytes

And the winner is

We conducted a survey of our clients in October and everyone who took the time to complete the survey was entered into a drawing for an iPad 2. We are excited to announce that **Donna Ward** of Chimicles & Tikellis was the lucky winner. Everyone here at TechSolutions, Inc. would like to congratulate Donna and express our appreciation to all those who took the time to let us know what you think. We value each and every comment and will utilize them to direct us on better meeting your needs.

Here we grow again

Due to our continued growth we have found it necessary to expand our team by adding a Network Technician. After an extensive search we are pleased to inform you that **Jonathan Purdy** has joined our staff. Jon started off his 10 year career in IT as an IT & Telecommunications Specialist with the United States Coast Guard. Prior to joining TechSolutions, Inc. he was employed as a Systems Engineer by Eco-Energy, a midstream alternative energy company located in Tennessee.

Jon is an Army brat who was born in West Point, NY. He loves to travel with Japan, South Korea, Germany, Spain, Holland, Alaska and Panama among the places he has visited. He has family here in Delaware and currently calls Townsend his home where he lives with his wife, son, 8 dogs and 4 cats. Why so many animals? Jon and his wife are sympathetic to the needs of homeless dogs and

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cats and therefore have chosen to rescue several of these animals over the years. And if that isn't enough, he and his wife are expecting another child. Wow, there doesn't seem to be much time for leisure activities but when he finds the time he enjoys playing soccer, rooting for the Red Sox and reading novels by Anne Rice or books by David Sedaris.

So you can see we have added another winner to the TechSolutions gang and know you will make him feel welcome as he works with you to address your IT objectives and challenges.

Speaking of

Our vice president, **Rich Kenney**, had the privilege of being asked to speak at a national managed services conference held in the middle of October in Scottsdale, AZ. The audience included representatives from over 550 IT companies from around the world. Feedback from his presentation was overwhelmingly positive and generated a lot of one-on-one interaction. This was Rich's second consecutive year speaking at this conference and he is viewed as an expert in his field by his business peers.

7 Secrets To Finding *Relevant* Information Online

Have you ever run into a virtual wall when searching for information on the Internet? With billions of websites online, finding good, relevant information online can sometimes be akin to finding a needle in a haystack. But take heart! Here are 7 little-known secrets that will help you find what you are looking for in no time at all.

1. Use the "Advanced Search" tool

Almost all search engines have an "advanced search" tool that will provide you with more options for filtering information and websites. This will help you narrow down your search and eliminate irrelevant, off-topic websites.

2. Search with a phrase in quotations

Putting quotations around a phrase will tell the search engine to look for that exact phrase or name instead of each individual word. For example, if you were looking for a chocolate cake recipe, type "chocolate cake recipe" in the search window with the quotes around it. If you left the quotations off, you might get recipes for other cakes or chocolate candy in general because the search engine will look up the words separately: chocolate cake recipe

3. Use synonyms

If your search does not produce the results you want, try synonyms. For example, a dog is also a pet, canine, mutt, pooch, and man's best friend. Use your Microsoft Word thesaurus tool or Merriam-Webster OnLine to find synonyms for your search term.

4. Use a plus or minus sign

Attaching a plus or minus sign immediately before a word will allow you to narrow down a larger

category. If you were looking for a roadside café in Atlanta, you would type in "roadside café +Atlanta". This will allow you to search on a specific set of keywords that might not be strung together in one phrase as mentioned in tip #2.

This also works in reverse with a minus sign (-). If you wanted to find all roadside cafes that were NOT in Atlanta, you would type in "roadside café -Atlanta".

5. Just search the domain name

If you know the website you want but can't seem to find the information you are looking for, you can tell the search engine to search for a specific keyword or phrase within that site. Simply enter the search term you are looking for followed by the word "site" and a colon, and then by the domain name.

For example, if you wanted to find information on spam filter updates for Microsoft Outlook, enter this: spam filter update site:www.microsoft.com

6. Eliminate inappropriate content

To eliminate adult sites clogging your search results, simply activate your favorite web browser's adult filter setting. Both Google and Bing have a SafeSearch option that can be accessed by clicking on the icon that looks like a gear and is located on the upper right side of the page. It's not 100% accurate but it will eliminate the most obvious sexually explicit websites from your search.

7. Use your search engine's categories

Many search engines offer specialized areas such as news, video, audio, pictures, local, and shopping related categories. If you know you are looking for a picture, choose the appropriate category and your chances of finding what you want increase significantly.

Savings Alert: 2011 Tax Incentives For IT Purchases

If you've been thinking of purchasing new IT equipment, 2011 could be the year to do it. An increase in the Section 179 Depreciation Deduction Revenue Code increased the deduction limit in 2011 to $500,000 for assets up to $2 million and now includes purchases on software. This deduction applies to most equipment your business will purchase, finance or lease so it pays to do your homework on how much spending in 2011 and claiming on Section 179 can save your business.

This means that your business could deduct the total cost of certain purchases on equipment one time rather than having to depreciate it over time. This can have huge tax advantages because large equipment purchases can significantly reduce your tax obligation. Here is an example of the potential savings on a purchase of $50,000 for new equipment:

- Original cost of equipment: $ 50,000

- Assumed tax bracket: 35 percent

- Total first year deduction: $ 50,000

- Tax savings on equipment purchase: $ 17,500

- Lowered new cost of equipment after tax savings: $ 32,500

NOTE: If you wait until 2012, the limit on the Section 179 deduction will decrease to only $125,000 for assets only up to $500,000. More information on Section 179 can be found at Section179.org or by speaking with you tax advisor.

7 Things You Need To Know About The Amazon Kindle Fire

1. The Amazon Kindle Fire is an Android-based touchscreen tablet with a tempting price point: $199. (That's less than half the price of an iPad 2.) "We're building premium products at non-premium prices," said Amazon CEO Jeff Bezos when he unveiled the gadget.

2. Bezos's strategy, according to Bloomberg, is to "leverage Amazon's dominance in e-commerce to pose a real challenge to Apple's iPad, after tablets from rivals such as Hewlett-Packard Co. and Research In Motion Ltd. [Blackberry] have fallen short. Sales of Amazon's electronic books, movies and music on the device may help make up for the narrower profit margins that are likely to result from the low price."

3. The Kindle Fire offers Wi-Fi connectivity—but no data plan—and ships with a 30-day free trial of Amazon Prime, a $79-a-year membership service that includes streaming video and shipping discounts.

4. Faster web browsing: the Kindle Fire boasts a novel web browser, called Silk. Rather than downloading and storing all of a web page's content, Silk puts it on Amazon's cloud servers, allowing websites to load much more quickly. Also, unlike the iPad, the Fire will display Flash.

5. Rather than the original Kindle's E Ink, read-it-anywhere grayscale screen, the Kindle Fire features a 7-inch backlit touchscreen display, like iPad and Blackberry PlayBook's.

6. The Kindle Fire doesn't try to match the iPad's polish and expansive feature set. "One of its top selling points [is] the easy access to Amazon's huge library of digital content," says Slate.com's Will Oremus. The Kindle Fire offers seamless access to Amazon's gi-normous library of books, music, movies and TV shows. "We don't think of the Kindle Fire as a tablet. We think of it as a service," Bezos told Bloomberg reporter Brad Stone.

7. The tablet ecosystem is still in flux. Hewlett-Packard discontinued its TouchPad just a month after its debut, and the Blackberry Playbook has struggled to pull people away from the iPad. Slow to the starting line, Microsoft may not have its Windows operating system for tablets ready until next year.

Business Strategy: Are You Weird Enough?

Seth Godin's new book, 'We Are All Weird: the Myth of Mass and the End of Compliance,' presents a compelling argument: the death of "mass" (mass marketing, mass manufacturing, mass schooling, mass movements) has led to the death of "normal." So the new challenge for businesses, Godin argues, is to find a niche in an increasingly fragmented, post-normal culture. The best way to do this? Channel your weird. "We've lived with mass all our lives, and now it's gone. What are you going to do about it?" Godin asks.

Jacqueline Novogratz, founder of the Acumen Fund, describes the book as "a song of freedom, an exuberant manifesto with the richness of choice that comes with wealth, the markets, the internet, our increasing connection with one another across the globe."

Read more: **We Are All Weird: the Myth of Mass and the End of Compliance**

Dirty Mac? Clean It With This Magical Product

Has your MacBook laptop lost its pearly white luster? We have some good intel (direct from an Apple store employee) that Mr. Clean "Magic Erasers" can quickly bring the shine back to grimy devices.

Step by step directions:

1. Buy some Magic Erasers (~$4)

2. Turn off your computer (very important)

3. Lightly dampen the Magic Eraser with water

4. Ring out all the excess water (very important)

5. Scrub it clean and admire your handiwork

Rise Of The Rent-A-Hacker

Back in the day, you had to have some coding skills to succeed as a computer hacker. Not anymore. According to Symantec's recent Internet Security Threat Report, there is a thriving black market for "attack toolkits," which effectively turn wannabe troublemakers into serious threats. Symantec: "Advertised and sold in the online underground economy, attack kits such as Zeus are not only becoming more sophisticated and user-friendly, but are playing an increasing role in the evolution of cybercrime into an organized and profitable industry worth millions of dollars." Gulp.

Read more: **Lowering the Bar: Attach Toolkits Open Cybercrime to All**

A Guide To Internet Silliness

Do you know your double rainbow from your dramatic prairie dog? Your honey badger from your history of dance? If you're struggling to keep up with the latest silly, strange and bizarre Internet trends, check out this helpful primer from NY Times tech columnist David Pogue. Then ask yourself: "What does it mean?!" and "Is this real life?" (If those questions don't register, you're Internet meme deficient!)

Read more: **Internet Memes 101: A Guide to Online Wackiness**