

Happy Thanksgiving

November 2014

# Tech Times

Solutions Unlimited, LLC



## The Section 179 Diet: Slim Down Your Taxable Income

*Are you ready for fried turkey, stuffing, yams, green bean casserole, and pie? Don't feel bad about a little indulging this holiday season, slim down your taxable income instead.*

### Back to the original limits.

According to Section179.org for the 2014 tax year, "Section 179 has been restored to its original limits of \$25,000 plus an adjustment for inflation." You can't afford to miss these deductions. Take a look.

**Lower your operating costs in 2014.** It's so simple with Section 179. You can purchase, finance, or lease qualifying items for your business and take a full deduction on your taxes. As a matter of fact, if you are looking to make some large purchases before the year end, leasing or financing equipment or software allows you to by and write off with Section 179, but make ongoing payments. Check out [www.CrestCapital.com](http://www.CrestCapital.com) or

"Section 179 has been restored to its original limits of \$25,000 plus an adjustment for inflation."

[www.section179.org](http://www.section179.org)

the Dell Lease programs. Many successful businesses have already taken advantage of these fantastic tax incentives to help reduce their operating costs. Why not you?

### What's a qualifying item?

Hardware like a new sever, workstations, printers, machinery, and office furniture or fixtures are all included. Even off

the shelf software to fuel your business can be claimed. Really, taxpayers that acquire any new equipment to better their business may be able to deduct up to \$25,000 of the value during the first year of ownership.

### Assess your current technology needs.

Review your current technology so you have a basis to build on.

As you start to ex-

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## November Observances

*Everyone always thinks of Thanksgiving in November, but take a look at these other fun observances.*

### November 13th is World Kindness Day.

We all get busy working and rushing from one thing to the next. It's easy to lose sight of simple courtesy's and kind gestures. So, on November 13th make a point to share a little extra kindness. You never know how your kind acts my impact someone around you and encourage a chain of kindness.

### Clean Your Refrigerator Day is November 15th.

Prepare a storage space for your holiday meal before your guests start piling in. If your Thanksgiving is anything like ours, you'll have more food stuffed in your fridge than any other day of the year. Don't forget that fridge at the office too. Believe it or not, workplace refriger-

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## What's Inside...

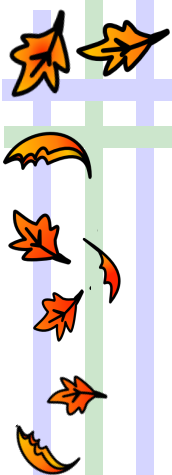
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## Burnt Bird

Have you tried cooking a frozen turkey?

If not, just don't do it. Last year a friend of ours tried to rush the thawing time on their bird and unfortunately, we all had Chinese for Thanksgiving.

The worst part, the house smelled of charred turkey for days. The best part, there was hardly anyone at the Chinese restaurant so we had fantastic service.



## The Section 179 Diet...

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plore each piece of your network, you may find more critical components that desperately need attention. Things like a server upgrade, a new firewall, or even a new phone system are often overlooked. However, these simple improvements can significantly decrease your operating costs, reduce down time, and boost productivity.

**Is your business scalable?** Are you prepared for your business growth in the coming year? If you have any hesitation, it's time to review and improve your infrastructure to support your new business

growth. Consider cloud technology that delivers efficiency, easy access, and scalability all-in-one.

**Where to start?** Don't hesitate. Paralysis by analysis stalls many great projects from ever evolving to fruition. Your business deserves the best.

Give us a call today for a FREE Network Assessment and receive a full report of your current technology solutions and our suggestions for the future.

**Autopilot Marketing**

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## Don't Gamble With Customer Service Skills

*When you think of customer service skills, what is the first thing that pops into your mind? Here's a list of the top customer service skills that matter most.*

**Patience.** Not only is it important to your customers, it's also important for your business. Great service beats fast service every time.

**Communicate clearly and consistently.** It's ok to chat a bit with your clients, just make sure you're getting the services they need or problem they have addressed in a timely manner. Even if the information you have is undesirable, keep in touch. Your clients will appreciate your attentiveness.

**Inject positivity.** This may seem like useless fluff, but positivity is truly contagious. Toss out words like "can't" and "impossible" and replace them with what you can do and your suggestions. Making minor changes in your conversational patterns can truly go a long way to make happy customers.

**Settle surprises simply.** Be prepared. There will always be extraordinary circumstances in business. Tackle each anomaly with grace evaluating what the problem is, who can help you solve it, and how to move forward with an actionable plan.

**Tenacity.** Some consider this great work ethic or a willingness to do what needs to be done. Regardless, remember that your clients are people too.

## Rule Your Inbox

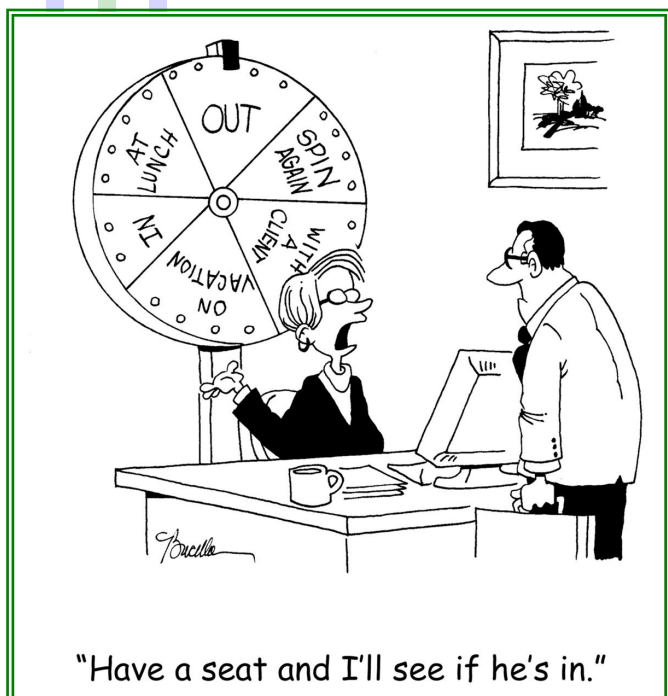
*With any type of e-mail like Outlook, Google or Yahoo services you can create rules to help you filter through e-mails you don't want at the forefront of your inbox.*

### Create rules that work.

First off, find a unique identifier for the sender. The e-mail extension generally does the trick if you never want their messages to appear in your inbox. However, if you just want to filter their marketing messages, try using an unsubscribe rule. Look at the bottom of the messages you want to filter. If they are e-newsletters or bulk e-mail blasts, there should be an "Unsubscribe" link. This section, generally has unique wording like "You don't love us anymore..." or "Getting too much stuff from..." that you can use to trash or move the messages you don't want.

### Move or delete?

If you want to read the e-newsletters or tips you've subscribed to, a rule to move them to a folder will keep them out of your inbox and filed away for your leisure time. Reserve the trash or spam markers for those pesky messages that just keep popping up even when you've unsubscribed.



## November Observances...

(Continued from page 1)

ators are often the worst to culprits with holiday goodies long forgotten until the smell becomes overwhelming.

### Thanksgiving is on Thursday November 27th.

Thanksgiving is a national holiday celebrated primarily in the United States and Canada that marks the end of the harvest season. This grand observance reminds us to give thanks and give back. Make a new tradition this year to volunteer in your community and see how even a small commitment of time can make a difference.

### Black Friday is the day after Thanksgiving.

While this is just an implied holiday, shoppers around the world enjoy the rush and savings on Black Friday. This observance has grown over the past decade to the #2 spot in the list of the busiest shopping days of the year.

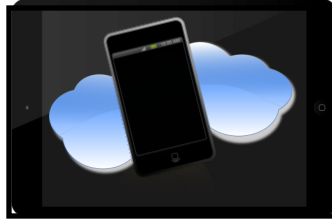


### However you dress it...

November is filled with observances you and your family will enjoy.

## Helpful Technologies We Should Be Thankful For

*As you relax and enjoy your plump holiday turkey dinner this year, whether it be with friends or family, don't forget to reflect and give thanks. If you're geeky like us, you may even slip in a few of these marvelous technical devices or services.*



**Smartphones.** It's difficult to imagine life without cell phones these days. No matter if you prefer to text, call, e-mail, social media connections or more smartphones have become an intricate part of our daily lives. The development of cell phone applications over the past decade has literally turned our phones into mini-computers offering endless opportunities to stay connected and be productive on the go.

**Tablets.** The past few years have shown us amazing advancements with tablet technology. The newest options on the market are lighter, faster and have amazing capacity for all the pictures, videos and applications you need. This allows

users to get more done all in one place. From Skype, FaceTime and

Viber to the variety of video conferencing and collaboration applications, tablets are now tempting long-time laptop fans to switch.

### Cloud Storage Services.

Say cheese! One of the first things we all think of during the holidays is pictures, right? Where do you store yours? If you were just thinking "On my phone" it's time to unload. Online cloud storage services like Dropbox give you all the space you will ever need with just a few clicks.

### Don't fill up another flash

**drive or burn a CD** for family or friends, online storage solutions allow you to share whatever you need with a retrieval link you can e-mail.

## A \$6,000 Turkey

*Are you ready to cook up a heavy weight champion this Thanksgiving?*

According to the Guinness Book of Records, the heaviest turkey in the world belonged to Philip Cook, a farmer in London in 1989. His prize winning turkey weighed in at 86 lbs.

The turkey was even auctioned off for charity and earned a record setting amount of \$6,692.

That would sure be a lot of bird to gobble!



## 6 Useful Shortcuts For Apple Users

### 1. To get back to the top of a

**page,** tap once on the status bar at the top edge of the iPhone or iPad screen, and you'll jump to the top. It works for websites, e-mail, contacts and many other apps.

### 2. Switch from numbers to letters and back with ease.

Tap and hold the "123" key, then drag it to a number you select. When you lift your finger from the number, the letter keyboard will appear again.

### 3. Autofill e-mail addresses.

When entering an email address, hold down the period key to see other address endings. Add emoticons to your keyboard by choosing: Settings, General,

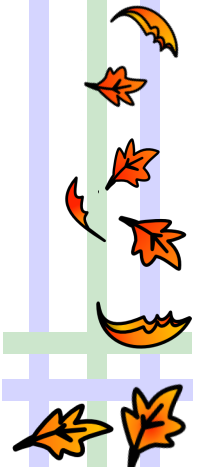
Keyboard, International Keyboards, Add New Keyboard, Emoji.

### 4. Saved drafts...

Tap and hold the "Compose new message" button in Mail to bring up all your saved email drafts, says Katherine Boehret of The Wall Street Journal.

### 5. Split the iPad's on-screen keyboard in two

so you can grasp the iPad with two hands and type with your thumbs. Just spread your two thumbs from the center of the keyboard or tap and hold the keyboard icon and select Split. This is on by default, though you might not know it. To check, go to Settings, General, Keyboard and Split Keyboard.



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## Inquiring Minds...



**Portable Power: Charge On The Go.** Recently at the airport I noticed a lady walking around with her cell phone tucked in the side pouch of her purse and the charging cable attached. However, it seemed like it was just plugged into the main pocket of her bag. Strange, right? Not these days.

**Universal USB chargers** allow you to revive your devices while you're on the move. You can go shopping on Black Friday or take in a new movie at the theater while charging your cellphone. These handy tools come with a variety of capacity options to charge handheld devices like cellphones and laptops so make sure you know what you need.

**What to look for in a travel charger.** Sometimes size and versatility are the two most important factors for a technology purchase.

**1. Battery capacity.** For portable chargers their lives are measured in milliampere-hour (mAh). Look for something that charges just beyond the capacity of your battery to ensure a full charge; somewhere between 2500 and 3500 will work for most cell phones.

**2. Consider a charging case.** It's a travel charger built right into a cell phone case. This type of charger is incredibly useful when you need to be able to use the device for phone calls or navigation while it charges.



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**3. Portable charging dock.** Another great solution to avoid the bulk is a portable dock. For example, the PhoneSuit Flex XT gives you a travel charger that plugs directly into your phone so you don't need the cable at all.

**4. More power than you will ever need.** EC Technology offers a the only portable solution you will ever need. Their new 22400mAh high density external battery pack is amazing. This baby can keep your cell phone, iPod and laptop alive for almost a week.

**Give the gift of life.** Battery life that is. This holiday season, consider this great gift for the teenager in your life who just can't seem to keep their cell phone charged. Or that special lady that loves to shop till she drops or at least her cell phone does.

## Happy Thanksgiving

On behalf of the **Solutions Unlimited** family, we would like to wish you all a wonderful Thanksgiving.

One of the main things we are thankful for is each and every one of you, our loyal customers and friends. Your commitment and support of our business fills our cornucopia with success and strength.

As we pause and count our blessings, it is the perfect time to say

*Thank You*

for your continued business, we appreciate it very much and look forward to another bountiful year working and growing together.

Regards,  
The SUI team

