



"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine!* Call us and put an end to your IT problems finally and forever!"

**David Downs**, Owner  
Pro Computer Solutions

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## Declare Freedom From High Costs & Risks By Throwing Out Data Now

Do you have mountains of information stored on your server that you'll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules, some businesses save every bit of data they have, just to be safe.

You may be thinking, "What's the big deal in keeping everything?" While it is true off-site data storage costs have gone down by about 25% every year, the fact is that keeping your data forever can create big management challenges and lead to retrieval headaches. Most often companies that save everything don't do so because they think it's the best way, but because they aren't sure what needs to be saved.

Every organization needs to save data for its own purposes, such as transactions, accounting records and so on. Not only that, but industry regulations require companies to save certain kinds of content for a prescribed period.

So what should you be doing? Here are 4 data-retention strategies you must consider:

**1. Start with the storage analysis, not the storage technology or procedures.**

Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements.

**2. Segment user populations.**

Use categories such as executives, back-office employees, sales and people who deal with the company's intellectual property and treat their data differently.

**3. Be precise and consistent with data-retention policies.**

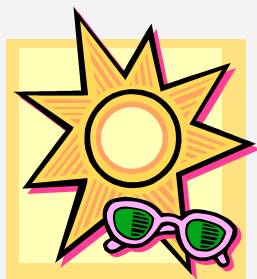
**4. Don't confuse backup with archiving.**

Since backup systems don't generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky.



We can assist you in identifying best practices and cost-effective software tools for your business. **Contact us by July 31<sup>st</sup> at 816-229-2290 to receive a FREE DATA STORAGE AUDIT (normally \$297!).**

## The Lighter Side A Summer Roast



- Q: What did the pig say at the beach on a hot summer's day?  
A: I'm bacon!
- Q: Which letter is the coolest?  
A: Iced T
- Q: What do you call a guy in sandals?  
A: Phillip Phloppe.
- Q: When do you go at red and stop at green?  
A: When you're eating a watermelon.
- Q: What do you call a dog on the beach in the summer?  
A: A hot dog!
- Q: Why do bananas use sunscreen?  
A: Because they peel.
- Q: What's that new summer pirate movie rated?  
A: AARRRRR!
- Q: What's the best day to go to the beach?  
A: SUNDAY!
- Q: What do frogs drink on a hot summer day?  
A: Croak-a-cola

## The Top 5 Movies Every Entrepreneur Must Watch

### 1. Miracle On 34th Street

**What You'll Learn:** The greatest lesson in salesmanship that no one follows.

**The Entrepreneur's Lesson:** Santa Claus, working at Macy's, goes out of his way to help customers, often encouraging them to shop elsewhere for the best deals. Instead of losing customers, Macy's becomes overwhelmed with customers seeking Santa's help. Macy's sales increase simply by doing what's best for the customer – too bad they don't do this in the real world, but *you* should.

### 2. Click

**What You'll Learn:** What it's like to fast-forward life.

**The Entrepreneur's Lesson:** Adam Sandler wants to keep fast-forwarding to the major accomplishments of his career. He loses the balance between work and home, and misses the lessons hidden in life's daily routine. Entrepreneurs are generally of the "I want it all now" breed, and this movie will show you how wrong that is. Take the good with the bad, and never stop pursuing your entrepreneurial AND family dreams.

### 3. Glengarry Glen Ross

**What You'll Learn:** Lying, cheating and stealing never work long-term.

**The Entrepreneur's Lesson:** Hard-close sales work...for a single sale. Ultimately your reputation is ruined, and deceived people lie in your wake. This movie is all about what not to do as an entrepreneur. Unfortunately, too many businesses still follow these practices. Get in an industry with a "Glengarry" reputation and be honest, reliable and go out of your way to be helpful. Your business will flourish.

### 4. Office Space

**What You'll Learn:** If you don't like what you are doing, change.

**The Entrepreneur's Lesson:** Follow your gut. If you hate what you do, change. Just don't steal – that never works. Instead, find your passion and pursue it. And if you already own a business you love, don't mess with Melvin. He might just burn down your entire building.

### 5. Jerry Maguire

**What You'll Learn:** What you expect when launching your business never comes true.

**The Entrepreneur's Lesson:** Hands down, the best movie of all time for entrepreneurs. Jerry leaves his big-money agency position to go out and start his own shop. Just like any entrepreneur who leaves to start their own business, he suspects every client will leave with him. There is no easier way to start a business, right? This movie shows the real deal. Nothing ever goes as planned.

*This article is courtesy of...*



**MIKE MICHALOWICZ** (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multi-million-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit <http://www.mikemichalowicz.com/>

## Shiny New Gadget Of The Month



### **Inflatable Movie Screen**

This 120-inch-diagonal airblown Inflatable Movie Screen is perfect for family movie nights and block parties, because everyone can see it all on this big screen in your backyard! The giant outdoor movie screen can be set up and inflated in minutes, ready to show movies, TV shows, cartoons, sporting events or even video presentations. This inflatable movie screen is also great to use indoors or out for fundraising events, festivals or prom parties, providing a drive-in movie experience everyone will enjoy.

You can even hook up your game console to your projector (not included) to play video games for “tremendous” fun! And since this outdoor movie screen is portable, you can take it along to your summer cottage or company picnic!

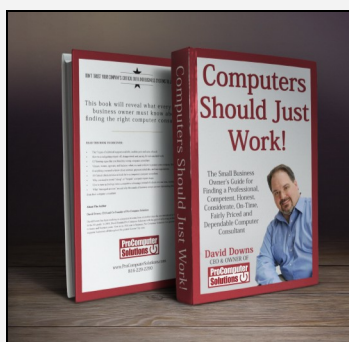
This awesome addition to your family life AND your business can be found at [www.skymall.com](http://www.skymall.com) for about \$250.

## 3 Microsoft Excel Functions Certain To Make Your Company More Productive

Microsoft Excel is such a powerful tool. We all know it, but most of what we use the program for are simple calculations and data collections while we know there is so much more available. The problem for most is that there are TOO MANY functions and tools to use, so we get lost, don't know what we could or should use and don't even try.

To help you out, we've picked 3 of our favorites to share with you. Using any one of these functions is certain to improve your company and make you more productive.

1. **Conditional Formatting.** Did you know that you can apply this simple tool to a collection of data and Excel will automatically format your data via color coding so it will “pop out” based on any criteria you choose? If you have any size data set that you need to analyze, this function greatly simplifies your job.
2. **CountIF, SumIF and AverageIF.** These rarely used functions are amazing when you apply them. If you have a spreadsheet full of data with common classifications or labels, you can easily count, sum or average each label using these 3 formulas. And the super-cool part is that if you update any data, your functions will automatically update based on your changes. If you've never used any of these 3 IF functions, give them a whirl on your next spreadsheet.
3. **Paste Special.** I'm sure you may have used this function before, but you probably never realized the power it contains that we hardly use. Use the paste special function to convert your spreadsheet data from rows to columns (and vice versa), divide (or multiply) a whole series of numbers and more!



### **Computers Should Just Work! Now Available for Order**

Just released—the ultimate small business owner's guidebook for IT solutions, written by Pro Computer Solutions CEO David Downs. In this book, David reveals the top tips and secrets to turning technology into a competitive advantage for your company.

Order your copy today: [www.procomputersolutions.com/book](http://www.procomputersolutions.com/book)  
Free copies available to select readers. Visit our page to learn more.



Connect with Pro Computer Solutions on our LinkedIn company page for business tips and service updates throughout the month!





## LED TV Referral Contest

Refer a friend to Pro Computer Solutions by September 30th for a chance to win a new 39" TV! **For each referral that turns into an appointment, we will enter your name into a drawing for a brand-new TV.** Even if you don't win, every qualified referral will earn you a cash reward (or an equivalent donation to your favorite charity). **See the insert in this newsletter for more details.**

### 1. PICK ONE

- ⇒ 816-229-2290
- ⇒ [referral@pcsiweb.com](mailto:referral@pcsiweb.com)
- ⇒ [www.pcsiweb.com/referral](http://www.pcsiweb.com/referral)

### 2. REFER A FRIEND



### 3. GET MONEY

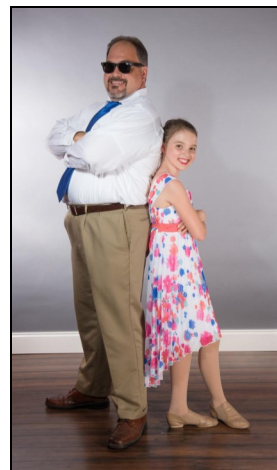


### 4. GET A CHANCE TO WIN



## 10th Anniversary: Balancing Work and Family

I just participated in the Daddy/Daughter dance in Emery's latest dance recital. Dance has become a big part of our lives in the last year. I was grateful for the opportunity to get to share a little bit of the fun with her. Running a small business can be all-consuming. I think it's important that we all purposely set aside time for our families so our kids' memories of us aren't only about how we worked all of the time. I think I've gotten pretty good at this over the past decade, so I'd like to share a couple of strategies I use to keep my priorities straight.



First, I purposely schedule time with Karen and the family. That family time is the unmovable stuff on my calendar that everything else schedules around. There are still occasional emergencies that ruin my great plans, but they're rare enough that it's not a tremendous burden. I always prefer to take the time off for a field trip or campout and get the work in the evening when Em's off dancing.

I've also built a great support system around me. My team is incredible and capable of handling anything that comes up. When Karen and I made our 8-day trek to Jamaica earlier this year, I didn't have to do any work. It's nice to know that everything's taken care of so you can relax and leave the stress at home when you want to. (Confession: I still worked when Karen was sleeping late—I can't help it; I'm addicted).



Now get back to work, but don't forget to go home and spend some quality time with your family this evening.

- David

## Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Randi Romans** from **The Principle Foundation!** She was the first person to correctly answer my quiz question from last month: Norma Jeane Mortenson, born on June 1st, 1926, went by what stage name?

The correct answer was B) Marilyn Monroe. **Now, here's this month's trivia question. The winner will receive a gift card to Scooter's:**

**Which of the following are NOT lyrics from the US National Anthem?**  
A) "O say can you see..." B) "Whose broad stripes and bright stars..."  
C) "And the rockets' red glare..." D) "O beautiful for spacious skies..."

**Call us right now with your answer!**  
**816-229-2290**



"Like" our **Pro Computer Solutions** page on Facebook for tech news and company announcements throughout the month!