# **Technology Times**



"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"

November 2014



"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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### **Give Thanks For Tax Deductions!**

Here's A Perfectly Legal Way For You To Save A Bundle Of Money On Taxes While Updating Outdated Computer Equipment, But You Have To Act FAST...

Please forgive me for the headline if it seems a bit "sensational," but I really needed a way to get your attention about a great opportunity that is going to quickly pass you by if you don't act soon.

Thanks to the **recently updated** tax deduction titled "Section 179 election" (see www.section179.org for details), the Federal Government allows you to buy **up to \$25,000** in machinery, computers, software, office furniture, vehicles or other tangible goods and take the full expense deduction in the current year, thereby REDUCING your taxable income on your **current year's tax return**.

It's important to note that this is significantly less than the 2013 deduction allowances, but is still real money in your pocket! But you have to act now, as once the clock strikes midnight on December 31st, Section 179 can't help your 2014 profits anymore.

### But Here's How I'm Going To "Sweeten The Pot" And Help You Save Even MORE Money

In the spirit of saving you money, I've decided to "sweeten the pot" and make the following offer to anyone looking to take advantage of this end-of-year deduction. Call us before December 15, 2014, to dis-

cuss potential hardware purchases in your business, and not only will we provide you with a full action plan to implement your new technology before December 31st, we will also send you a FREE copy of the book 1001 Deductions And Tax Breaks 2014: Your Complete Guide To Everything Deductible – a smart business owner is always looking for more ways to save money!



Call us today at 816-229-2290 to schedule an equipment assessment. Time is running out to take advantage of this deduction!

## Refer Us And Receive Up To \$75!



### Connect Us With A Friend In Need And Reap Rewards For Yourself!

- Send in your referral information by either calling our office at 816-229-2290, emailing us at referral@pcsiweb.com, or visiting our page, www.pcsiweb.com/referral.
- We will pay you \$25 for anyone that you refer to us with whom we get an appointment.
- If your referral becomes a client, we will pay you an additional \$50 AND we will give your referral \$100 off their purchase.
- So, if you have a friend or an associate in need, please contact us and we will reach out to them. Doesn't everyone deserve worry-free IT?

### Microsoft Windows Server 2003 Set To Expire In 2015

Microsoft has announced that as of July 14, 2015, it will discontinue support for its 11-year-old server operation system, Server 2003. This follows in the wake of its recent discontinuation of support for Windows XP this past spring. Failure to upgrade your server off of this operating system dramatically increases any company's cybersecurity risks.

With server migrations taking on average 200 days from planning to completion (industry average), if you still have a server running this software active on your network, now is the time to start planning.



End of support for Windows Server 2003 means:

- No further updates or security patches released. 37 critical updates were released for Server 2003 in 2013 alone. No updates will be released after 7/14/15.
- **Loss of compliance.** Various industry regulations and industry standards will no longer be able to be achieved if you are using Server 2003 actively on your network.
- Increased security risks. Any server running this
  operating system will be completely exposed to serious
  hacker attacks aimed at taking control of your network,
  stealing your data or crashing your systems.

### Free Server 2003 Migration Plan Gets You Started

As your preferred Microsoft Certified Partner, we are committed to helping your company by offering a Windows Server 2003 Migration Plan for FREE.

To secure your FREE Server 2003 Migration Plan, call us today at 816-229-2290.

### Shiny New Gadget Of The Month



Pebble Steel

Pebble Steel does more than just tell the time — this smart watch displays e-mail, text messages, caller ID and other notifications from your favorite apps, reading them straight from your iPhone or Android phone. Pebble cleverly vibrates on your wrist to alert you of incoming calls, meeting reminders or approved notifications. Leave your phone in your pocket as you go about your day-to-day activities.

The long-lasting battery life and the easy-to-use design makes this watch both stylish and necessary in this day and age, and its e-Paper screen makes it easy to see in both direct sunlight and even underwater.

Pebble Steel is available on Amazon.com for \$149.99. With this gadget, whose battery can go for a week without charging, the integration of technology in your life will be smoother and much more hands-free.

### **Reducing Distractions In The Workplace**

Distractions are everywhere. Our phones, our computers, our tablets, our co-workers, and on and on. When we're trying to get work done, there is always something, and it's getting worse. We're more connected to the Internet than ever before, and there is always one more thing we want to check. It's safe to blame technology for this constant distraction, but we do need to step up and take a little responsibility for ourselves.



It's tempting to give in to distraction and let your mind wander for a few minutes, but a few minutes can easily slip into 20 minutes, then 30 minutes, and before you know it, you're through the first page of Reddit and you've filled your quota of cat pictures for the day. There's nothing wrong with a distraction every once in a while, but when deadlines loom and projects need to get done, it can do more harm than good.

And that doesn't mean missing your deadlines. The more distracted we become, the more stressed out we become. The deadlines aren't going to go away, and the more distracted you are, the less time you'll have to work. Productivity is lost.

What can you do to get productivity back and cut down on distractions? Consider the source of your distractions. Your cell phone? Put it on silent, or better yet, turn it off and put it in a drawer. Out of sight and out of mind. Make sure you cannot hear any notification sounds, whether it's a little ding or jingle or a vibration. This is crucial. Why? You may not realize it, but you've been trained to respond to those sounds, much like a cat to a can opener.

What about the Internet in general? If you're working on a project and you already have the materials or information you need, consider cutting yourself off. If you're connected to a WiFi network, disconnect. If you're hardwired, pull the Ethernet cord out from the back of your computer. It may sound like a drastic step, but it works.

If you work in a busy environment, where people are chattering, phones are ringing and the printer is printing away, see if you can't track down a different workspace. Look for an empty office or meeting room (don't forget to ask first, just in case someone has a meeting later), and close the door.

It's all about being proactive in cutting down the distraction. There isn't a foolproof way to eliminate them all, but a little adjusting can go a long way.

### The Lighter Side



#### **Following IT Requirements?**

During a recent password audit, the IT director discovered a new employee was using the following password: MickeyMinniePlutoHuey LouieDeweyDonaldGoofy Sacramento

Out of curiosity, he asked why she was using such a long password, to which she replied, "I was told that it had to be at least 8 characters long and include at least one capital!"

### **Fake-Meanings**

**Coffee** (n.), a person who is coughed upon.

**Flabbergasted** (adj.), appalled over how much weight you've gained.

**Abdicate** (v.), to give up hope of ever having a flat stomach.

**Gargoyle** (n.), an olive-flavored mouthwash.

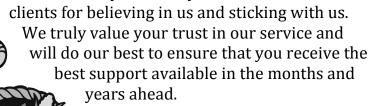
**Flatulence** (n.), an emergency vehicle that picks you up after you are run over by a steamroller.

**Balderdash** (n.), a rapidly receding hairline.

### So Much To Be Thankful For In 2014...

As Thanksgiving approaches, I realize that 2014 has been a great year, with so much to be thankful for. On a personal level, my wife and I celebrated 22 years of marriage together—and she still loves me! We welcomed our first grandson into the family and he is growing so very fast. Tyler and Cynthia have turned out to be fantastic parents. Abbey is carving out her own path in Orlando, making magic for thousands of people at Disney World this year. And Emery is turning into such a good and responsible student in her new middle school. Our kids are happy and healthy and doing good things in the world. I am so thankful for my family.

Pro Computer Solutions officially reached the 10-year mark, a task that would have been impossible without support from so many people. This Thanksgiving, we at Pro Computer Solutions are particularly thankful to all of our



Have a wonderful Thanksgiving!

- David

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

The grand prize winner of last month's trivia challenge quiz is Jerri Mcleod of MEL Contracting. She was the first person to correctly answer my quiz question from last month, In which year did the Kansas City Royals win the World Series?

The correct answer was D) 1985. Here's this month's trivia question. The first person to respond correctly will receive a gift card to Panera Bread.

The painting Freedom from Want, depicting a family gathered for a turkey dinner, was created by which American artist? A) Andy Warhol B) Norman Rockwell C) Georgia O'Keeffe D) Grant Wood

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



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