

# Innovations



Mark Saum, President

Summer silliness...

## World Juggling Day

Do you feel like you juggle so many responsibilities that you may be able to prove yourself worthy of a trophy? Well, World Juggling Day (WJD) may be great entertainment for you. This fun holiday puts a spotlight on juggling, from around the globe.

Currently there are over 75 jugglers registered for World Juggling Day on June 20th. These participants come from 12 different countries. The 26 events listed in the program will take place in six countries.

Check your local listings for televised WJD events or search the web to follow participants as they battle for the 18 fantastic prizes up for grabs.

Interested in details?  
Visit: [www.juggle.org](http://www.juggle.org)



## Don't be deceived by dangerous "Free Public Wi-Fi" computer-to-computer wireless connections

*Have you ever connected to a "Free Public Wi-Fi" hotspot at an airport, park or coffee shop?*

*Don't be fooled by this seemingly free connection. It is just a mirage that will not connect you to the Internet. In fact, you may end up connecting your computer directly to a hacker.*

Normally, wireless connections are created and maintained by a router. However, an "ad-hoc" wireless connection can be created that connects two Wi-Fi enabled computers without a router. This type of connection is identifiable by the description "Unsecured computer-to-computer network". Basically, if you connect to a "Free Public Wi-Fi" network that shows a "computer-to-computer connection", you enable a connection between your computer and another computer nearby.

**But, nothing really happened?** Of course not. You won't notice anything happening but, as long as you are connected, your computer is an open book to the other person connected to you. In addition, as long as you leave that connection active on your computer, you are basically leaving a back door open for hackers to walk right in.



### Why are there so many "Free Public Wi-Fi" connections available around the world?

Basically, someone (we will call him Jack) created an "ad-hoc" network called "Free Public Wi-Fi" for a purpose at one time. When Jack was done using it, he didn't turn it off, the connection stayed open on his laptop (the back door was left open). So, everywhere that Jack went, the "Free Public Wi-Fi" "ad-hoc" network was sure to broadcast. This broadcast signal was soaked up by other wireless-enabled computers and when people noticed the connection, they immediately took it at face value, "Free", and connected, saving the settings on their computer.

**Why would Jack set up an "ad-hoc" computer network?** An "ad-hoc" connection is actually useful when transferring data from one computer to another. For example, you could connect your work computer to your laptop and download all the files you need for a business trip. Or, you could set up an

*(Continued on page 2)*

## Marketing tips to stimulate your business

*It seems that the doom and gloom of the down economy has affected everyone. The government is even working double time to stimulate the economy these days. So, what can you do to ensure a steady stream of business for your company?*

**Market!** That's right. More business owners are turning to marketing to reenergize sales. No matter what business you operate, from legal firms to retail, marketing is the key to rope in new prospects.

### Have you receive a tacky post card lately?

All too often, companies rely on mass mailings or e-mail blasts to get their company out there. In today's society, prospects require a more personal touch than knowing they were lucky enough to be included in a list of 5,000 names you purchased. Give your prospects a warm welcoming note, send a personal greeting card with a hand written message inside and address on the envelope or develop a crisp newsletter

*(Continued on page 2)*



## Don't be deceived by dangerous connections...

*(Continued from page 1)*

“ad-hoc” connection to share a printer or the Internet between two computers in a safe environment. However, the “Free Public Wi-Fi” connections you find in public places can be dangerous and are not a Wi-Fi Internet connection that is free for everyone.

Airports are like a gold mine for hackers. They create these “ad-hoc” networks and label them as “Free Public Wi-Fi” to take advantage of unsuspecting users just fishing for an Internet connection. Then they just wait to see who will take the bait.

**The best way for you to protect yourself is not to click on or connect to these types of wireless networks at all...** unless you are absolutely sure the connection is what you intended. If you are just looking for the Internet, an “ad-hoc” connection is not it. We encourage clients to configure their laptops to only connect with

router-based networks. With Windows XP, a configuration option is available for you to select the specific types of connections you would like to use with your computer. Simply go to:

1. The control panel
2. Network connections
3. Wireless networks tab
4. Advanced button
5. Select “Access point (infrastructure) networks only” and click on close

This will prevent your computer from ever connecting to an “ad-hoc” connection automatically.

If your wireless connections are controlled by a source other than Windows, you may have to dig a little further. Generally, there is a setting you can select or the device will display an error message when it tries to connect to an “ad-hoc” connection. Either way, stay away from “ad-hoc” networks.

## Marketing tips...

*(Continued from page 1)*

like this to flaunt your businesses abilities and feature your current accomplishments.

### Building relationships builds business.

When you go to a networking event, what do you expect to get from your time spent mingling? Relationships with new people, vendors, or prospects, of course! Trade show vendors, business coaches, and market researches around the world, all live by the same motto; if you don't stay in the public eye or touch your prospects in some fashion, you will never win their business.

**Cold and warm prospects...** There is a long list of marketing lingo to learn as you expand your marketing tools, but these two descriptions are the best way I have found to focus my marketing efforts. New prospects I have never talked with, mailed or e-mailed before, I consider them my *cold prospects*. These are the new people I would love to offer my services to, but they currently wouldn't recognize my company from another in the phone book. Prospects I have had a phone conversation with, had the opportunity to serve in the past, or have contacted us for information before, I consider a *warm prospect*. Dividing your prospects allows you to focus your marketing efforts to suit their needs. For example, a person who has never heard

of your company, may be more inclined to read a greeting card or newsletter from you than to chat with you on the phone (telemarketing). Where a prospect that is aware of your offerings may be better suited with a personal e-mail.

**Internet marketing...** The preferred method for marketing on the Internet is advertising. However, hiring a graphic designer or advertising firm to come up with content for your ads can become very expensive. A more economical approach is Search Engine Optimization (SEO). Web developers can help you maximize the benefits of your website through posting your business on search engines and linking your page to others. Of course, there is a lot more to it, but in a nut shell, SEO is a great way to saturate the Internet with your company information .

**In short,** I am not trying to sell you anything or give away my trade secrets, but I encourage you to refocus your marketing to build relationships with your prospects. Give your business a running start against the competition this summer with clever personalized campaigns. A good mix of marketing techniques including SEO efforts, direct mail, and e-mail can bring in the steady flow of new clients that you never thought was possible.

## Don't be left stranded; Plan this Summer

*Over the past few months, here in our newsletter, we have explored backup blunders and business planning in case of an emergency. Have you implemented a plan yet?*

**Don't be caught off guard...** A good disaster recovery plan is like the yacht of ocean cruisers. If you don't take time to spell out proper procedures for recovering your business before a disaster hits, you may be left piecing your company back together only with whatever has survived. Unfortunately, you will never know if it works properly until it is too late.

**Could you imagine walking into your office one morning and finding over an inch of standing water?** How much damage could this tragedy truly inflict on your business? Now is the perfect time to plan. Take the next eight

weeks of summer to dive into a disaster recovery plan that will give you 100% of your business data back in 24 hours or less after disaster strikes. You could be working in a remote location quickly.

### Learn how you can recover your company data fast...

Get your business up and running again in 24 hours or less! Give us a call today and schedule time for a FREE 2 hour onsite visit in which we will assess your systems current backup plan and provide recommendations to create an economical and efficient disaster recovery plan to suit your company needs. Doesn't it just make sense to prepare before the storm?



## Bring your favorite entertainment with you

*Do we truly lack imagination because we simply accept the fact that when we are away from home, the television programming we watch is inaccessible?*

Apparently we give up too easily and thanks to Sling Media and "placeshifting" technology, you can now you can take your TV with you. Even though this is not a new concept, Sling Media has simplified this technology with their Slingbox Digital Media Receivers allowing your television signal to be sent anywhere in the world. Even better, you are able to control the video that appears on your screen, just like you were watching from home with the use of a virtual remote control on your computer screen.

**What is a Slingbox and isn't it expensive?** Slingbox, a small box weighing 1.5 lbs., connects to your television, or any other video-output device and streams the signal to your computer, laptop or cell phone. It works with regular TV, satellite TV, cable TV, DVD player, DVR, camcorder, Apple TV boxes and iPods that are docked in either an Apple Universal Dock or an Apple iPod Hi-Fi.

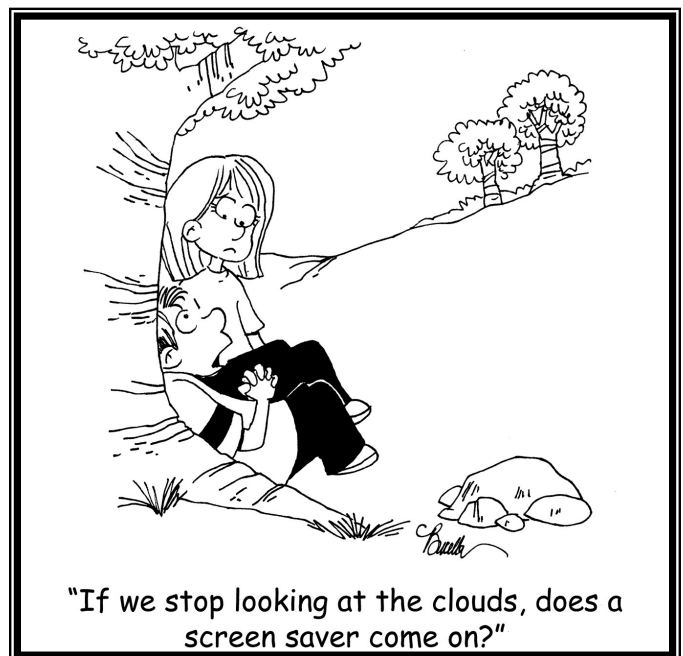
**There are no subscription fees,** just a one-time purchase price for the hardware (\$179.00-\$299.00, depending on the model) and software

(free for PC or Mac, a one-time license fee of \$29.99 per device for mobile phones). The SlingPlayer software can be installed on as many devices as you'd like so you don't have to repurchase the hardware or software for each device. However, two devices with the same licensing code cannot access the Slingbox at the same time due to copyright and digital media laws.

### Updates empower Slingbox functionality.

Aside from working as advertised, one of Slingbox's biggest strengths is its frequent firmware and software updates, which have added significant functionality to the product over the past few years.

The bottom line is, if you can't live without your favorite shows on your vacation to Bahamas this summer, Slingbox is the way to go!





June 2009

1900 Preston Road, #267-96

Plano, TX 75093

(214) 233-9490

[www.fideliscorp.com](http://www.fideliscorp.com)

*“We make all of your  
computer problems go  
away without the cost of  
a full-time I.T. staff”*

*Ask us about our fixed price service agreements —  
Computer support at a flat monthly fee you can budget for  
just like rent!*

## Inquiring Minds...

**How to build a great castle on the beach.** It's not child's play, but building a sand castle can make you feel like a kid again. What's more, your work of art will be out there on the beach for all to see and admire.

Professional sand sculptors use special tool kits, but you can build one with household items. For this project, you will need a shovel, funnel, putty knife, butter knife, one 5-gallon bucket with the bottom cut out, and one regular 5-gallon bucket.

**The completed castle will have two towers joined by a "stone" wall.** First, create a big platform on which to build your castle. Mound up and pack down sand. Build your platform in 6-inch segments, pack them down with your fists and pour a half-bucket of water over it.

Writing in Redbook, professional sculptor Justin Gordon recommends building your two-tower castle by mounding sand then shaving away thin layers.

**Once your platform is finished,** fill the bottomless bucket a quarter full with sand. Add half a bucket of water then pack in more sand and water until the bucket is full. Place the bucket toward one side of the sand platform for the body of one tower and gently rotate the bucket to remove the sand.

**Fill the funnel with packed sand and place it upside down on top for the pointed roof.** Carve the body of the castle so it angles down and out from the roof. Then repeat the process for the second tower. You can build a wall between the two towers and carve stone shapes into it. Carve doors and windows into the towers and walls of the castle.

**You can even pick up a professional sand-sculpting kit for about \$35 online.** These kits include buckets, forms, and professional sculpting tools. If it has been an eternity since you



dug more than just your toes in the sand, you may even want to get your hands on a “How-to” video from SandTools.com.

**The beach is therapy for your soul.** Don't feel childish diving into the sand for an afternoon of sand castle construction, beaches are very therapeutic. Just close your eyes for a moment and envision your last beach front excursion. Do you remember the sounds of the waves crashing on the shore? The smell of the air or the feeling of the cool sand between your toes as you step toward the waters edge? See, you are already relaxing.

A little time spent on the beach can go a long way towards improving your mental and physical health. According to Henry Beston, “The three great elemental sounds in nature are the sound of rain, the sound of wind in a primeval wood, and the sound of outer ocean on a beach.”

## Are your computers causing crab-bat outbursts in your office?

No, there are no strange species of crabs that have bat wings. Simply put, crab-bat was actually a term used in the late 1800's to describe bad words in native languages. If your computers are causing you to become proficient in crab-bat language, we strongly recommend a prescription of our managed services to cure your urges. If you suffer from violent symptoms like outbursts in crab-bat language or have envisioned your computer system dropping off the roof of your office suite, time may be limited.

So, call today for a FREE network audit and bring peace to your office again.

Fidelis (214) 233-9490