



## Tim Gillen's Executive IT Report

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

As a business owner, you don't have time to waste on technical and operational issues. For over 20 years I've been helping owners and managers make sense of business technology so they can focus on what's important. Can I help you? Just give me a call.

~Tim Gillen  
Terrapin Networks

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"You didn't hear it from me, but the other hares in the office think you're getting your work done too quickly."

## **"I Have A Perfectly Legal Way For You To Save A Bundle Of Money On Taxes, Computer Hardware, And Support,**

## **But You Have To Act Fast..."**

Please forgive the headline if it seems a bit "sensational", but I really needed a way to get your attention about a perfectly legal way to save a LOT of money on taxes, computer hardware and office equipment that is quickly going to pass you by if you don't act soon. Let me explain...

Thanks to a recently updated tax deduction titled "Section 179 Election", the Federal Government now allows you to buy up to \$500,000 in machinery, computers, software, office furniture, vehicles, or other tangible goods and thereby REDUCING your taxable income on your current year's tax return.

Effective 09/27/2010, H.R. 5297 (the Small Business Jobs and Credit Act of 2010) had a substantial (and welcome) impact on Section 179. The biggest impact is that it increased Section 179's deduction from \$250,000 to \$500,000. This could mean a substantial boost to your bottom line this year. But to get the deduction for tax year 2011, you have to act now, as once the clock strikes midnight on 12/31/2011, Section 179 can't help your 2011 profits anymore.

My recommendation: get with your accountant/business advisor and see if this still makes sense for you in 2011. If I can help, let me know — *Tim*

For more information: [www.section179.org](http://www.section179.org)

## Shiny New Gadget Of The Month:



### Cobra PhoneTag Never lose valuable items again!

With the Cobra PhoneTag, your belongings are secure from loss or theft. After syncing your device to the free smartphone app, simply attach it to your key chain, purse or laptop bag in order to protect those items.

#### How does it work?

The PhoneTag software monitors the distance between the phone and tagged items. If the items become separated, you will be alerted immediately.

The PhoneTag application records the GPS location & time that you lost your item. The software then sends the GPS information to a user-defined contact list through email, text message, or a linked Facebook or Twitter account.

PhoneTag can also act as a two-way "finder." Simply tap the button on the PhoneTag device to ring your smartphone. If you are looking for your PhoneTag protected item, the PhoneTag application will help you to find it quickly and easily.

Check it out at [www.cobra.com](http://www.cobra.com)

## Positioning Yourself For Success

Power positioning is presenting yourself to the right person, at the right time and place, in the right way, with the right message. If you can do that all day long, every day, you will be an incredibly successful professional. This applies to most every profession. We're always trying to sell something whether it's a product, a service, an image—you name it.

Such positioning is not something you can achieve quickly, or once for all time. It's a continuous process of discovering new ways to take charge of the way your clients and prospects see you.

The better you plan your strategy for positioning yourself, the more successful your efforts are going to be. There are, in fact, ten crucial factors to consider as you think through your own positioning strategies and tactics.

**(1) You position yourself first in your own mind.** The way you see yourself will shape the way others see you. The way you think about yourself determines how you do everything. It affects the way you prospect, the way you interview, the way you present, the way you close, the way you manage your time—it shapes everything you do. As a result, people will see you the way you perceive yourself.

**(2) You position yourself with your attitude.** Some people walk into a room and say, "Here I am!" Other people walk into a room and say, "Ah, there you are!" The difference is whether we are self-centered or client-centered...Whether we are ego-driven or value-driven. Our attitudes toward our clients and prospects will always show up in the way we treat people. And, more than any other single factor, the way we treat others will determine the way they respond to us.

**(3) You position yourself with your appearance.** First impressions get set in stone very quickly. And, like it or not, the way you look is the most important factor in shaping those first and lasting impressions. To do to see how vital good appearance is, all you have to do is reflect on your own reactions to the people you meet. Don't you pay more attention to people who look important than you do to people who look sloppy? Most crucial, your prospects judge your importance by the way you look.

**(4) You position yourself with your actions.** Your prospects determine your importance, your intentions, your reliability—and many other critical factors—by watching everything you do.

**(5) You position yourself with your words.** Every word you say positions you either as a person to be considered important or as someone to be dismissed as quickly as possible.

**(6) You position yourself with your focus.** The most pressing question on your prospect's mind is always, "What's in it for me?" The real pros position themselves as consultants and business partners to their clients. They always keep the focus precisely where it belongs—on the client, not on themselves or their products.

**(7) You position yourself with your presentation.** The way you go about setting up and making your presentation says a lot to prospects about how important it is to listen to you.

**(8) You position yourself by the way you handle objections.** Amateurs see objections as excuses for not buying or as invitations to do battle. But real pros recognize that objections show a prospect's legitimate concerns—issues which must be cleared up before the prospect will make a decision to buy.

Con't....

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## How New Viruses Get Named

Thousands of viruses are currently circulating on the Internet with more being discovered daily. So how does a virus get its name?

There is no official government body or organization that names viruses. In most cases, the anti-virus company that discovers it gets to name it; and, it's a very competitive race to see who can discover new viruses first!

The criminals creating viruses like to leave clues as to what they want their virus to be named, but researchers who discover (and fight) them don't give their authors the satisfaction of keeping the name. To hackers, creating a destructive, difficult to disable virus is a badge of honor. So instead of giving these cyber criminals the publicity they crave, virus researchers will name a virus based on the type of system it attacks, what it does, or other random reasons.

For example, the Code Red virus got its name from an eEye Digital Security researcher's beverage of choice -- the cola variety of Mountain Dew soft drink. Apparently he was drinking this the night he cracked the corruptive code.

Creativity aside, most anti-virus companies have policies and letter-number formulas for naming viruses because it's becoming more and more difficult to come up with unique names for viruses. Symantec's Norton anti-virus software currently has a catalogue of over 58,193 known viruses—and the number grows every day.

Gratitude is a quality similar to electricity: it must be produced and discharged and used up in order to exist at all.

~William Faulkner

Con't...

**(9) You position yourself by the way you close.** The way you ask for an assignment can position you as a true professional with an offer which provides value for the prospect. Or the way you close can make it look like you're an amateur who's trying to get a prospect to do you a favor. The difference is tremendous.

**(10) You position yourself with the way you follow-up.** One of the most vital factors in positioning yourself as a professional is what you do once a sale has been made. Professionalism involves developing a long-term, mutually beneficial relationship with every client. It's turning one-time *customers* into clients who view you as a valuable resource in your area of expertise.

What really counts is not what you know or believe, but what your prospects think and feel. You make them believe in you by positioning yourself as a professional.

### Guest article provided by:

Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,500 students from over 51 countries. He has authored two dozen books and audio programs distributed worldwide. His foundation provides scholarships to 48 deserving young people each year.



As a business leader, he is chairman of Great Harvest Bread Company with 220 stores in 43 states. He serves on the boards of several national organizations including BB&T (a Fortune 500 company with \$164 billion-dollars in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country.) Learn more about Dr. Qubein at [www.nidoqubein.com](http://www.nidoqubein.com)

## Client Spotlight: Howard Energy

Howard Energy, Co. Inc. has been in the energy business since the early 1980's. The company is headquartered in Traverse City, Michigan, and employs more than one-hundred experienced staff at all locations and businesses. Terrapin Networks has been their IT provider since 2005.

Would you like your company highlighted here in our "Client Spotlight"? Then give us a call today at 231-941-2100.

## How To Clear The Internet Cache In Firefox 6



First of all, why should you even worry about clearing your cache? There are two main reasons:

Reason 1: It frees up space on your computer. After a while, the cache fills up and needs to be cleared so your Web browser will function most efficiently.

Reason 2: It will protect your privacy. This is especially true when several people use the same computer in a workplace or home. If you have privacy concerns, you should regularly clear your cache.

Now, here's how you can do it:

1. Open Mozilla Firefox 6.
2. Click the Firefox button and then choose **Options**.  
  
**Please Note:** If using the menu bar, choose **Tools** and then **Clear Recent History**. Skip to Step 5 below.
3. With the Options window now open, click the **Privacy** tab.
4. In the History area, click the **clear your recent history** link.
5. In the Clear Recent History window, set the Time range to **Everything**.
6. In the list at the bottom of the window, uncheck everything except for **Cache**.
7. Click the **Clear Now** button.
8. When the Clear Recent History window disappears, all of the files saved (cached) from your Internet browsing activities in Firefox will have been removed.

## 9 Steps You Must Know To Prevent A Server Crash

Here are a few simple things you can do to prevent your server and network equipment from overheating and crashing:

- 1) Tidy up the server room; a neater room will increase air flow.
- 2) If you have more than one server, arrange them in a row so that the cold air comes from the front and is expelled out the back.
- 3) Keep the doors to the server room closed and seal off the space.
- 4) Make sure cold air reaches all the equipment
- 5) Have a redundant A/C that is specifically designed for computers.
- 6) Buy a rack enclosure where the cooling is built in to the bottom of the rack.
- 7) Keep the temperature at no more than 77 degrees.
- 8) Use blanking panels over any empty spaces on your server rack.
- 9) Consider virtualization or hosting in a cloud environment so you are generating a lower amount of heat in the first place.



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

Take our monthly "Trivia Challenge" and you could win too!

The Grand Prize Winner of last month's Trivia Challenge Quiz is Lisa Warren from NW Michigan Surgery Center! She was the first person to correctly answer our quiz question from last month:

#### What is Halloween called in some parts of Ireland?

- a) Fright Night b) Pooky Night c) Spooky Sundown

The correct answer is b) Pooky Night.

**Congratulations, Lisa, you've won a \$25.00 Meijer gas card.**

Now, here's this month's trivia question. The winner will receive a \$25.00 Meijer gas card.

#### In addition to Thanksgiving and Veteran's Day, what else takes place in November in the United States?

- a) National Beard Month b) National Tobacco Awareness Month c) National World Kindness Day d) All of the above

Be the first to email us the correct answer!

[trivia@terrapinIT.com](mailto:trivia@terrapinIT.com)



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