



“As a business executive, we know you don’t have time to waste on technical and operational issues. That’s why we make IT EZ for you! Call us and put an end to your IT problems finally and forever!”

~Diana L. Spurgus, BSSI

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HAPPY THANKSGIVING!

# BSSI Bits & Bytes

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

## A Warning To Business Owners: Non-Compliance To New Regulations Can Mean Hefty Fines

In the past 10 years, over 10,000 new regulations have been placed on the books by local, state, and federal agencies pertaining to the handling, storage, and disposal of confidential client, patient, and employee documents and information. The Commonwealth of Massachusetts, for example, recently enacted one of these privacy laws and is requiring anyone who has business in that state to comply by March 2010.

Basically, ANY company that holds social security numbers (your employees’ SS#’s, for example), credit cards, or financial statements needs to comply with these regulations or the fines for not doing so can be hefty.

Want to make sure you stay on the right side of these laws? Here are a few tips that will go a long way in making sure you don’t end up fined, sued, or with a bad reputation for not securing client or employee information:

- ◆ **Get The Facts** - If you think you are holding confidential information that should be secured, ask a qualified attorney who specializes in data confidentiality in your industry about what you must do to meet new government regulations.
- ◆ **Encrypt Your Backups** - Make sure your backups are at least 32-bit encryption. Encryption takes every keystroke you type and transforms it into 32 different characters, making it nearly impossible for hackers to use the information, even if they were able to steal it. Some backup solutions will even provide tighter security with 256-bit encryption.
- ◆ **Have A Powerful Firewall** - Firewalls keep hackers and other intruders from getting into your network and accessing important, confidential and private information. If you have the right firewall in place, it should act like a shield over your data and give you the protection you need to be in compliance with these laws.
- ◆ **Lockdown Your Passwords** - One surefire way to prevent any unauthorized access to privacy information and take a step toward regulatory compliance is to make sure only those who need the passwords to your computers have them.

Want To Be Sure Your Technology Is In Compliance With These Laws?  
Call by December 15<sup>th</sup> and get our Privacy Compliance  
Network Audit (A \$497 value) absolutely FREE.  
740-681-9753.

Get More Free Tips, Tools, and Services At Our Web Site: [www.BSSI.biz](http://www.BSSI.biz)

## Fun Thanksgiving Facts

- The male turnkey is called a Tom or gobbler. The female turnkey is called a hen. Baby turkeys are called poults.
- There was no milk, cheese, bread, butter or pumpkin pie at the original Thanksgiving Day feast.
- Contrary to popular belief, the Pilgrims did not have big buckles on their clothing, shoes, or hats, since buckles did not come into fashion until the late 1600's.
- The average person consumes 4,500 calories on Thanksgiving Day. (Now that's a lot of turkey!)
- The cranberry got its name because the pale pink blossoms on the plant resembled a crane's head and neck. The name craneberry stuck, eventually becoming cranberry.
- Congress did not declare Thanksgiving a national holiday until 1941.

# Thanksgiving Turkey For FREE

To celebrate Thanksgiving, We've decided to give away a FREE 20 lb. Thanksgiving turkey to any client—new or old—who hires us for any repair, upgrade, or installation between 11/23 and 12/15.... You'll have it in time for the Christmas Holiday!

Maybe you are thinking about upgrading the PCs or server in your office. Maybe you're concerned about viruses, spam, or losing data. Or, maybe you just have a computer problem that is driving you nuts. Whatever the issue, simply give us a call to resolve it and...

## **We'll Buy Your Bird!**

All you have to do is call Carrie (or one of the technicians) today and let us know what problem you are experiencing. We'll give you a free, no-strings-attached network audit. We'll also gladly discuss your options and help you choose the right solution for your situation, budget, and time frame. If you decide to let us do the work and give us the go-ahead BEFORE December 15th, we'll buy you a 20 lb. Thanksgiving turkey.

## **Get Your 20 lb. Turkey Now:**

**1-740-681-9753**

**Happy Holidays!**

## **Backup Alert To All iPod Users**

If you've been an iTunes and iPod customer for any length of time, you'll quickly rack up the number of songs, videos, and audio books in your library. And, in no time flat, you can end up spending a small fortune.

But be warned! Most iTunes customers don't realize that Apple will NOT allow you to re-download the music you've paid for, even if you lose every file because your computer dies, gets fried, infected, or destroyed.

If you don't want to risk losing the purchases you've made, then make sure you back them up. Here's how:

First make sure you have some blank CDs or DVDs ready to go, and then do the following:

1. From the iTunes File menu, choose Backup to Disc. A dialog box will open up giving you an option to do one of the following:

- Back up entire iTunes library and playlists (to back up everything)
- Back up only iTunes Store purchases (to back up only your purchases)
- If you have previously backed up your library and only want to back up the changes, then check only backup items added or changed since last backup.

2. Click "Back Up" and wait for the CD drawer to open. Add a disc each time iTunes asks for one. If your library won't fit on a single disc, iTunes will ask for as many discs as needed and write your library to them.

3. Make sure you store your backups in an off-site location. If your office catches on fire, gets burglarized, or destroyed by a flood, faulty sprinkler system, or violent storm, they'll go down with your PC.

*Get More Free Tips, Tools, and Services At Our Web Site: [www.BSSI.biz](http://www.BSSI.biz)*

## How To Get Your Piece of The Thanksgiving Pie

Jolene was only 8 and lived in the country with her parents and brother. Consequently they did not have visitors from the city very often. One day Jolene's mother said that her father was bringing two guests home for Thanksgiving supper.

After they had enjoyed the turkey, Jolene proudly brought in the first piece of pumpkin pie and gave it to her father. To Jolene's surprise, her father passed the plate to a guest. When Jolene came in with the second piece and gave it to her father, he again gave it to a guest.

This was too much for Little Jolene, who blurted out, "It's no use, Daddy. The pieces are all the same size."

## We Want Your Input!

Do you have an idea to make this newsletter better? Would you like to submit a story, article, or trivia? We'd love to hear from you!

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# “Who Wants a \$25 Starbucks Gift Card?”

*Take my monthly Trivia Challenge and you could win too!*

The Grand Prize Winner of last month's Trivia Challenge Quiz is...drum roll please: Jane Hablitzel of 90.9 Radio Station was the first person to correctly answer my quiz question...

### Who invented the Internet?

- a) The Russian Military b) Microsoft c) Al Gore d) U.S. Department of Defense

The answer is “d)” – The U.S. Department of Defense invented the Internet.

Congratulations Jane Hablitzel of 90.9; you've won a \$25 Starbucks Gift Card. Now...let's move on to this month's trivia question for 4 Free Movie Tickets....

### What size was the largest farm-raised turkey on record?

- a) 52 lbs. b) 124 lbs c) 86 lbs d) 12 lbs

*Call us right now with your answer! 740-681-9753*

## 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 a virus gets to name it which means it is 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.

## Please Welcome Our Newest Clients And Friends!

We're thrilled to welcome our newest clients into our company! We want to extend a sincere “thanks” for the trust and confidence these clients have shown in us:

**Jarvis Law Firm, Lancaster Hematology Oncology, Proline Electric & Logan Elm Baptist Church**

## **How To Send And Receive Large Files When E-mail Won't Work**

If you want to share audio, video, or large graphic files with others, but can't send them via e-mail because of the large file size, you may want to look into znail ([www.znail.com](http://www.znail.com)), an almost-free web resource for transferring large files.

After setting up an account, you simply upload the file you want to share via your web browser. Then you send your friend an e-mail with a special link to retrieve the file. If your file is under 5 MB, the service is free. For \$1, znail will increase your storage space to 20 MB, and if you spend \$10, you'll get 50 MB of space to use for an entire year.

There are a few drawbacks, but overall, this is an incredibly cheap and easy way to share large files with others.

## **How Time-Pressured Entrepreneurs Are Lightening Their Load**

Are you a very busy, sometimes frantic, time-pressured entrepreneur awash in opportunity and critical projects, but feeling like you are surrounded by nitwits and slower-than-molasses-pouring-uphill people who only add to your stress and frustration?

There are very few people who understand the daily life of an entrepreneur...

The incredibly LONG hours, crushing workload, millions of tiny details, irritations and problems to deal with, government regulations, taxes, employee questions and issues, and impossible deadlines on EVERYTHING.

Then you have employee problems, financing problems, customer problems, competitor problems, vendor problems and – more recently – issues with the economy grinding sales to a halt. Despite your absolute best effort, nothing goes right and you end up bleeding money, in the red and scrambling to figure out how you're going to make payroll.

But some business owners are discovering a way to handle their computer and network technology that actually prevents issues from happening and gives them peace of mind. Admittedly, technology is only one small part of the day-to-day issues you deal with, but I think you'll agree that IT problems can be some of the most aggravating (and expensive) issues you run into.

That's why entrepreneurs are flocking to IT support that focuses on keeping them up and running, rather than service that only reacts to issues. The IT industry refers to this as "managed services" and typically it means that a computer company will provide remote monitoring and automatic maintenance of your network for a flat monthly fee. Because of how the IT company is paid, they are only incentivized to keep you up and running and if you go down, it not only hurts you, but hurts them via their wallets.

To find out if managed services, our IT EZ Support Plan can help you as well, visit [www.BSSI.biz](http://www.BSSI.biz) or call us at 740-681-9753 to learn more.