



Friendly Customers!  
 Friendly Connections!  
 Friendly Computers!

January 2014



# Technology Today

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

“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!”

- Bill Schubert, Friendly Computers

## Inside This Issue...

- Take IT Security Seriously ..... Page 1
- Choices for Backup ..... Page 2
- Google Glass at Work ..... Page 2
- Shinny New Gadget ..... Page 3
- The Senior Worker ..... Page 3
- The Lighter Side ..... Page 4
- Technology and You ..... Page 4

## New Year’s Resolution: Take my company’s IT security Seriously!

2014 should be dubbed “The Year of IT Security”. OR, conversely, a stolen title like “The Year of Living Dangerously” with apologies to Mel and Sigorney. Week after week, month after month during the past year those of us who keep our ears open for such things hear the increasingly ominous rumblings of disastrous consequences for individuals and companies who keep doing the same thing since “we’ve never had a problem before”. I truly believe that 2014 will be a watershed in security for IT and I believe that we’ll see some closed doors for those who aren’t paying attention.

In researching this article I ran across two pictures, one of Texas and one focused in on Austin. The larger one of Texas showed huge blotches of light in the Houston, Dallas, Austin and San Antonio areas. Focused in on Austin those blotches resolved into hundreds of individual lights. Each of those spots of light is a computer that has been identified as a compromised PC being used as a springboard for attacks on other computers among many other things. The information is part of a lawsuit brought my Microsoft against the perpetrators. This picture can be found on the site [www.krebsonsecurity.com](http://www.krebsonsecurity.com) (one of the clearest and most readable security sites on the Internet). There are a lot of computers in our neighborhood that are part of the problem

This is just the tip of the organized crime iceberg now worth billions of dollars. Other pieces have appeared recently such as the cryptolocker ([en.wikipedia.org/wiki/CryptoLocker](http://en.wikipedia.org/wiki/CryptoLocker)) that make viruses from even a year ago seem nearly quaint by comparison.

So let’s take our 2014 business IT security seriously. Off site backups, firewalls, and antivirus are the minimums to get going. Friendly Computers is glad to help but whether or not we end up doing it for you, feel free to call us and ask for help. Happy New Year and let’s keep it safe out there.

*Bill Schubert*

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## What are the choices for backing up my business? *1st in a series*

I could write this article every year and it would never be the same. The backup territory changes every few months and it takes a lot to keep up (good reason, by the way, to get help from a technology expert.. Just saying). So I thought I'd write one every month or so with what I see is the cream of the crop.

During the past year things have changed significantly. Companies such as Dropbox (dropbox.com) have surged ahead in storage and storage protection. Dropbox created a new service called Dropbox for Business so that now you can use your storage almost as you would an on site server. They are beginning to develop applications that will interact smoothly with the data in your Dropbox and other vendors are taking notice. This is, in my opinion, a significant step towards reasonably priced and easily available cloud computing for very small businesses.

Here is how I currently use Dropbox. I was an early adopter of Dropbox and always used the free version but did not keep anything in it for the business. That has changed. Friendly Comptuers now uses Dropbox for Business and I keep nearly everything in it. The only files I don't put there are of a sensitive nature: Credit card numbers, social security numbers, banking information, etc. Those I keep encrypted in a different cloud application. The security on Dropbox is excellent and improving. There are very advanced technicians working to expose any weaknesses so the Dropbox people get a lot of feedback. I'm comfortable with what we have in there but I am always careful.

But the beauty of Dropbox is all of my data is available anywhere I am. I can get it on any computer and on my Android phone. And from my account I can send a link or share any folder with others. I can add users who will immediately be able to access folders I've designated as 'Team' folders. And, should I ever part ways with an employee I can remove their access with a click which will also remove the 'team' files from their computer. And since there is a copy of the Dropbox data on my PC as well as on the remote servers it is a defacto backup.

Questions? Give us a call. 512-931-0303

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## Google Glass will move into the workplace

Because the Google Glass device is so new, no one knows how useful it will be in various business applications.

Surgeon Christopher Kaeding wore one when performing a knee reconstruction. Using Glass's camera, he broadcast his view of the procedure to Ohio State University medical students seven miles away.

"The students could see better. They can ask questions," he said. He spoke to them in real time during the surgery. Kaeding had borrowed the Glass from a colleague who scored one of 10,000 preview units sold or given to schools in 2013. When Glass debuts in 2014, it will probably cost between \$600 and \$800.

Many new apps are in development for Glass, the next generation of connectivity. Software maker Evernote has developed a Google Glass note-taking app, which will be used mostly in the workplace.

According to Bloomberg Businessweek, some government agencies will fast-track Glass pilot programs. New Jersey's Department of Law and Public Safety will start experimenting with the device as soon as it comes out.



## Shiny New Gadget Of The Month:



### The 60 Day Lantern

In the dark days of winter a little more light helps. And this one will last nearly to spring without turning it off.

It is a VERY power stingy light that runs for 60 days on one set of 6 "d" cell batteries.

The lantern's four 1-watt LEDs use a fraction of the energy of traditional bulbs to produce 1,440 consecutive hours of light on its lowest setting using six D batteries (not included).

The lantern generates up to 508 lumens of bright, white light that illuminates a 32' radius on the highest setting. Made from impact-resistant ABS with rubberized encasements, the lantern is shock- and water-resistant and the top removes for use as area lighting. With three light output levels and a flashing mode (provides 72 hours of light on high). 13" H X 6" W X 4 3/4" D.

It is available from a number of vendors (Google 60 Day Lantern) and there is a less expensive 30 Day Lantern available.



"Sorry, but I've forgotten your name. Turn around and let me scan your UPC code."

## Older workers often have strengths

Thinking about adding new staff? Have you considered looking outside the box? There is a wealth of talent and maturity out there ready to step up to the plate.

The older worker. They might be having a difficult time getting back into the workforce but they bring a lot to the table when they do.

Some might come with baggage. In a 2009 report from the Sloan Center for Aging and Work, employers stereotyped older workers as being more likely to be burned out, resistant to new technologies, often absent due to illness and poor at working with younger supervisors. Many older unemployed workers haven't kept their computer skills up to date.

Still, older workers are now finding a home in business. The same employers who scored older worker badly also pointed out they are loyal, organized, problem-solving leaders, says a study by North Carolina State University.

Their greatest assets may be their experience and their workplace wisdom. They have learned how to get along with people, how to solve problems without drama and call for help when necessary. And they don't multitask.

Neuroscientist Adam Gazzaley of the University of California, San Francisco, says multitasking is a misnomer. The brain can't do two things at once. It switches from one task to the other and with every switch, there's a delay.

While cognitive decline begins in the 20s, exercise can help or even halt the decline. Given the wide variations in people, Dr. Gazzaley says a smart, active 75-year-old could score higher on cognitive tests than a 40-year-old "slouch on the couch."

Another advantage: Older workers are more able to unplug to avoid distractions. Younger workers tend to be always on, with email and texting.

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## Client Spotlight: MinuteMan Press

The new MMPTX is an amazing upgrade to their previous setup. They now have the capability to do nearly everything you can think of on site (and a lot of things you've not even dreamed of yet).

Friendly Computers was able to help get the new facility organized from the networking up. We have increased their security, redundancy and business continuation significantly while making their move as smooth as possible.

**Congratulations to Ty, Crystal  
and the gang at Minuteman Press!**



## The Lighter Side

A man is very committed to making resolutions and keeps a list of his resolutions from year to year.

The first resolution is always:  
Read more.

2009: Buy War and Peace.

2010: Read War and Peace.

2011: Finish War and Peace.

2012: If not War and Peace, then  
finish 10 good books.

2013: Read 5 books.

2014: Read Facebook shares.

### New Year's Resolution Number 2: Lose Weight

A lady welcomes the New Year and dutifully makes her top resolution to lose weight. To do that, she decides she will be completely honest about what size she is now.

So she goes into her closet and, with the help of her 7-year-old niece, she begins throwing things out that do not fit.

Her niece find a beautiful pair of slacks that, unfortunately, are way too small for her aunt.

"Wow," the lady says, "I must have worn these when I was 90."

Her niece looks puzzled, then asks, "How old are you now?"

### New Year's Resolution Number 1: Quit Smoking

Two guys are standing in Times Square at New Years. The famed ball has just dropped heralding the beginning of a brand new year.

First guy says, "Hey, can I bum a cigarette?"

Second guy says, "Wait a minute! Didn't you just tell me you resolved to quit smoking?"

First guy says, "I am keeping my resolution and I am in Stage One."

"What's that?" his friend asks.

"I have quit buying."

## Technology and You

For lots of kids, Coding Camp is the new 'in' thing.

Coding camps are becoming popular amid an effort to expand access to computer programming and to inspire more youths to seek computer science degrees.

Free, one-day camps are popping up in dozens of cities all over the country. For Portland, Ore., check [kidscodecamp.com](http://kidscodecamp.com).

The 9th annual Orlando, Fla., code camp will be held at Seminole State College on Saturday, March 22, 2014. Visit [www.orlandocodecamp.com](http://www.orlandocodecamp.com) for information.

For Minnesota code camps in 2014, visit [info@CodeSavvy.org](mailto:info@CodeSavvy.org). For a list of camps by zip code, visit [Code.org](http://Code.org).

The ID Tech camps are for more serious students. Their one-week courses are held in various cities and use interest in gaming to build a bridge to computer programming, careers in web development, film animation, and app creation for smart phones.

Courses start at \$829 for a one-week course during the day. Overnight students pay \$1,348.

**More locally is UT's Digital Media Academy ([s.fcofg.com/UTcamp](http://s.fcofg.com/UTcamp)) where ages from 6-17 have a lot of alternatives. Day camps for the young and both day and overnight camps for the 12-17 crowd. Call 1-866-656-3342**

The Grand Prize Winner of last month's Trivia Challenge Quiz was The Stacy Group's Don Corbell! He was the first person to correctly answer my quiz question from last month.

The average human does this 15 times per minute...  
The correct answer was b) blinks their eyes.

Now, here's this month's trivia question. The winner will receive a gift card to Gumbo's North.

**In the world of computers, what does USB stand for?**

**Call us right now with your answer!  
512-931-0303**

**And win a \$25 gift certificate to  
Gumbos North in Georgetown**

*If you've previously won, please sit on your hands.*