

TechTip Newsletter

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New Office!
New Logo!
New Services!
New Websites!
New Blogs!



After 15 years in business, we feel as if we have been transformed! First, we're excited to announce our move to larger offices at 769 Plain Street, Unit L in Marshfield. Located at the second driveway on the right off of Enterprise Drive, there are so many pluses about our new space that it's hard to know where to begin.

The office itself is bright and open with more space and a window for everyone. The paint color that we chose, "Heaven on Earth" blue seems to change all day from a soft blue in the morning to a dusty lavender as the sun sets. It's warm and inviting and a nice change from our old plain vanilla walls.

David's office is opposite the server room which is the hub of the condo. Pam's office is complete with comfortable leather seating for her clients and a substantially larger workspace.

As part of the NSTAR Energy Challenge in Marshfield, we took advantage of their programs and had all the lighting upgraded to energy efficient lighting fixtures and electronic controls for our HVAC. We also have recycling containers in all key areas of the office.

Upstairs, a conference room with television and computer projection screen allows for client meetings and presentations. The new video studio has a green screen and special lighting to allow us to produce high quality videos for our web clients.

What else is new? Our new logo was designed by graphic artist Gail Brown. It translates well on signage, print and all other mediums and we are thrilled with it's high-energy swoosh!

GoAmerican.com has a new look and has been joined by ACTSmartWeb.com (our web team's website) and by ACTSmartBDR.com which is our data backup program's website. Be sure to check them all out.

One more new edition is Pam's marketing blog which you can find at ACTSmartWeb.com/pam. She comments on marketing ideas and trends in an easy to understand fashion.

"What I Did on My Summer Vacation"

by David Snell

I can't believe that summer is over! That's a cliché and it's very true! We crammed it so full of work and fun *and work* that now I need a little more summer to catch up!

In June, Pam and I drove to Georgia to attend an exclusive seminar in Atlanta. This seminar was presented to a select group of partners by one of our Managed Service Vendors with the emphasis on the future of computing technology and how services such as our Intelligent IT solution will be delivered in the future.

As usual, there are BIG changes afoot in the technology industry. We met with our computer virtualization partners from Belgium and were offered a first look at the services we will be offering our clients in the future. We're very excited about these virtualized offerings and will be discussing them in our upcoming newsletters and on our website.

While in Georgia, we spent a few more days relaxing in

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Our Client of the Month



It's so exciting when someone comes to us with a new idea for a business that we *know* will be a huge success because it is filling a need. Paula Keif, the founder of Go Green Web Directory Group came in to talk about her idea for a web-based directory specializing in providing consumers with information about green certified products, services and businesses in their area.

We started Paula off with several domain names and an action plan to build a website. We also recommended the team of Leanne Schiller and Colleen Dolan-Hastings of GrassRootsMarketingUSA.com. Together, these 3 dynamos have accomplished everything from designing the look of the Go Green directory to selling ad space, providing content and planning the launch in October all in a very short period of time. They even trademarked the slogan "*actions green louder than words.*"

Paula says, "We didn't know that it would take off and become so big, so fast! People are excited about it; people want to use the directory and businesses want to advertise so it's been great!"

Paula says, "We didn't know that it would take off and become so big, so fast! People are excited about it; people want to use the directory and businesses want to advertise so it's been great!"

What is Go Green Certified?

Anyone can claim they are green certified or environmentally friendly. It's hard to know who is legit and who is just jumping on the bandwagon. Go Green Web Directory is committed to providing consumers with accurate information about the businesses in their area. Their mission is to provide a complete directory of all the "green" friendly products, services and businesses in each area and in doing so, make it easier for consumers to take action in becoming more environmentally responsible. "

How Does It Work?

- Go Green researches and finds all the green products, services and businesses in each area and creates an online directory for consumers.
- Green businesses are able to reach their target market by securing a listing on the site. They also have the option to advertise on the site at a reasonable cost.
- Go Green gets the word out about the directory through marketing, community involvement, partnerships with green organizations, various media placements and newsletters.
- Consumers use the web directory as a one stop shopping tool for helping them "greenify."

They'll do all the work so you can go on living the GREEN LIFE. People now want to make a change in their lives. They know that living green is better for the environment, their health and their family. With the Go Green Web Directory, they can take action and learn how, where and who will help them to positively change their lives.

Check out GoGreenWebDirectory.com

Lights, Camera, ACTION!



We're currently putting the finishing touches on our new video production studio. Many clients have asked us for help with "Web 2.0 Technology."

According to research done by **DoubleClick**, a digital marketing technology and services company, 'Findings show that audiences have high interaction rates with video ads, users click the "Play" button more than they click on image ads, video ads are typically played two-thirds of the way through and video ad click rates are far higher than those of image format ads.'

You be able to take advantage of this technology on your websites very soon. Go to ActSmartWeb.com for additional information.

The Little-Known Threat To Computers & Servers

We generally think of viruses, spyware, or hackers when considering computer threats, but one that is often overlooked is heat; and it can be one of the most sinister enemies of electronics and computer equipment. Here are a few simple ways for you to reduce or eliminate this threat and keep your computer safe from damaging heat:

Take Off The “Dust Quilt” – No matter how clean your home or office is, dust will eventually accumulate in hard to reach places like your computer circuit board or processor. The cooling ventilation fan sucks the dust into the case, and the magnetic field created by the computer components acts like dust “glue.” We recommend opening up your computer to remove dust buildup at least once a year, twice if you are in a dusty environment or if you have pets in your home or office. Just make sure you power the machine off and use an approved computer vacuum so you don’t damage your PC.

Check The Circulation – While you have the computer cover off, clear off the dust bunnies in the exhaust vent. The cooling fan will lose 50% efficiency or more if airflow

is restricted. Next, check the cooling fan by spinning it with your finger. It should spin easily and freely.

Make A Gap – Many people put their computers on the floor, in hidden cabinets, or in other tight spaces with little or no clearance. It certainly makes sense organizationally, but these places can restrict air flow causing excess heat and dust buildup in the computer box.

Make Sure Your Computer Room Is Cool – The room where you store your server should have its own ventilation and, ideally, its own temperature control. If possible, keep the room slightly cooler than room temperature (68 degrees) and close the door to keep out dust.

Laptop Trick – Laptops are jam packed with tiny components that can easily overheat. Although most are equipped with cooling fans, they aren’t designed to run constantly. To keep it from overheating, place it on an old fashioned baker’s cooling rack. This will keep airflow underneath moving and your laptop cool!

Summer Vacation *Continued from Page 1*

Savannah and enjoyed their Southern Hospitality. While driving, we listened to CDs to help us improve our business and marketing and came back with pages of notes and “jazzed” to get started

In July, I spent 2 days in Nashville Tennessee attending our “Producers Club” meeting and mastermind group spearheaded by our marketing consultant Robin Robins. This is pretty much a meeting of the minds with 60+ technology based VAR business owners and Robin who is the premier technology marketing and mentoring expert in the country. We get together on a quarterly basis to discuss industry trends and challenges and also to help each other develop ways to better serve and service our clients.

And then we moved. This short sentence is really filled with drama, hard work and a sense of pride. Our team did a fantastic job painting, re-wiring and moving our offices to 769 Plain Street. It was a lot of hard work and we are now reaping the rewards with a beautiful, more spacious office of which we are very proud.



One last, fun note: I bought a Heritage Featherlite fishing kayak to do some sport fishing. Ever since I was a kid, I’ve always envied fishermen sitting in their boats in the middle of a pond – now I’m finally able to do it myself!



I’d Love To Hear From YOU!

Is there an article or a feature you would like me to include in this newsletter? Do you just want to “sound off” about something or share your opinion with my other subscribers? Let me know!

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Do You Have Ghosts & Goblins In Your Computer?

7 Warning Signs That Your Computer Is Infected With Spyware

Spyware is NOT harmless; it can be responsible for delivering a mountain of annoying spam, taking over your web browser, slowing down your PC, and serving up "sticky" pop-up ads. In some of the more extreme cases, spyware can actually steal your passwords, financial information, e-mail address book, and even use your PC for illegal activities.

Most spyware programs are designed to run undetected by the user, but there are warning signs like...

#1. Your browser has been hijacked. If you open your Internet browser and a strange-looking homepage pops up and won't go away, chances are you have a spyware program installed on your computer. You may also discover that you cannot modify your browser settings and that your favorites folder has been modified.

#2. You conduct a search, but another (unauthorized) browser completes it for you. For example, you type a search term into Microsoft IE, but another browser pops up and lists various web sites tied to your search term. This is a surefire sign of a spyware infection. You'll also notice that if you try to remove this program, it comes right back.

#3. Your computer is unstable, sluggish, locks up, or crashes frequently. Spyware programs run in the background taking up disk space and processor speed which will cause serious performance problems.

#4. You constantly get pop-up ads displayed on your screen, even if you aren't browsing the Internet. Some of the ads may even be personalized with your name.

#5. The send and receive lights on your modem blink actively as though you are surfing the Internet or downloading files online, even though you aren't. More than likely this is due to spyware programs sending and receiving information via your computer without your permission or knowledge.

#6. Mysterious files suddenly start appearing on your computer, your files are moved or deleted, or the icons on your desktop and toolbars are blank or missing.

#7. You find e-mails in your "Sent Items" folder that you didn't send.

If you are experiencing one or more of these warning signs, chances are your computer is infected so you'll want to call us immediately to clean it up. If you are fortunate enough to have a clean bill of health, you'll still want to get a copy of our **FREE Report**:

FREE: "How To Keep Your Computer Safe From Crippling Pop-ups, Viruses, Spyware, & Spam, While Avoiding Expensive Computer Repair Bills"

To claim your **FREE Report** go to www.GoAmerican.com/specialreport or call me, [David Snell] at 781-834-9208 Ext 201. Don't delay. Get the report today...and be worry-free from those computer ghosts and goblins in no time flat.

The Lighter Side.

Wishful Thinking

A young man said he wanted to be a great writer. When asked to define great, he said he wanted to write stuff that the world would read, that people would react to emotionally, and that would make them scream, cry, and howl in pain and anger.

Ultimately, he got his wish. He works for Microsoft writing error messages.



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