



The quarterly newsletter of Chi Rho Technologies

tips

Bill's Notes



Keep It Cool

Computers are really direct descendants from vampires—they love cool shaded areas and absolutely hate direct sunlight. Keep the fans unobstructed and keep the inside of the case clean (see our last issue). An aluminum case is a better alternative than a plastic one, reducing internal temps by as much as 50 degrees. Extra fans are a good idea too, if you're doing more than just web surfing, i.e. gaming, heavy financial work, programming, etc. Once your processor and memory reach their "death" temperature, it's over. Chi Rho can help you keep it cool. Call us today.

Do you have a backup plan for your data? We can show you how to protect yourself!



"Back in the Olden Days ..."

In 1964, a new computer language was developed for the General Electric 225 mainframe computer. What was the language and where was it developed?

ANSWER INSIDE

"A cheerful heart is good medicine" - Proverbs 17:22

I've was in a slump. If anything could go wrong, it did, and at the worst possible moment (respects to Murphy and his infamous law). It was easy to see the downside of the events of my life. And so, I turned (as I usually do) to the Bible seeking comfort. And there is was...plain as day. Hence my article title.

So I got away. No business, no calls, no stress. Just me and the Mrs. doing what we like to do. And in no time I was back to my usual self - laughing and joking and enjoying life.

Were my troubles waiting for me when I got back? Sure. But my

sojourn helped me through the rough parts. I was even able to laugh at some of them.

Life is stressful...no doubt. And it's easy to get overwhelmed by it all. Take a step back...get away from it all. It doesn't have to be a fancy vacation. Maybe a short walk at your favorite park, a few hours with close friends, or maybe a nice meal somewhere. The key is ... get away from the issues. Give your mind and body time to relax and re-create itself. That's why it's called **recreation**. It works for me and it can work for you.

☺ Bill

Focus ... keeping your eye on the goal!

I had a "spirited" discussion with a client recently. We were discussing the content for his new e-commerce site. For this story, I'll say my client's name was Fred and he sells a line of products that would normally be carried in a hardware store.

I recommended that he focus on his main product line (about 15 products) but he was adamant about including 30 additional categories of products that were ancillary to his main product line. I told him, "You sell, widgets, Fred. And yes, people who buy widgets sometimes buy nails and paint, and duct tape. But the real questions are: How many widgets do you expect to sell

next year online? How many buckets of paint do you expect to sell? Is that difference in sales worth the expenditure of time and money to add and maintain 30 additional product categories and over 1000 products?" After more spirited discussion, Fred came to realize that the real answer was "no".

Focus on what you expect to make money on. Consider using microsites—a fast vehicle to online sales. But do not clutter your website with products that folks **might** like to buy...focus on what they **will** buy. You can always add the "nice-to-haves" after more research with your customer base.



Those free screensavers, smileys, search bars and the like can also include another free surprise: **spyware**. Read the small print. Use a search engine to check to see if these programs are known spyware or come bundled with spyware. Call us if you're not sure.



Use secure passwords

Password = SamPle@

Almost everyone has to enter a password at some point when operating a computer. Maybe it's to log on to your system, or enter your email account. Chances are you have used your birthday, your children's names, your wife's name, your mother's maiden name, or the name of a relative. If someone wanted to do you harm via your computer, these are the first passwords they would try. An easy solution is to develop a hard password. Make it at least six characters long, include upper and lower case letters, and include punctuation and numbers. Write it down. *Yes...I said write it down.* Many advocates advise against that, but research has shown that rules against writing down your password actually lead you to create weak passwords. Write it down, keep it in a safe place, and change it frequently.



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Spirit, Ethics and Talent
Combined To Deliver Results

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All entities that accept credit or debit card payment, collect, process or store credit card transaction information, regardless of their transaction volume, are required to meet the PCI standard by June 30, 2005. Failure to comply with the PCI security standard may result in substantial fines or permanent expulsion from card acceptance programs. The PCI standard comprises two basic steps:

- 1. Pass quarterly remote vulnerability scans conducted by an a Visa and MasterCard "Qualified Independent Scan Vendor"
- 2. Successful completion of a security self-assessment questionnaire. The self assessment questionnaire asks specific questions about your internal security practices, both on your web site and in your office.

Chi Rho Technologies can guide you through the process. Don't wait. Call us today and get on board with PCI compliance.

Build your Sales With Affiliates!

Early in my career as an entrepreneur, I frequently fantasized about how it would be wonderful to have a huge sales staff, talking about my products and services to everyone they knew. Is that still a fantasy? Absolutely not! How? Affiliates.

Affiliates are other small businesses just like yourself who have a vested interest in selling your products, and vice versa. For example, a veterinarian might endorse a pet food line, and vice versa. It's in your best interest to get others onboard to recommend your product, and in return, you'll recommend their products/services to your clients. The key is in compensation. Some affiliates are just happy to be able to put a banner on your site in return for one on theirs. Others will want to be compensated based on sales they bring to your site. Chi Rho Technologies can help you establish and maintain an affiliate program for your site. Call us today to increase your "staff" and get more sales.

Did you know? A UPS (uninterruptible power supply) is the best insurance policy you can buy for your computer? It keeps your computer from crashing during power outages, and will protect your computer from low and high voltage occurrences. Call us for more information!



"Back in the Olden Days ..."

Answer: Two Dartmouth college professors, John Kemeny and Thomas Kurtz, used the GE 225 to develop BASIC, the most widely-used computing language in the world.