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A Newsletter from *KPEnterprises*
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Global Stock Market Higher than Pre-Bubble High

On Monday, May 8, Reuters reported that world stock prices were higher than the peaks reached during the 2000 tech bubble, as measured by the MSCI World Index.

The index's previous high was on March 27, 2000

Of course the MSCI index eased off after reaching this new high, but it is clearly in the process of creating new highs and not new lows!

The index contains 2,618 stocks in 49 countries, including industrialized as well as "emerging" economies.


Both the DOW and NASDAQ are still below their pre-bubble highs.

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Notes From The Field

By Karl W. Palachuk

 In the last two issues we've warned you about how easy it is for people to get ahold of your **Phone Records** . . . Uhhhh. Never mind.



 **Name updates:** Looks like the name for the next version of Microsoft Office will be: 2007 Microsoft Office system.

 **Avoid Identity Theft — of Your Client's!** As the reporting laws are changing, more companies are actually making it known that they've had computers stolen or misplaced with sensitive data. Don't let this happen to you: Keep all your **files on the server**—not your desktop.

Call us if you need us. 928-0888.

Free Tech Support from Microsoft

Most of us don't think about Microsoft as the kind of company that gives things away. In particular, if you've ever had to pay for technical support, you know they don't give it away.

But . . .

There are times when you can get free support from Microsoft. And the good news is: You get free support when you need it the most!

When MS releases a new **Service Pack**, for example, they provide free support for any issues that appear to be related to installation of the Service Pack. The same is true for most "patches" that show up on the second Tuesday of each month.

If we manage your system patches, of course, we deal with all glitches from the patches. But even if we have to call Microsoft, you can rest assured that you won't have to pay the \$245 fee if the issue is related to a newly-installed Service Pack or patch.

And, of course, if you have a **Server Down** incident, there is never a charge for getting help from Microsoft. They can't promise to fix it fast, but at least they don't contribute to your misery by charging you for support.



Networking Infrastructure Solutions

Netsky is Still the Number One Virus

By Karl W. Palachuk



There aren't many viruses that do so much damage that you'd call them "famous." But the **Netsky** virus is definitely one of them. This nasty little worm has been around for more than two years and is the most prevalent "malware" out there.

The loser who wrote both the Netsky worm and the Sasser worm (another ever-popular bug) was arrested two years ago in Germany.

How is this possible?

How is it possible for a two year-old virus to still be causing problems? Think about it: even the worst, cheapest two-year-old virus scanners could stop this infection. Therefore, it can only spread because people **make no effort** to protect their machines.

I hope these are home users. I can't imagine a machine in a business environment without a good virus scanner. Once in awhile we come across broken A-V programs, or out-of-date programs. But we rarely see a system with nothing at all.

Personally, I think the issue is related to the 60- and 90-day trial versions that come with new PCs. People think they have what they need and resist paying the \$30 to keep the A-V program going.

Whatever the cause, it **makes your life more difficult** because it means that your computers are always under attack! No matter how good you are, your computers operate in a hostile environment. If you were to unbox a brand new machine and put it on the Internet without a virus scanner, that machine would be infected with *something* in less that one hour. Perhaps much less.

So whatever you do, keep that virus scanner up to date!

Overcoming the Great Squeezy-Toy Challenge: How Focusing on What's Important Will Win the Day

By Karl W. Palachuk



Please read the enclosed handout on PowerPoint presentations and feel free to photocopy it for your staff. Bad PowerPoint presentations have become the norm. Not just in the U.S. but all over the world. Here's a brief story about overcoming adversity by focusing on what's really important.

Many years ago I worked with a company that was competing for a Microsoft award entitled the "Retail Application Development" award. Our company was a finalist. Steve and I flew to Las Vegas to give our presentation.

We had a killer PowerPoint. We had divided up the presentation and we were totally prepared. We were a little hopeful that there wouldn't be too many questions. We knew the material, but we wanted to make sure we got through our presentation.

But when we got in the room, we had to change our plans on the fly. The judges were camped out for three days in the same room, watching one presentation after another. Every contestant except us had apparently decided to give them gifts.

Continued next page

Get Plug-Ins for Windows Media Player

Most of us use Windows Media Player all the time — even if we don't know about it. Media Player is the thing that pops up when you put an audio CD in your CD player.

Windows Media Player can play all kinds of sound files and video Files. And now, it does even more. Drop in at www.wmplugins.com and see what's new.

In addition to plug-ins that allow you to play DVDs (DVD reader required ☺), you'll find lots of other cool stuff. One of the cool things you can download is a new "skin" to change the look of your Media Player. Forget the boring basic:

Try one of these: **Harry Potter**, **Gingerbread Man**, or **Winter**.



Almost anything that involves digital media can be plugged into Media Player. For example, if you want to create your own MP3 files from your CDs, you'll find Plug-ins for that. If you want to watch TV on your Media Player (or Mobile Media Player), you can do that.



Whether you use Media Player as your digital jukebox, or want to turn it into a powerful 3-D project authoring tool, you'll find what you need at

www.microsoft.com/windows/windowsmedia/mp10/getmore/skins.aspx



The Great Squeezy-Toy Challenge — Continued

The judges had hats and t-shirts, squeezy-toys, tool kits, custom paperclip holders, — you name it. We hadn't even brought company pens! We were so focused on our product and our presentation, we didn't think of the "sizzle" side of the equation.

And that wasn't the bad part!

When we sat down and started hooking up our laptop, the judges told us that they didn't want to spend time on our PowerPoint. They wanted to see a demonstration of the real product. We said okay, and started to do just the intro to our PowerPoint. Once again the judges asked for a demo.

At that point, Steve and I looked at each other, nodded. We jumped into a completely unprepared demonstration. Of course, we knew our product well (I helped design it and he sold it). We tried to remember to throw in all the details that were important on our PowerPoint, but never got a chance to go back to it.

The judges later told us that we were the **only competitor** in three days who actually did what the judges wanted and threw away the prepared presentation. They wanted to see a live product. And guess what?

We won! I still have the trophy.

The lessons: 1) Know your product. 2) Don't rely too heavily on that great PowerPoint presentation! and 3) When the "customer" doesn't want to see the presentation, switch gears fast. Give 'em what they want!



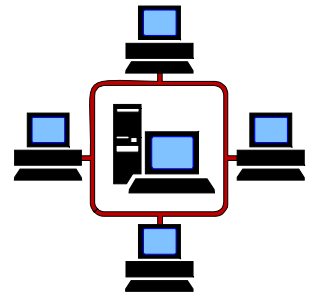
Be More Productive Today

Keep Your Files on The Server!

by Karl W. Palachuk, M.A., MCSE

Where do you keep your files? For most businesses, the only place for your files is on the Server. That's what "server" means: it's a **file server**. Here's what we tend to see:

- Files stored on the server are backed up; Files stored on desktops PCs are almost never backed up.
- After a fire, flood, or theft, our chances of recovering data from the server is close to 100%; from desktops it's closer to 1%.
- After disaster strikes, everyone learns to keep their data on the server. Period.



Who is exempt from this policy?

No one should be exempt, but we find two groups who generally think they don't have to comply: The business owner/manager and the bookkeeper/controller. Maybe it's human nature, but the people who handle all the most important information in the company tend to be very territorial and protective. The result is that they keep this information on less-secure machines and dramatically reduce the chances that we can recover that data in an emergency.

If you are this situation, please contact us. We can design a secure system for storing your data on the server and demonstrate this security to you.

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