



README.TXT

A Newsletter from
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New Small Business Server Coming in November

Microsoft has officially announced the release date for SBS 2008: November 12th 2008.

The new version is very cool, with some nice features. If you have the current version (2003), then you probably love it and know that the next version will be even better.

Please note: We are generally not recommending in-place upgrades. In other words, when your server is three years old, you'll replace that server. And when you do, you'll get the new operating system.


We do not recommend that you upgrade immediately unless you need something that's worth the extra cost!


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Notes From The Field By Karl W. Palachuk, CEO



 **The Days Are Getting Shorter.** I notice the sun was not up the other day when I rolled out of bed. That can only mean that Fall and Winter are around the corner. Such sad thoughts for the month of August!

 **It's a new Quarter** for Microsoft and HP. That means we'll be keeping our eyes out for rebates and special deals for you. If you're looking for something in particular, let us know.

 **Don't forget . . .** We have plenty of heat still ahead. Computers love the cold! But please don't plug fans into your UPS!

 **And if we can help . . .** Give us a call. 916-928-0888

New Policy Regarding Credits

We love your money. And we're happy to keep your money.

But we're in a bit of an odd situation with several clients: You have a bunch of credits with us that you're not using.

So, even though we love your money, we're not going to keep it forever.

Jennifer will be applying your outstanding credits to labor invoices as they are generated. So you might get an invoice that is marked "PAID" when it arrives.

If your credit is not greater than the invoice, then Jennifer will apply the credit and give you a statement showing the remainder due.

We are blessed to have clients who are doing so well and are not in a cash flow crunch.

If you find yourself in a cash flow crunch, please contact us. We will do what we can to help you through the dip and on to a more profitable future.

Call us if you need assistance.



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Do You Need a Blog?



Blogging is the hottest thing on the Internet.

Search engines love blogs. In fact, there are search engines dedicated to blogs!

Many businesses are creating "corporate blogs" to advertise their wares and manage their image.

- Is this the right thing for your business?
- What's involved in blogging?
- Can you pass off your company blog to someone else?

As you may be aware, Karl writes three blogs. He has learned to maximize their impact on his businesses. Now you can, too.

Join us and learn the basics of blogging and find out whether it's right for you. Sign up today! Free.

Join our free online webinar Thursday, August 21st at 12 Noon.

Register online at www.SacBizTech.com.

“File Sharing” Isn't Good For You

As a general rule, please let KPEnterprises manage your computers. That includes downloading things and installing them.

Sometimes, when you're out wandering the Internet, you are given the opportunity to use a "File Sharing" system to download programs. Some of these are outright piracy and some are completely legitimate.

In either case, here's what these programs do: They monitor your computer and bandwidth, and they allow robot computers to search your system for files that others want. Then they use "spare" network bandwidth to share your files with other users.

In this way, when you download a file using these tools, the download doesn't come from one big server — it comes from hundreds of private individuals who have given permission for their files to be shared.

These systems are also call **P2P**, or **peer to peer** sharing.

It sounds like a lovely idea.

But, in truth, these systems use your resources and very often they are not well behaved. The scary part is that **you don't control which information they can access**.

Because these systems originate inside the fire-wall, they are normally allowed by default. That means you have to be good about just saying NO.

Names to look out for include Shareaza, LimeWire, Morpheus, MLDonkey, GetRight, and wxDownload Fast.

CLICK HERE TO START YOUR FREE TRIAL

▶ **START DOWNLOAD** CLICK HERE

FREE TRIAL!

Need a Speaker?

Want to Promote Your Business Through Speaking?

Speaking is a great way to get your message out. It might be a personal message or a business message. It's also a great way to market your business.

If you are a speaker, want to become a speaker, or need a speaker to talk to your group, check out the Sacramento Speakers Network. SSN is organized by Stephanie Chandler, a nationally-recognized authority on entrepreneurship for small businesses.

SSN meets once a month and is always an energy-filled crowd of enthusiastic speakers.

No one gives "speeches" at this meeting. They simply exchange great business ideas and best practices with one another. You simply cannot attend one of these events without learning valuable information that will improve your speaking prospects and techniques.

The online home for SSN is at meetup.com. From there, about 160 people chat with each other, exchange ideas, organize meetings, and make the organization run.

There are no dues, although the monthly meeting is at a restaurant, so it will cost a few dollars to attend a meeting.

Check it out today at <http://toastmasters.meetup.com/82>.



Stephanie Chandler

Promotion Monkey Launching Soon

If you sell or market anything on the Internet, we encourage you to take a look at a new venture from our very own Karl Palachuk. It's called **Promotion Monkey**. Promotion Monkey will be a monthly newsletter focusing completely on the world of Promotion — and almost exclusively on online promotions.

In many respects, it doesn't matter whether you're selling a product, a service, or just brand loyalty: modern promotion techniques will separate you from the competition.

Marketing is generally considered to be in the realm of demand generation. Sales involves getting the prospect to actually ink a deal. So what is promotion?

Promotion consists of the broad scope of activities a company engages in to increase awareness of products, services, and the company itself. Promotion leads eventually to sales, but sometimes it is difficult to connect one dot to the other. Promotion consumes the marketing role, but is broader than marketing.

The Promotion Monkey newsletter will cover all aspects of promoting yourself, your company, and your products. It is heavily focused on Internet-based promotions because that's where the rich opportunities exist today.

Sign up now to be on the mailing list. That way you won't miss the release data announcement. You can always un-subscribe, of course.



www.PromotionMonkey.com

Be More Productive Today

Need to Send Your Contact Info? Send Your VCard!



What's a Vcard? It's your virtual business card.

In Microsoft Outlook, you can right-click on any contact and select "Send as Business Card." That will generate an email with an attachment. The attachment name ends in .vcf.

So, you can create a contact for yourself, right-click on it, and send it as a vcf file. That's your Vcard.

When someone sends you a Vcard, you can easily import this into your personal contacts. First, open the email. You will see the Vcard attachment.

To add this person to your contacts, simply right-click on the Vcard and select "Add To Contacts." This will open the Vcard so you can make changes. You might, for example, make a note of where you met this person.

Click the Save and Close button to save the new contact.

Because the Vcard is an attachment, you can also save it to a file folder. In this way, you can store a number of Vcards in one location that makes sense for your operation.

If we can help with anything, give us a call. 916-928-0888.



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Address Correction Requested