



# Ribb"IT" Review

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably" Issue 11 Volume 04 November 2014

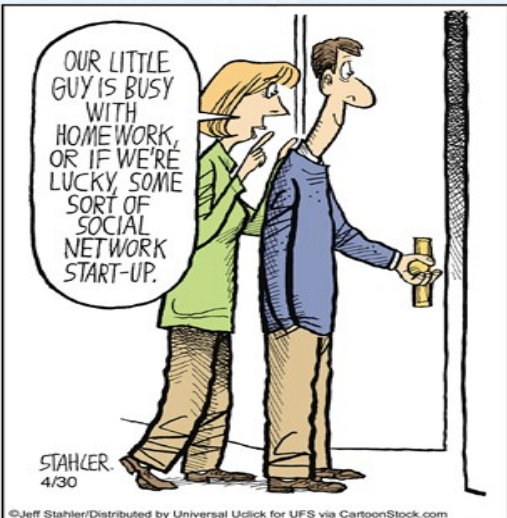


"As a business owner, you don't have time to waste on technical and operational issues. That's where we *shine!* Call us and put an end to your IT problems finally and forever!"

- Jennifer L. Blead, Frogworks

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## Swimming With A Shark!

Last week I had the opportunity to meet with Robert Herjavek, of ABC's *Shark Tank* fame. What stood out to me in the hour I listened to him was his genuine desire to help people.

I filled six full pages with notes! Here are just two things I learned from this shark:



**#1 – Sharks aren't afraid of failure.** Jennifer Blead, Robert Herjavec, and Alex Blead

Robert told the story of purchasing his first race car. He called the company in charge of registration and painting, and they asked, "What numbers would you like for your car?" And he said, "Double Oh Seven, of course." (What boy/man wouldn't want that?) The immediate reply was, "I'm sorry. That's against the rules." So he politely hung up. And proceeded to download the rules and read them.

The next day he called back and asked the same question. The reply was the same, "Mr. Herjavek. I believe we spoke yesterday. The answer hasn't changed. It's against the rules." He replied, "I'm sorry, but I downloaded the rules and have read them. Could you show me where that rule is?" The insistent lady replied, "Well, maybe it's not in the rules, but it's obviously not allowed. Don't you think that in all the years of running these races, that *someone* would have asked for that before?" Robert's response was classic, "No ma'am, I don't think that. Because YOU have told them all, 'no,' and they accepted your answer." And sure enough, he currently drives around in a car labeled 007!

**#2 – Sharks aren't afraid of hard work.** OK, in fairness, I already knew that running a business is hard work! But here are several things that he elaborated on. First, he said, "Nobody cares about your bad day. Your #1 job is to keep people happy. Whenever anyone asks me how I'm doing, I always answer, 'I'm wonderful.'" Also, be aware that there are SO many problems in your business that you'll never fix. In the words of Robert Herjavek, "The closest analogy to running a business is playing Whack A Mole. As soon as you fix this problem, another one will pop up." He explains that running a business is very difficult, and maybe even lonely, "Running a business is doing a million things every day that no one sees, and that no one else cares about."

So how about it: are you ready to swim with the sharks? Or will you be eaten by the sharks?

## FREE Report Download



### FREE REPORT:

**7 Little-Known Facts And Insider Secrets Every Business Owner Should Know About Backing Up Their Data, And Choosing A Remote Backup Service**

**Learn The Most Common Mistakes Most Small Business Owners Make With Their Data.**

By Jennifer Bleam  
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www.GetFrogworks.com Managing Your Network So Your Business Doesn't Croak ©2014 240.880.1944

## “7 Little-Known Facts And Insider Secrets Every Business Owner Should Know About Backing Up Their Data, And Choosing A Remote Backup Service.”

This report will outline in plain, non-technical English common mistakes that many business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

You will learn:

- ✓ The only way to know for SURE your data can be recovered if lost, corrupted, or deleted—yet fewer than 10% of businesses have this in place.
- ✓ 7 critical characteristics you should absolutely demand from any off-site backup service.
- ✓ Where many backups fail and give you a false sense of security.
- ✓ The number one cause of data loss that businesses don't even think about until their data is erased.

You can request this report by emailing us at [Info@GetFrogworks.com](mailto:Info@GetFrogworks.com) and putting Backup Report in the subject line.

## Client Of The Quarter: Ronco Mechanical Contractors

Our Client Of The Quarter is Cindy Burnett, of Ronco Mechanical Contractors. Ronco Mechanical Contractors (Ronco) has been in the construction industry in the Washington Metropolitan area since 1961. Cindy Burnet joined the business after college, and has seen a tremendous increase in the world of IT. She even remembers when they took a major step forward, and began using a fax machine! She's watched as the company evolved from typewriters to computers and from pagers to smart phones.



Cindy Burnett, Director of Human Resources, at Ronco Mechanical Contractors

### Ability To Gain Market Share

By partnering with Frogworks in 2006, Ronco has been able to grow increasingly competitive and remain up-to-speed with new technology that is specific to the industry.

Ronco has been able to grow increasingly competitive, and remain up-to-speed with new, industry-specific technology. Ronco used to have frequent instances of down time. Cindy tells, "We must have our computers operable in order to accomplish the basic bidding process of the free-enterprise industry; this is how we survive." Frogworks took over the entire network, and made things work the way they're supposed to. This enabled Ronco to bid on more projects, thus increasing their chances of securing more work. Frogworks installed highly efficient equipment on site, which cut the bidding process time in half.

Frogworks also installed, and has managed, the antivirus software and new firewalls on all work stations and laptops.

### Archived To An External Server Saved Us Thousands

Just recently the company that manages Ronco's line of business server recommended that they spend in excess of \$10,000. They immediately called Frogworks, who assessed the situation, and remedied the situation for only \$129! Ronco was thrilled! Cindy explained, "During these are difficult economic times, these are the kind of solutions businesses need to have access to. Without Frogworks' input, we would have spent money that was completely unnecessary."

Says Cindy, "Our security has increased, and our downtime has been cut by 75%. Without Frogworks' knowledge, guidance, and support, we would easily have spent way beyond our budget to purchase and install software and equipment not suited to our business needs."

Congratulations to Cindy and Ronco for using technology to grow their business. You truly deserve this honor!

## Shiny New Gadget of the Month:



### Pebble Steel

Pebble Steel does more than just tell the time—this smart watch displays e-mail, text messages, caller ID and other notifications from your favorite apps, reading them straight from your iPhone or Android phone. Pebble cleverly vibrates on your wrist to alert you of incoming calls, meeting reminders or approved notifications. Leave your phone in your pocket as you go about your day-to-day activities.

The long-lasting battery life and the easy-to-use design makes this watch both stylish and necessary in this day and age, and its e-Paper screen makes it easy to see in both direct sunlight and even underwater.

Pebble Steel is available on Amazon.com for \$149.99. With this gadget, whose battery can go for a week without charging, the integration of technology in your life will be smoother and much more hands-free.

## Barn Movers

In 1981, Donna and Herman Ostry bought a farm in the small town of Bruno, Nebraska, about 60 miles outside of Omaha. The farm came with a big barn that had been built back in the 1920s, and also had a nice little creek that flowed through their property. The creek was both a blessing and a problem for the Ostrys. It was great to have readily available water for their farm animals, but it also flooded a lot during heavy rains. The barn floor seemed to always be wet and muddy, and then in 1988, they had a huge flood where the water rose about 30 inches up the side of the barn walls.

The Ostrys desperately needed to move the barn to higher ground, but the cost to contract with a company that has both the capability and equipment to move a barn of this size was prohibitive. One night, sitting around the dinner table, Herman Ostry commented that if he had enough people, he could pick the barn up, and move it to higher ground. Everyone laughed off the comment as silly ... everyone except his son Mike.

I wonder if “young” Mike knew that people scoffed at the idea of traveling 30 miles per hour on a railroad car. People actually thought that traveling that fast would stop the circulation of the blood. I wonder if “young” Mike knew that Eli Whitney was laughed at when he showed his first cotton gin, that Thomas Edison had to install his electric light free of charge in an office building before anyone would look at it, or that Samuel Morse had to plead before 10 Congresses before they would even look at his telegraph (*which revolutionized communication*). Maybe “young” Mike just thought ... **WHY NOT** ... and then he set out to figure out a way to make his Dad’s statement a reality.

**Young, inexperienced, doesn’t-know-any-better** Mike did some calculations, and figured out that the barn weighed about 17,000 pounds. He then figured out that he could design a steel grid system that he could place under the barn that would weigh another 3,000 pounds. So, the total weight that would need to be lifted was 10 tons. “Young” Mike figured if he could gather up about 350 people, they would all need to only be able to lift approximately 50 pounds each.

Mike presented his calculations to his dad, and they both thought it would work. Mike and his dad got a little lucky on the timing when they presented their idea to their small town. Nebraska was getting ready to celebrate its centennial, and the town of Bruno had put together a committee of townspeople to decide on different things to do for the celebration. Mike and his dad convinced the town to make the barn moving a part of the celebration. The word got out and over 4,000 people from 11 states witnessed the event.

A little before 11 a.m. on July 30th, 1988, in front of the local television cameras, 344 people moved the barn 143 feet up a gentle slope to its new foundation. **All in all**, it took 3 minutes to move the barn. So, the next time somebody hits you with an idea that you think is silly or maybe even impossible ... think again, and never discount the **POWER of TEAMWORK**.

Relive this idea again in your head. Someone in a meeting says, **“Let’s move a 17,000-pound barn 143 feet up a slope, and do it in less than 3 minutes, using no machinery.”** Now, that idea sounds pretty nuts, ridiculous, stupid, impossible, and far-fetched to me. But a need, a desire, a creative mind, a well-designed plan, and a giant team, **all working together**, made it happen.



**Robert Stevenson** is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like an Eagle in a World Full of Turkeys* and *52 Essential Habits for Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech), and is a former All-American Athlete. He started his first business at 24, and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who’s Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, former President George H.W. Bush, Anthony Robbins, and Steven Covey. [www.robertstevenson.org/](http://www.robertstevenson.org/)

## The Lighter Side: How Balloons Teach Teamwork



Once, in a seminar of about 50 people, the speaker decided to change his presentation to prove a point. He decided to do a group activity. He gave each person a balloon and asked them to write their names on it with a marker.

All the balloons were gathered up and put into a small room. The attendees were all let into the balloon-filled room and were asked to find the balloon with their own name on it within 5 minutes. As expected, everyone was frantically searching for their name, colliding with each other, pushing around others and creating utter chaos.

At the end of the 5 minutes, no one had found their own balloon.

The presenter then asked the attendees to randomly pick up one balloon and give it to the person whose name was written on it.

Within minutes, everyone had their own balloon.

“This is what is happening in our lives,” the presenter explained. “Everyone is looking frantically for their own happiness, not knowing where it is.”

Our happiness lies in the happiness of others. Give happiness to other people, and you shall find your own.

This is the purpose of human life.

## Microsoft Windows Server 2003 Set To Expire In 2015

Microsoft has announced that as of July 14, 2015, it will discontinue support for its 11-year-old server operation system, Server 2003. This follows in the wake of its recent discontinuation of support for Windows XP this past spring. Failure to upgrade your server off of this operating system dramatically increases any company's cyber security risks.

With server migrations taking on average 200 days from planning to completion (industry average), if you still have a server running this software active on your network, now is the time to start planning.

End of support for Windows Server 2003 means:

- **No further updates or security patches released.** 37 critical updates were released for Server 2003 in 2013 alone. No updates will be released after 7/14/15.
- **Loss of compliance.** Various industry regulations and industry standards will no longer be able to be achieved if you are using Server 2003 actively on your network.
- **Increased security risks.** Any server running this operating system will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing your data or crashing your systems.

### Free Server 2003 Migration Plan Gets You Started

We are committed to helping your company by offering a Windows Server 2003 Migration Plan for FREE.

To secure your FREE Server 2003 Migration Plan, call us today at 240-880-1944, or go online to: <http://www.GetFrogworks.com/Server2003>.



### Your Chance To WIN a \$25 Gift Card to Starbucks!

The Grand Prize Winner of last month's Trivia Challenge Quiz—and Amazon.com gift card—is Anne Wood, of Pesante Norris, LLC in La Plata, MD! She correctly answered my quiz question from last month:

Complete this old farmer's saying: “Rain in October means \_\_\_\_ in December.”  
a) snow b) wind c) ice d) warmth e) mice

The correct answer was B) wind. Now, here's this month's trivia question. The winner will receive a gift card to Starbucks!

Take my monthly “Trivia Challenge,” and  
you could win too!

Send me an email with Trivia in the subject line and your  
answer:  
[Jennifer@GetFrogworks.com](mailto:Jennifer@GetFrogworks.com)

Which infamous  
criminal was born  
on the 12th of  
November 1934?