



Ribb"IT" Review

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"

Issue 10 Volume 3 October 2013



"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!"
- Alex Bleam, Frogworks

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"GLAD TO SEE MY LATEST OFFICE SAFETY INNOVATION IS WORKING. THE MONITOR AIR BAG KEEPS YOU FROM GETTING HURT WHEN BANGING YOUR HEAD AGAINST THE COMPUTER IN FRUSTRATION."

Last Night I Startled Out Of Bed In A Cold Sweat, Heart Racing, With Fear Running Through My Mind... And YOU Were The Reason For My Panic!

Was I having a nightmare? Was I just watching too many reruns of The Twilight Zone? Maybe taking the Halloween spirit too far? No – it simply occurred to me that you might not have a solid backup and disaster recovery plan in place!

And if your server data was erased, corrupted or destroyed because of a hardware malfunction, system crash, fire, flood or some other random, unforeseen disaster, you might not be able to be back up and running again FAST!

The Thought Of That Happening Scared Me Half To Death!

And quite honestly, it should scare you too! Just imagine what would happen if your server went down and you...

... Lost all accounting documentation and history...

... Lost all the work files you've spent YEARS developing...

... Lost the work files and documentation you desperately need to service your customers...

... Lost all the e-mails you've saved and couldn't access your inbox...

Can you even put a price tag on it? Probably not, yet so many business owners aren't 100% certain that they could be back up and running after a disaster or are purely hoping that their current backup system is working and storing a usable copy of their data.

Want to know for sure if your data is safe? Our FREE Data Security Analysis will reveal the truth... Since Halloween is this month, I'm treating all of my friends, clients and prospective clients to this \$320 service at no charge. That's right... FREE! Call us today at 240-880-1944!

How To Prevent ATM Skimming

Over a billion dollars are lost each year in the United States through “ATM Skimming” – far more than any losses from bank robberies – and it’s growing at a rate of more than 10% every year.

ATM Skimming is a cybercrime where the criminals steal (or “skim”) your ATM/debit card data when you’re using a typical ATM machine. They do this by fitting a small card reader over the typical ATM card slot, thus capturing your information. Additionally, the criminals install mini cameras above or near the ATM to capture your PIN number. The data is then transmitted via Bluetooth to the cybercriminals somewhere nearby. The average skimming attack usually lasts only an hour or two during peak ATM usage times (i.e. lunch hour or after work). Meanwhile, you have no idea that you’ve just been had and are at risk. These cyber-criminals will then sell the data on the cards to others so that they can either clone your debit card or wipe out your bank account.

5 Tips To Prevent ATM Skimming

- ✓ Cover your hand as you type. Obstructing the view of your pin from any cameras will render your data much more difficult to use.
- ✓ Pay attention to the area around the ATM card slot. If anything looks loose or out of place, pull to see if you can remove it.
- ✓ Be aware of your surroundings. Be extra careful of ATMs in dark or isolated places.
- ✓ Does the machine look different? If anything looks out of place (extra signage, mirrors, etc.) then avoid the machine.
- ✓ Notify your bank manager. If you find or suspect an ATM has been compromised, notify your bank and law enforcement immediately.

Client of the Quarter

Congratulations to Galleria Salon & Spa in Waldorf, MD. They have won the Client of the Quarter Contest! This prize is awarded to a Frogworks’ client who recognizes the importance of technology to their business. Here’s their story:

“I run a high end salon owned and operated by my sister, Pamela Roberts. I



Pamela Roberts, Owner

certainly have no interest in being a computer expert,” declares Leslie Hubbell, Manager. As a motivated executive, her desire was to deliver great service to existing clients and research new service and product options for those clients. But computer networking, connectivity, and software issues were sucking valuable time out of her day. She was running herself ragged trying to keep things running! She even remembers several instances where she was forced to stay in the office after

hours babysitting their former IT company. Leslie explained it this way, “With our previous provider, there was one time where we were down for an entire week. Once we were finally back up, my staff had to enter data for the current week, plus the week we were down. It was ridiculous.”

A Company That Relies Heavily On Technology

When you think about a day spa, massages and pedicures probably come to mind. But the fact is: Galleria Salon & Spa heavily relies on technology to run and grow their business. They need their technology to help them keep their clients happy.

Galleria tracks their marketing activities, customer visits, and many other business tasks via their salon-specific software solution. This tool allows them to address problems and opportunities as quickly as possible.

Frogworks Lets The Executives Sleep At Night

“I get real peace of mind knowing that Frogworks is part of our team. They are dependable and consistent professionals. This allows me to sleep at night, knowing that everything is taken care of and Frogworks is keeping an eye on our network.” And when the network is running well, Leslie can focus on growing the business.

A Partner They Can Depend On

When Galleria Salon & Spa began looking for another IT company, they read the book, “The Executive Guide To Technology: What Every Business Must Know About Making Technology Just Plain Work” authored by Frogworks’ owner, Alex Bleam. Since they’d been burnt by previous IT companies, they were skeptical of the claims that Frogworks made in the book. She is now happy to state, “Frogworks has backed up everything they said in the book that they would do, or recommended should be done.”

With Frogworks, Leslie knows she can depend on their history and a relationship built on trust. “I’ve worked with other IT companies in the past. I was never able to get the same level of support that I experience with Frogworks. Frogworks is our IT provider. We aren’t going anywhere!”

Bring a copy of this Newsletter to Galleria Salon and Spa and receive a \$100 Gift Certificate for only \$85!

Who Else Wants To Win A \$25 Gift Card?

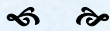


No one got the answer last month so the Amazon gift card is still available! Here's the answer to last month's trivia question:

Which of these American historical events took place during the month of September?

- a) Star-Spangled Banner Composed
- b) U.S. Constitution Completed & Signed
- c) Bill of Rights Created
- d) All Of The Above

The correct answer was d) All of the above.



Now, here's this month's trivia question. The winner will receive a \$25 Amazon gift card.

What is the most expensive object ever constructed?

- a) The Empire State Building
- b) The International Space Station
- c) The Panama Canal
- d) Mount Rushmore

Email our marketing manager: Jennifer@GetFrogworks.com with the word "Trivia" in the subject. Or call us right now with your answer! 240-880-1944.

All correct answers will go into a drawing which will take place on the 15th of the month. Good Luck!

The Constant Climb Of Entrepreneurship

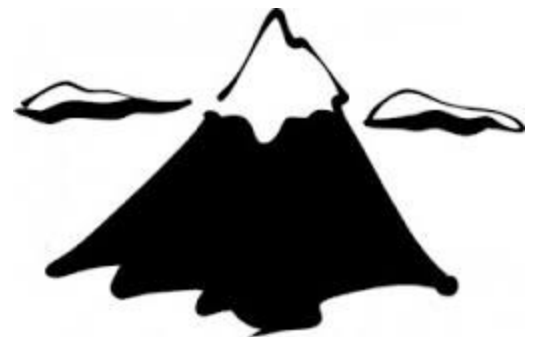
Today, as I write this, I am sitting on a veranda with the most magnificent views of Jamaica. I came here to speak at the annual Business Summit event in Kingston, and my wonderful host has me staying in a villa at Strawberry Hill. My room sits on top of a mountain (a hill for Jamaicans, a mountain for New Jerseyians), overlooking other mountains in all directions. The drive up here was fascinating.

I am not sure if you have ever navigated the back roads of Jamaica. But, for myself, I consider it old hat. (That is, as much as a passenger can say "old hat" when it comes to driving.) I would never drive these roads myself. They are fast, they constantly twist and turn; 18-wheelers careen down them; people drive on the left side (which gives any American driver a heart attack every time another car approaches); and there are mammoth potholes everywhere. If that doesn't get to you, there's the fact that mere inches to your left or right are gorges that drop as far as the eye can see... and railings seem to be optional here. Yet with all that, the drives are the most beautiful and invigorating thing you can experience.

During this particular drive to Strawberry Hill, I noticed something. Almost every time we completed a turn and the road leveled out, I was momentarily convinced we had finally reached the top of the mountain. But then, another turn would come, and we would start to climb again. We'd level off, I would think that this time we were in fact at the top, and that's precisely when the next climb would begin.

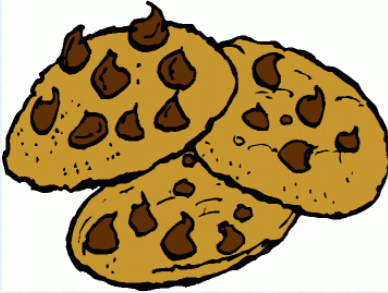
I couldn't believe how high up in the mountain we were, yet we always climbed higher. When we reached the summit (I thought) we entered the Strawberry Hill property, and I was assigned my villa. From there I walked up higher! Climbing 30 plus steps to get to my room. I entered. It was gorgeous. I walk onto the veranda to look down. But I had to look up. The distant mountains were far higher than I.

Welcome to entrepreneurship. Or a drive up a Jamaican mountain. It's basically one and the same. The climb never ends for entrepreneurs. There is always a higher summit for us. When you think you are at the top, you haven't even started yet. You can always climb higher. You must always climb higher.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings he systematically bootstrapped a multi-million dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group, a consulting firm that ignites explosive growth in companies that have plateaued; is a former small business columnist for The Wall Street Journal; is MSNBC's business make-over expert; is a keynote speaker on entrepreneurship; and is the author of the cult classic book, The Toilet Paper Entrepreneur. His newest book, The Pumpkin Plan has already been called "the next E-myth!" For more information, visit <http://www.mikemichalowicz.com/>

The Lighter Side:



Happy Cookie Month!

- The most popular type of home-baked cookie is the Chocolate Chip cookie.
- Over-mixing the dough or adding too much flour can result in hard, tough cookies.
- The first animal crackers were produced in the United States by Stauffer's Biscuit Company in 1871. Nabisco's Barnum's circus version hit the market in 1902.
- The modern version of the Fig Newton was created in 1891 and is named for the city of Newton, Massachusetts.
- The Oreo cookie was invented in 1912.
- Ladyfingers are used in tiramisu because the cookies so readily absorb the sweet syrup and liqueur used to make the traditional Italian dessert.
- While Italians use the word "biscotti" to refer to all types of cookies, Americans think of "biscotti" as the long, dry cookies that are served with hot drinks for dunking. The name is derived from "bis," meaning twice, and "cotto," meaning cooked. Baking the cookies twice results in their hard, crumbly texture.

5 Steps To Moving From Your iPhone To An Android Phone

Android phones have come a long way in the last few years, and the Apple iPhone may have lost a bit of the pizzazz that it had just a few years back as the new phone on the block.

If you're thinking of making the jump from iPhone to Android, here are 5 critical areas of your phone you need to consider before you move:

1. **E-mail, Contacts and Calendars.** If you're using Microsoft Exchange for e-mail, then this step should be a breeze. All of your e-mail, calendars and contacts should be housed on your Exchange server and will populate automatically once you set up your account. If you're using Google Apps for these services, it will be even more seamless!
2. **Apps.** Your iOS apps are going to be stuck on your iPhone and not transferable. You'll certainly find the Android version of these same apps on the other side, but be sure to check this out ahead of time so that you're not stuck searching for a workaround for a critical work function upon arrival.
3. **Music.** The easiest way to move your music from iTunes onto your Android phone is by creating a Google Music account on the same computer where iTunes is installed. You can then use Music Manager's iTunes option during setup. You can even continue to use iTunes and sync any new purchases with your Google Music account automatically.
4. **Photos and Videos.** Your best option to move photos and videos is to simply download them from your iPhone to your computer and then re-upload whatever you want/need to your new phone. Another option is to use a cloud sharing service such as Dropbox to move these files wirelessly across devices.
5. **Text Messages.** If you must move text messages, use the free iSMS2droid app. Or use the Samsung Kies software to restore an iPhone backup (if you have a Samsung Android phone).

Finally, if you're really thinking about moving from your old iPhone to an Android phone, make sure to pick a higher-end Android phone, such as the Samsung Galaxy. To be happy with your decision, you'll need to feel like you've actually upgraded.

Shiny New Gadget Of The Month: The Tile



Now it's super easy to keep track of stuff on the go. Just attach, stick or drop your Tile into any item you might lose: laptops, wallets, keys, guitars, bikes—you name it. Download and sync the app and you'll never have to worry about losing it again! Pre-order this little device

and you'll be able to:

Use Tile on as many things as you want. Add up to 10 Tiles on an account.

Share access to Tiles with friends, family, and trusted coworkers.

Hear the alert notification when your items are triggered to find. If you can hear it, you can find it.

Use the Tile app to remember where it last saw your Tile, so you can easily find it right where you left it.

Pre-order your device today at <http://www.thetileapp.com>