

MC Connect

“Insider Tips to Make Your Business Run Faster, Easier, and More Profitably”



The other night I was lounging on my couch watching TV with the family. Our show ended and the news came on...

I have to interrupt my thought by saying that I am so tired of politics it makes me want to scream. I don't have much confidence in our elected officials. Any of them. I believe some of them mean well, and I fear many of them do not. The whole subject just makes me angry.

So back to the news. Politics. The state of Texas is squawking about money to the feds. I tuned out. But somehow the pictures of bus loads of children caught my attention and brought me back. It's still a political issue: secure the boarders, finger pointing game, who's going to pay, blah blah blah. Understand, it's not that I don't care, or don't have opinions, I'm just tired of it.

Back to the news. Again. These kids are being shipped off by their parents, alone, to a foreign country (ours), with nothing but a hope and a prayer that someone will take care of them.

I am a father of four amazing children; they mean the world to me. I simply cannot fathom the idea of shipping my kids off to some unknown country *hoping* there would be someone there to take care of them. Knowing I would likely never see them again. It makes me physically ill to even think about it. My wife, my children, and I began discussing this. How could you do that to your kids? How would the kids feel? Imagine the horrific fear and anxiety they must be dealing with!

Then the conversation turned. How bad does your situation have to be to see this as the best possible hope for your family? All of a sudden,



- Justin Shelley, Master Computing

“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!”

July 2014

DENTON, TEXAS

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the petty politics that so quickly aggravate me seemed trivial. What an amazing privilege to live in a country like ours. Yes, our political system is flawed. Our welfare system has problems. Our borders are not secure. Our economy is less than perfect. Our healthcare system is a mess. But every night I go to bed with near perfect confidence that my kids will be alive and well the next morning. Sure, there are still dangers, struggles, risks. But if I get to the point where I can no longer feed my family, I have places to turn: family, church, food stamps. I've been there. It absolutely sucks, but at least the help is available. At least I don't have to ship my kids off to a foreign country *hoping* that they are fed when they arrive. Hunger is just one of their problems, on a list that is likely longer than we even want to imagine.

Twenty years ago I served a mission for my church in Paraguay. I saw poverty up close on a daily basis. I lived it. I worked with and loved those people. I sat with them in their homes as the rain water flowed under one wall, across the dirt floor, over my feet, and out the other side of the tiny shack they called home. A family of 6 would sometimes share a single bed. A typical home was 15 feet by 15 feet, sometimes smaller; the size of a single bedroom in my home today. I ached for the children with grey, rotting teeth and no dental care. I watched a man's foot literally rot away after stepping on a nail because he suffered from diabetes and could not afford medical care. I walked daily down the streets where sewage water ran, or stagnated, and filled the air with a less than pleasant aroma. Almost daily, these people who I learned to love, begged and pleaded with me to take them back with me to the United States. It tore me up inside.

Then my two years ended and I came home. Back to my carpeted floors, central air, heated water for showers, cars, paved streets, jobs, and unimaginable wealth by comparison. Over the following 20 years the memories faded. I have never forgotten that experience, but the contrast has faded in my mind. Then I saw the news of these poor kids. And I remembered.

I love this country. Even with all its flaws. And so I say, "Happy Birthday, America!" What an honor, privilege, and blessing to call this land my home.

Justin Shelley

This Month in Technology History

Not much interesting happens in the world of technology in July – tech giants usually reserve the month for preparing for products that are about to be announced or are scrambling to get a just-announced product to market. There is one incredibly infamous exception to this rule, though, and it is directly responsible for the reshaping of technology that we have experienced in the past ten years.

In 1997, Apple Computer was on the brink of bankruptcy. A series of poor business decisions and mismanagement at the highest levels of the company beginning in the early 1990s fragmented Apple's product line, took the company in incredibly unprofitable directions, and drastically reduced the quality of Apple product. Worse yet, Microsoft's Windows, which few in the industry took seriously in the first few years after its introduction in 1985, had shaped up to become the most serious threat to Apple's livelihood because of its low price and compatibility with practically every other PC on the market at the time.

The situation became so grave in the early-to-mid 1990s that Apple began to pursue the possibility of merging with another tech giant or being bought outright. Talks ensued with Sun and IBM, but Apple could not come to favorable terms with either company. In 1996, CEO Michael Spindler, who had overseen the worst period in Apple's history, was ousted in favor of former National Semiconductor CEO Gil Amelio. In the short-term, Amelio was able to boost the company's standing – Apple posted a \$25 million profit during Amelio's first quarter in charge, largely thanks to Amelio's audit of Apple's product line and price cuts of many Macintosh models.

But these changes soon proved insufficient – by year's end, Apple was hemorrhaging money again, and the last quarter of 1996 was the worst in the company's history. Amelio and his immediate subordinates began frantically looking for a way to make Apple appealing and profitable again. They started by exploring options for replacing the aging Mac OS. Apple had tried – and failed – to develop an advanced successor to Mac OS in the early-to-mid 1990s, but the

project stalled out thanks to internal politics and upper-level mismanagement. Rather than try to restart the project, Amelio began to look for options from outside providers.

The list of options was quickly reduced to two candidates – BeOS and NeXTStep. BeOS was the early frontrunner - developed by Be, a company run by former Apple executive Jean Louis Gasseé, the company already had the operating system running on Macs. Performance was exceptional, especially compared to Mac OS, but the product was only in beta form even after ten years of development, and Amelio and his deputies worried about how long it would take the product to reach a complete state. Worse yet, Gasseé wanted \$300 million for his company – nearly six times Amelio’s valuation of the company. Talks quickly stalled out, especially after a meeting between Amelio and Gasseé in which Gasseé arrogantly assumed that the deal was done and that he was to assume a leadership position within Apple once again

Amelio then began to focus on acquiring NeXTStep, which was created by NeXT, the company founded by Steve Jobs immediately upon leaving Apple in 1985. Although not yet running on Macs, NeXTStep was a complete product, and the company had proven its worth, especially in the burgeoning development field of the World Wide Web where its WebObjects software powered factories, popular websites, and several federal government projects. Amelio and Jobs quickly hit it off and were able to negotiate a buyout in just over a month for the price of \$430 million. Key to the agreement were the provisions that most of the upper management of NeXT was to assume key roles in Apple.

This provision would prove to be the downfall of Amelio. With key lieutenants in positions of power, Jobs was able to slowly chip away Amelio’s – and the Apple board’s – power base. A series of public blunders and a serious controversy over Apple’s funding of Amelio’s private jet only furthered Jobs’s cause. By mid-1997, Jobs had successfully stacked the board with former NeXT associates and old friends and had effectively assumed control of the company, going so far as to intervene in product development and launches without consulting Amelio or other old guard Apple executives.

On July 4, 1997, the board notified Amelio by phone that he had been terminated by Apple. They gave him one day – July 5 – to clear out his office and say goodbye to his staff. The board appointed Jobs as chairperson of a committee to find a new CEO, but shortly thereafter the board named him Interim CEO, and the position became permanent about a year later. Jobs immediately went on a tear through Apple, cancelling the unsuccessful clone licensing program, discontinuing the highly unprofitable Newton PDA line, and cutting the number of active projects at Apple from more than 300 to just 15.

His strategy worked. On August 15, 1998, one of the projects that Jobs had saved, the iMac, made its debut. Practically overnight, it would become the best-selling computer in the world and returned Apple to profitability. Ten years later, after the introduction of the revolutionary iPod and iPhone, Apple would become the most successful company in the world and one of the most successful in business history.



Steve Jobs Gil Amelio Steve Wozniak



Jay Hathi is the Lead Technician at Master Computing. Jay has been with Master Computing as Lead Technician for almost four years and is the technical face of the company. An avid bowler and phonophile, Jay can be found spending his time off watching game shows and critiquing atrocious fragments of popular culture. Jay lives with two cats and is commonly referred to as "that crazy cat dude." He enjoys playing guitar and bass, drinking mid-cost wines, discovering new culinary dives, and book shopping. Please be aware that his sense of humor is so dry and obscure that it is often thought he doesn't have one at all.

How To Use Your Client/Prospect E-mail List To Significantly Improve Your Results With Facebook Ads

For many businesses, advertising on Facebook can be a big time and money suck. Even though Facebook is the #1 social media tool, it can be difficult to get a great ROI since you're marketing to a wide range of prospects. The biggest problem is getting a qualified prospect to "Like" your company Facebook page so you can market to them...but who goes out and likes a potential vendor's page? Nobody, that's who! And if you market based on demographics, then you're targeting a bunch of people who don't know you on a platform where they're not looking for your product or service in the first place. They are there for cat pictures and videos of their 2-year-old nephew. The answer that solves a big part of this dilemma... "Facebook Audiences."

Facebook Audiences allows you to display your Facebook ads specifically to just about anyone that you have an e-mail address for, without them even knowing you are marketing to them this way. Plus, based on market testing, ads directed to a targeted "house list" instead of demographics- or interest-based lists cost about 75% less with 4x the results. Not too shabby.

So ask yourself...who do you have e-mail addresses for? Clients... Prospects... Membership lists from groups you belong to... E-mail opt-ins... You can segment your list in any way you want.

Have a list of clients or prospects who expressed interest in a product but never bought? Create an audience of just these people to remind them about the product with a special Facebook offer. The list segmentation is nearly endless.

Using Facebook Audiences, you upload your e-mail list to Facebook and they will match these e-mail addresses up to Facebook user accounts. Not everyone has a Facebook account, but based on our testing so far, somewhere between 35%-60% of your e-mail list should match up with Facebook.

To find out more about custom audiences and how to get started, simply Google "Facebook custom audiences" and you'll find all of the "how to" that you need.



Free Report Download: If You Are Considering Cloud Computing For Your Company

INTRO TO CLOUD COMPUTING

"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's Network To The Cloud

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

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Declare Freedom From High Costs & Risks By Throwing Out Data Now

Do you have mountains of information stored on your server that you'll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules, some businesses save every bit of data they have, just to be safe.

You may be thinking, "What's the big deal in keeping everything?" While it is true off-site data storage costs have gone down by about 25% every year, the fact is that keeping your data forever can create big management challenges and lead to retrieval headaches. Most often companies that save everything do so simply because they aren't sure what needs to be saved.

Every organization needs to save data for its own purposes, such as transactions, accounting records and so on. Not only that, but industry regulations require companies to save certain kinds of content for a prescribed period.

So what should you be doing? Here are 4 data-retention strategies you must consider:

1. Start with the storage analysis, not the storage technology or procedures.

Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements.

2. Segment user populations.

Use categories such as executives, back-office employees, sales and people who deal with the company's intellectual property and treat their data differently.

3. Be precise and consistent with data-retention policies. Don't confuse backup with archiving.

Since backup systems don't generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky.

We can assist you in identifying best practices and cost-effective software tools for your business. **Contact us by July 31st at 940-220-7817 to receive a FREE DATA STORAGE AUDIT (normally \$297!).**

A Little 4th of July History

By Heidi Worlton



"When in the Course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness."

And, with these words, a new country was born. The 4th of July has been celebrated ever since independence from Great Britain was declared on July 4, 1776. Throughout the history of America— from 1776 until this day, we have celebrated with gun salutes and bonfires, parades and fireworks. John Adams wrote to his wife Abigail: "The second day of July, 1776, will be the most memorable epoch in the history of America. I am apt to believe that it will be celebrated by succeeding generations as the great anniversary festival. It ought to be commemorated as the day of deliverance, by solemn acts of devotion to God Almighty. It ought to be solemnized with pomp and parade, with shows, games, sports, guns, bells, bonfires, and illuminations, from one end of this continent to the other, from this time forward forever more." (He was only 2 days off— but we still celebrate with games and fireworks!)

Here are a few more interesting 4th of July facts: Three of our Founding Fathers who became presidents have died on July 4: Thomas Jefferson (our 3rd president) and John Adams (our 2nd) both died on July 4, 1826, literally within hours of each other. James Monroe (our 5th president) died on July 4, 1831.

Only one president (so far) has been born on July 4th: President Calvin Coolidge.

In 1946, the Phillipines became independent. It was no longer a US territory, and instead was recognized as its own country.

THE TOP 5 MOVIES EVERY ENTREPRENEUR MUST WATCH

1. Miracle On 34th Street

What You'll Learn: The greatest lesson in salesmanship that no one follows.

The Entrepreneur's Lesson: Santa Claus, working at Macy's, goes out of his way to help customers, often encouraging them to shop elsewhere for the best deals. Instead of losing customers, Macy's becomes overwhelmed with customers seeking Santa's help. Macy's sales increase simply by doing what's best for the customer – too bad they don't do this in the real world, but *you* should.

2. Click

What You'll Learn: What it's like to fast-forward life.

The Entrepreneur's Lesson: Adam Sandler wants to keep fast-forwarding to the major accomplishments of his career. He loses the balance between work and home, and misses the lessons hidden in life's daily routine. Entrepreneurs are generally of the "I want it all now" breed, and this movie will show you how wrong that is. Take the good with the bad, and never stop pursuing your entrepreneurial AND family dreams.

3. Glengarry Glen Ross

What You'll Learn: Lying, cheating and stealing never work long-term.

The Entrepreneur's Lesson: Hard-close sales work...for a single sale. Ultimately your reputation is ruined, and deceived people lie in your wake. This movie is all about what not to do as an entrepreneur. Unfortunately, too many businesses still follow these practices. Get in an industry with a "Glengarry" reputation and be honest, reliable and go out of your way to be helpful. Your business will flourish.

4. Office Space

What You'll Learn: If you don't like what you are doing, change.

The Entrepreneur's Lesson: Follow your gut. If you hate what you do, change. Just don't steal – that never works. Instead, find your passion and pursue it. And if you already own a business you love, don't mess with Melvin. He might just burn down your entire building.

5. Jerry Maguire

What You'll Learn: What you expect when launching your business never comes true.

The Entrepreneur's Lesson: Hands down, the best movie of all time for entrepreneurs. Jerry leaves his big-money agency position to go out and start his own shop. Just like any entrepreneur who leaves to start their own business, he suspects every client will leave with him.



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; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and 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/>

Shiny New Gadget Of The Month:



Inflatable

Movie Screen

This 120-inch-diagonal air-blown Inflatable Movie Screen is perfect for family movie nights and block parties, because everyone can see it all on this big screen in your backyard! The giant outdoor movie screen can be set up and inflated in minutes, ready to show movies, TV shows, cartoons, sporting events or even video presentations. This inflatable movie screen is also great to use indoors or out for fund-raising events, festivals or prom parties, providing a drive-in movie experience everyone will enjoy.

You can even hook up your game console to your projector (not included) to play video games for "tremendous" fun! And since this outdoor movie screen is portable, you can take it along to your summer cottage or company picnic!

This awesome addition to your family life AND your business can be found at www.skymall.com for about \$250.

Company Spotlight:

Nebrig & Associates

www.nebrig.com



In today’s changing world, aircraft transactions have become increasingly expensive and complex. Each and every transaction must be approached with professionalism and personalized service in order to ensure success.

When selecting an aircraft broker, education, experience and professional representation of your aircraft are essential. The Nebrig & Associates’ team is capable of providing the highest level of customer service possible, with fast, efficient and personalized response to client needs. Specializing in turbine powered business aircraft, Nebrig & Associates, Inc. offers a wide range of brokerage services including sales, acquisitions, trades, leases, consultations and appraisals.

For more information about the many services provided by Nebrig & Associates, contact one of the company’s Sales Associates at (940) 484-7555, and see for yourself why so many aircraft buyers and sellers rely on Nebrig & Associates for their expert representation.

*What we like about Master Computing:
“We appreciate the quick response and turn around time on problems or issues. Everyone is friendly, knowledgeable, and never makes us feel like our requests are unreasonable. Their service is customized to accommodate the individual needs of our ever-changing company dynamics.
~joan”*

Handy Technology Tip: How to reset an iPhone



Sometimes, your iPhone just doesn’t work properly, or worse, freezes! What do you do? How can you fix it?

First– don’t panic! Often, a simple reset will solve the problem. Here are some simple steps for you to follow:

1. Hold down the sleep/wake button on the top right of your iPhone, and the Home button at the same time. Hold them both down until the screen goes black.
2. Wait until the silver Apple logo appears on the screen.
3. When you see the Apple logo, you can let go; your iPhone is rebooting.

Just a note: make sure you do not select the factory reset option; this can wipe out all of your content. It is also a good idea to back up your iPhone pictures and apps, so that if needed you can restore your content.

3 Microsoft Excel Functions Certain To Make Your Company More Productive

Microsoft Excel is such a powerful tool. We all know it, but most of what we use the program for are simple calculations and data collections while we know there is so much more there. The problem for most is that there are TOO MANY functions and tools to use, so we get lost, don't know what we could or should use and don't even try.

To help you out, we've picked 3 of our favorites to share with you. Using any one of these functions is certain to improve your company and make you more productive.

1. **Conditional Formatting.** Did you know that you can apply this simple tool to a collection of data and Excel will automatically format your data via color coding so it will "pop out" based on any criteria you choose? If you have any size data set that you need to analyze, this function greatly simplifies your job.
2. **CountIF, SumIF and AverageIF.** These rarely used functions are amazing when you apply them. If you have a spreadsheet full of data with common classifications or labels, you can easily count, sum or average each label using these 3 formulas. And the supercool part is that if you update any data, your functions will automatically update based on your changes. If you've never used any of these 3 IF functions, give them a whirl on your next spreadsheet.
3. **Paste Special.** I'm sure you may have used this function before, but you probably never realized the power it contains that we hardly use. Use the paste special function to convert your spreadsheet data from rows to columns (and vice versa), divide (or multiply) a whole series of numbers and more!

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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Ben Casey of Lake Dallas! He was the first person to correctly answer my quiz question from last month:

Which of the following stones are not considered a June Birthstone?

The correct answer was c) Sardonyx **Now, here's this month's trivia question. The winner will receive a gift card to Best Buy.**



During which year did Congress pass a bill to make July 4th an official holiday?

- a) 1776 b) 1870 c) 1920 d) 1893

E-mail Us Right Now With Your Answer!

trivia@master-computing.com

The Lighter Side: A Summer Roast



WARNING! These jokes are horrible! Read at your own risk...

- Q: What did the pig say at the beach on a hot summer's day?
A: I'm bacon!
Q: What do you call six weeks of rain in Scotland?
A: Summer!
Q: How do you prevent a summer cold?
A: Catch it in the winter!
Q: What do you call a French guy in sandals?
A: Phillippe Phloppe.
Q: When do you go at red and stop at green?
A: When you're eating a watermelon.
Q: How do men exercise at the beach?
A: By sucking in their stomach every time they see a bikini.
Q: What do you call a dog on the beach in the summer?
A: A hot dog!
Q: Why do bananas use sun-screen?
A: Because they peel.
Q: What's that new summer pirate movie rated?
A: It's rated ARRRRRR!
Q: What's the best day to go to the beach?
A. SUNDAY!