



“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!”

- Rick Johnston,
Information Management Systems

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An optimist sees an opportunity in every calamity; a pessimist sees a calamity in every opportunity.

~ Winston Churchill

Technology Times

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

Keep Yourself Protected While Online



Identity theft is one of the most common cyber-crimes these days, as more and more people become dependent on the internet for many of their needs. Fortunately, following some simple tips can do wonders to help your online experience become much more secure.

Security experts are seeing a rise in the incidence of cyber-crime these days as more and more people use the web for their day-to-day needs. No one is spared – both businesses and private individuals have become victims of opportunistic cyber-criminals who take advantage of loopholes in security systems and a lack of foresight and alertness on the part of users.

One common cyber-crime is identity theft, in which hackers steal and assume the identity and personal information of someone else. Under the guise of the usually unknowing victim, these unscrupulous individuals commit fraud or other crimes.

While there is no 100% guaranteed way to be safe from identity theft when online, there are a number of steps you can take to protect your identity and your data.

- 1. Have the right security software.** One of the keys to keeping your identity and data secure is having the proper security software in place to protect your system. Also make sure to update the software regularly.
- 2. Know the modus operandi.** It’s also important to be aware of the different scams and techniques hackers use, such as phishing, which involves duping the user into clicking a legitimate-looking (but fake) link that has the victim enter personal information or download a file that introduces malware into the system. The rule of thumb is that if an email is unsolicited, there is a high probability of it being a scam or phishing email.
- 3. Be stingy with your personal information.** Be sure to only fill out personal information on sites that are legitimate and that you trust, and even then, only if you absolutely need to. Check and double check things like the URL or the company’s tag line to know if a site is what it says it is and whether it is secure. Phishing sites also look legit – but a careful look should be enough to tip you off that something’s amiss.
- 4. Create unique passwords.** The more complicated your passwords are, the harder they are to guess or hack. So don’t pick generic passwords like “password” or “12345” or things like your birthday or wedding anniversary. The best passwords are alphanumeric – a combination of both letters and numbers.
- 5. Secure wireless networks.** It’s important to allow only the right

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Shiny New Gadget Of The Month: Magic Wand Universal Remote



Harry Potter might be over, but your magic show is just beginning.

This is no ordinary universal remote control. The Magic Wand Programmable TV Remote will learn up to 13 commands from your existing remote controls and map them to particular magical motions. The Wand can learn from any remote in your house, and once you master its 13 movements, you can mastermind a symphony of electronic enjoyment from the comfort of your couch.

With a little practice you can flip the channel with a flick of your wand and twist your wand to turn up the volume. It's compatible with almost all makes of TV, DVR, or really anything with a remote!

No more boring channel changing, now you can be the wizard you've always dreamed of being! Bonus—this one is a lot easier to hide from the kids than a regular-sized remote.

You know you want one...learn more and order yours at www.thinkgeek.com.

people to have access to your wireless networks. Besides saving bandwidth, this also prevents lechers' and hackers from using your connection to tap into your system or use it for unscrupulous activities.

Want to know how you can keep your company protected while being online? For the first 5 callers we will go over your companies security software for *FREE* (\$139 value!). Call us at 701-364-2718 or email us at info@imsnetworking.com to set up a meeting.

J.M. Smucker's Rules For Success



In an article I wrote a while back called *Corporate Culture Counts*, I briefly wrote about the J.M. Smucker Company. I believe this company is an excellent role model to follow for teaching anyone how to successfully run a business today. Founded in 1897, this company now employs over 4,800 employees and is doing over \$4.7 billion in sales. Tim and Richard Smucker are the Co-CEOs for the J.M. Smucker Company and they believe they serve 6 constituents:

*“the consumer, the retailer, our employees, our suppliers,
our communities, and our shareholders.
We believe if we take care of the first five,
the sixth will automatically be taken care of.”*

They live and work by the creed, **You Will Reap What You Sow**. Here are their rules for achieving success in business:

- Let the Golden Rule guide every decision.
- Don't have secret strategies – make sure everyone knows the strategy and knows their role.
- Have a culture that promises people a better tomorrow based on their good work.
- Don't be content; you're responsible for making things better.
- Doubt your own infallibility.
- Have faith. Believe in a higher force.
- Don't do what you know only for material rewards – be called to your life's work and have a purpose.
- Laugh and have a sense of humor.

In a world where corrupt deception abounds, it is refreshing to have such a prominent company set a great example of just the opposite. But their written words are only a guide to follow; it is your leadership, your example, your culture that will determine your success.

Guest article provided by:

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/



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The Lighter Side: **Never Argue With A Woman**

One morning the husband returns after several hours of fishing and decides to take a nap.

Although not familiar with the lake, the wife decides to take the boat out. She motors out a short distance, anchors, and reads her book.

Along comes a game warden in his boat. He pulls up alongside the woman and says, "Good morning, Ma'am. What are you doing?"

"Reading a book," she replies, (thinking, "Isn't that obvious?")

"You're in a Restricted Fishing Area," he informs her.

"I'm sorry, officer, but I'm not fishing. I'm reading."

"Yes, but you have all the equipment. For all I know you could start at any moment. I'll have to take you in and write you up."

"For reading a book?" she replies.

"You're in a Restricted Fishing Area," he informs her again.

"I'm sorry, officer, but I'm not fishing. I'm reading."

"Yes, but you have all the equipment. For all I know you could start at any moment. I'll have to take you in and write you up."

"If you do that, I'll have to charge you with Sexual assault," says the woman.

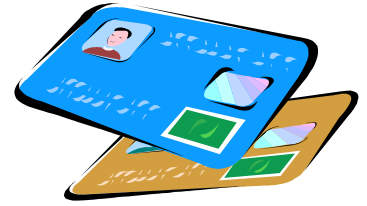
"But I haven't even touched you," says the game warden.

"That's true, but you have all the equipment. For all I know you could start at any moment."

"Have a nice day ma'am," and he left.

Why You Should Avoid Using A Debit Card When Shopping Online

If you shop online (and these days, who doesn't?), you'll want to make sure you use a credit card instead of a debit card to protect yourself from online scams and rip offs. The biggest advantage credit cards offer is a buffer for payment. By law, your maximum loss if your credit card number is stolen is \$50, and most credit card companies and banks will cover the entire cost.



When you use a debit card, the funds come directly out of your bank account, which means you might have trouble disputing the charge if you get scammed or if you are not happy with the product or service you purchased.

Here are some other tips to make shopping online safer:

- Research your merchant before buying. The Federal Trade Commission maintains a web site (www.consumer.gov) that provides many buyers' guides, lists of tips, and links to helpful resources.
- Make sure you are on a secure web site before you give your name, address or credit card details. Look for a padlock or a key symbol in the bottom corner of your screen. If the URL begins with "https://" instead of the usual "http://," that means it's secure. Also, make sure the wireless connection you're shopping from is secure.
- Never send your credit card number in an e-mail because it can easily be stolen.
- Frequently check your credit card statements for suspicious entries. If you spot anything strange, contact your credit card company immediately to question the charge.
- Call the company before placing an order. See if a real person answers the phone and how difficult it is to get someone live. Ask for their return policy for damaged or inadequate goods, expected delivery dates, shipping and handling fees, and after-purchase support.
- Think before you buy. If the online advertisement or junk e-mail offer sounds too good to be true, it probably is! If you have any reason to be suspicious, you are better to err on the side of NOT buying.
- Watch for hidden extras added on at checkout such as postage and packing costs, and handling fees. VAT and Customs charges for goods from overseas can add greatly to the final cost.

Read the company's privacy policy carefully. Make sure you uncheck any boxes giving the vendor permission to sell or share your information with other vendors.

How Is A Pawn Shop Like A Good Referral Process?

Have you noticed lately how more and more reality shows are cropping up about finding treasures in your rubble and selling old items for quick cash? Shows like "Pawn Stars" and "American Pickers" have become very popular and are inspiring people to look through all the stuff they have piled up to see if they might have hidden gems they can cash in.

The guys who run the shops work hard. They run around nonstop looking for items to buy, purchase things they *think* they can sell for a profit and then hope for the best.

In many ways, these shop owners are just like you, working hard to find new customers and then taking a chance on new ones that you *hope* will become long-term clients. And this particular exchange of goods for money is similar to a business referral system.

How do you find the treasures (customers) you want in your business? Here are a few ways to get "pickers" working for your business:

- Set up a referral system that encourages existing customers to spread the word about you.
- Run a monthly referral contest that rewards those with the most referrals.
- Include a referral notice and incentive in every invoice or communication with your customers.

Just like the pawn shop owners need to know what they are looking for in a pile of rubble, you need to be sure that your "pickers" have a detailed description of what a good customer looks like for you.

With these systems in place, you'll have new treasures in no time.



"Communication is KEY with Any Business"

"When one form of communication is lost, the business suffers. Before finding Information Management Systems, we struggled with the phone service that we had; calls getting lost and cutting in and out.

When I found IMS, I knew our phone issues would be taken care of. I worked with Rick from the beginning and he was amazing! Rick walked me through the process and my options based on what the IDEA Center needed. Any questions or concerns I had, he answered in a quick turnaround time and explained it so that I could understand. When it came to installation day, the entire team at the IDEA Center was excited. Rick made it a quick and painless transition. There wasn't any down time that affected our communication with clients. We didn't have any issues with the phones when they were being installed; as soon as they were plugged in, they were online and working great! We love our new Star2Star Phone System. I just can't believe we waited this long to get it!

- Jill Castleberry
Project/Social Media Coordinator
IDEA Center, Bismarck, ND

Star2Star Named Communications Solutions Product of the year

Star2Star Communications, makers of "The World's Most Reliable Internet Phone Solution," announced the most recent in a long series of industry awards. The editors of Internet Telephony and Customer Interaction Solutions magazines have named the company's flagship Star2Star Business Internet Telephone System as "Product of the Year" for the second year in a row!

IMS is a proud partner of Star2Star Telephone Systems. If you would like more information on Star2Star and how it will benefit your company give us a call at 701-364-2718 or email us at info@imsnetworking.com.



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