

# Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"  
Since 1984

## Wake-up Call Or Forgotten News

I am the first to admit that most of our newsletter content and other resources focus on cybersecurity, hackers and cyberattacks.

Sounding like a broken record is NOT my intention - nor is it my priority to sell you more "protections" than you genuinely need.

There is a distinct difference between panic-inducing news that leaves us desensitized and the real and significant threats that can cripple a business.

A few weeks ago, the largest cyberattack in the world affected over 300,000 computers in 150 countries. The news is calling this a "wake-up call" and I am wondering, how many business owners will listen?

## Finding Business Success with "Dirty Jobs" Star Mike Rowe



## June 2017



This monthly publication provided courtesy of Ryan Haislar, Vice President of Computerease.

"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."

I recently learned that Mike Rowe used to work for QVC, sang opera and was a TV news reporter before he found his success with the TV show Dirty Jobs.

Listening to him tell a story is just as interesting as watching him do the dirty jobs on tv- and there is something to learn about business in his story too.

Dirty Jobs was not a hit TV show overnight - it was while he was working as a news reporter for a TV show in San Francisco that his grandfather told him, "When will I ever see you do

some real, honest work?"

The next day Mike set up an interview with a sewer repair worker because repairing a sewer is definitely, 100% honest work. Mike and his cameraman met the sewer worker on the street, then followed him into the underworld of San Francisco.

He began trying to do the traditional TV interview but there were constant interruptions from rats, cockroaches and the obvious contents of the sewer that were disgusting, smelly and that were literally flying everywhere!

After a while Mike knew that >>

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the same old thing wasn't working, so he simply began to work alongside his interviewee and have a conversation with a man who had dedicated his entire career to repairing one brick at a time in San Francisco's sewers.

The day and the interview eventually ended and Mike and his cameraman got cleaned up, very thoroughly, and then Mike began to watch the footage of the day in the editing room.

The most powerful and compelling footage wasn't the traditional interview – it was the hilarious footage of Mike's reaction to a cockroach crawling into his mouth and the content of the conversation between Mike and the sewer repair worker that formed the story that made the final cut.

When Mike pitched the story and showed the footage to his boss, he was promptly fired, but he knew he had something special, something interesting, something that his Grandfather would call "real and honest work."

The following months and years involved Mike pitching his idea to feature everyday people, their jobs and their stories, to anyone and everyone who would talk to him.

Over 30 meetings later, Mike met with the Discovery Channel team and the show Dirty Jobs was conceived. The convoluted, crazy and meandering

*My brief "moment of fame" is when I was featured in a local newspaper with the big news of the update from Windows '95 to Windows '98.*



JOHN BRISTAN JR. / THE OREGONIAN  
Ryan Halder, manager of Computerease in Collinsville, experiments with Windows 98.  
**Clamor over Windows calmer than in 1995**



*Mike Rowe worked as a host on QVC selling the latest gadgets during the midnight shift. He really didn't like this job but he does acknowledge that the experience helped him perfect the skill of talking about anything and everything with anyone and everyone - a skill that definitely helped make Dirty Jobs a huge success.*

path that led Mike Rowe to his international success with Dirty Jobs drew on all of his varied work experiences, the advice of his grandfather and his own instincts for what would make a good story.

Mike found the recipe for success with creating a connection to people who do disgusting and/or difficult but necessary jobs by simply working alongside them and having a meaningful conversation.

Since his hit TV show, Mike Rowe has started a podcast, he has founded a non-profit organization, Mike-RoweWorks, and has gone on to do many other interesting things.

This is a far cry from selling things during the midnight shift at QVC, which is definitely an un-dirty job (see above).

Similarly, working as an IT professional can easily be classified as an un-dirty job. I will never venture into a sewer or handle any of the other disgusting things featured on the Dirty Jobs TV show. In fact, the audience would be completely bored watching a TV show about me working on my computer and meeting with clients.

I will never be famous like Mike Rowe and I really don't want to help someone repair a sewer. My passion is to work alongside my fellow business owners to help them make sense of how technology works for their business while also working to keep their data and hard-earned money safe.

At the end of the day I am successful when my clients are successful. What is your definition of success?

*If you would like to have a conversation about technology, your business, or even to hear more details about my experience with Mike Rowe, you can call me direct at 314-432-1661 or email me at ryan@computer-service.com*



## Cyber Liability Insurance - The Simple Step That Helps Protect Your Business

This coverage is NOT INCLUDED with typical business insurance and requires you to ADD it to your existing plan.

### Why do you need this coverage?

Out of pocket costs can quickly spiral out of control when you are the victim of a cyber attack. A cyberattack can wipe out your bank accounts or demand a hefty ransom. Next, there are the IT fees to get you back up and running in addition the downtime your business experienced. After that, there are still legal fees and liabilities for the information that may have been compromised including client or customer financial and personal data.

**Without cyber liability insurance you will be paying for these expenses OUT OF POCKET.**

We are advising all of our clients and other business owners to make a simple phone call to their business insurance agent and ADD this cyber liability insurance today!

**Questions?  
Call us and we can help!**

# Goal Setting Doesn't Work

(And Santa Claus May Not Exist)

By Darren Hardy

When we were kids, we thought we could write down a list of everything we wanted and mail it to the North Pole. When we grew up, we realized there wasn't really a big roly-poly guy who delivered presents. A real person had to earn the money, march through shopping malls, wrestle the presents home, wrap them up, and place them under the tree. But I think many people still believe in Santa Claus. Why else would they write down a list of wants on New Year's Day, stick it in a drawer for the rest of the year, and wait around for their lives to change?

Sorry, but it's time to grow up. Most people know how to write down goals, but few ever achieve them. Want to stop chasing rainbows, wishing on stars, and rubbing lamps, and instead achieve real results? This article will help you start.

WARNING: Achievement requires work, discipline, commitment, and maybe some heartache and a stiffened spine. If any of that makes you queasy, I invite you to continue reading.

### The Cause of All Your Problems — and the Solution

When I ask people what they want to improve in their lives, I hear things like, "I need to make more money," or "My marriage is unhappy," or "I need to lose weight."

But these are simply symptoms or outcomes of the problem. The cause of the problem is you — and this is probably one of the most sobering understandings you can reach as you work toward your stated goals. Whatever it is you want to change, whether it's your marriage,

financial situation, or weight, you'll never achieve lasting change until you change. Once you improve, everything else around you will improve.

In life, you don't get what you want; you get in life what you are. The success you have in life correlates with your level of self-worth. But the human tendency is to engage in the study of effects, while giving little attention to causes.

I see this travesty play out every day. People complain about their terrible marriage, so they leave it. Oddly enough, they end up with similar problems in the next relationship. Why? Because they didn't address the real problem. The same set of circumstances and patterns of behavior will create the same outcome. Some people go from diet plan to diet plan, losing weight and then gaining it all back. Why? Because the plan and the weight aren't the issues or the solutions; they are effects, and the weight will ultimately meet them back where they are.

Wherever you are in life right now is your own doing — good or bad.

Darren Hardy is the creator and visionary behind SUCCESS magazine as well as the New York Times best-selling book "The Compound Effect."



His newest book is "The Entrepreneur Roller Coaster." For more, visit: [www.darrenhardy.com](http://www.darrenhardy.com).

■ **Use This App To Pinpoint Dangerous Drivers.** The open road is full of jerks and road rages, and a new app is taking them on. Nexar asks you to mount your phone to your dashboard, and it will monitor surrounding traffic. If someone starts driving dangerously, it will ask if you want to record what's going on with a 30-second video. The goal is to capture license plates of bad or hostile drivers. This is useful if you witness a crash or a criminal offense. According to [trafficsafetystore.com](http://trafficsafetystore.com), Nexar also uploads data to a central database. It will let you know if someone with a bad driving history enters the camera's field of vision, helping you spot potential bad drivers. In the future, Nexar plans to use GPS to identify dangerous cars to the side and behind them, too. *Safety Resource Center - December 1, 2016*

■ **WHERE HAVE TABLET SALES GONE?** Remember when they said tablets would outsell desktop and laptop computers? That now seems a tad optimistic. In March, Techcrunch.com reported that tablet sales are going down. But why? It turns out that folks treat tablets like computers — meaning they don't upgrade them nearly as often as smartphones. "The iPad 2 is still in use today," IDC Senior Analyst Jitesh Ubrani tells TechCrunch. "The [original] iPad Minis and Air are all still in use today. They were being supported by Apple until very recently. People have been hanging onto these devices and they're finding that they work just as well as they did when they were released." That's bad news for the tablet giants, who are still releasing new versions of tablets at least once a year. In the future, don't expect big releases or online unveilings for slates. *Techcrunch.com March 21, 2017*

■ **SHOULD YOU HAVE A MOBILE APP FOR YOUR BUSINESS?** One of the great things about apps is that you don't need to be a big developer or

company to build one. In fact, according to [www.smallbusinesscomputing.com](http://www.smallbusinesscomputing.com), 42 percent of small businesses in the United States have their own mobile app. By the end of the year, that figure is expected to hit 67 percent! Somewhat unsurprisingly, the most cited reason SMBs said they decided to build mobile apps is to increase sales (39 percent), followed by improving customers service (30 percent). Others turn to mobile apps as a competitive advantage in specific markets (22 percent) while for some organizations, their parent company suggested an app (10 percent). But with apps becoming more affordable than ever, there are lots of reasons to invest in your own app — and lots of ways to recoup that investment. What would your ideal app do? *SmallBusinessComputing.com March 09, 2017*

■ **Awesome tech you can't buy yet: Airport Jacket – Cargo jacket for Travel.** If you always find yourself forking out for excess baggage every time you take a flight, then an Aussie-based startup has come up with an ingenious solution that'll have you confidently packing the kitchen sink for your next trip. The "Airport Jacket" is, for all intents and purposes, a wearable suitcase. With a whopping 14 pockets and two detachable pocket panels capable of taking up to 15 kgs. (about 33 lbs.) of stuff, your only concern will be ensuring your legs don't give way as you stagger toward the check-in desk. The jacket — with all the stuff inside — can be quickly transformed into a small bag so you only need to put it on when you arrive at the airport. Once you're through check-in and on the plane, you can fold it back up again before throwing it into one of the overhead bins. *Digital Trends – February 26, 2017*

## Who Else Wants To Win A Fun Prize?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Debbie M from Caseyville, IL! She was the person to win the drawing from people who submitted correct answers for my quiz question from last month.

What technology, developed in the 1940's, was inspired by Morse code?

a) ZIP code b) Bar codes c) Braile d) Tickertape

The correct answer was b) Bar codes.

Now, here's this month's trivia question. The winner will receive a \$25 gift card to Ted Drewes Frozen Custard!

Who was the only Cardinal's player to win multiple MVP awards in the 20th century?

a) Rogers Hornsby b) Albert Pujols c) Ozzie Smith d) Stan Musial

**Submit your response to [answer@computer-service.com](mailto:answer@computer-service.com)!**  
**Everyone who answers correctly will be placed in the drawing to win our fun prize!**