

What's New?

Join us LIVE on Facebook at <https://www.facebook.com/CTTSonline/> Monday, April 2nd! From 11AM to 3PM we will be featuring a live video of our special nonprofit giveaway.



All you have to do is:

1. Like our Facebook page
2. Tag a nonprofit organization in the comments section of the live video.

We'll enter them in our drawing to win the featured Dell computer, monitor, mouse and keyboard!

This is all thanks to your donations to our CTTS C.A.R.E.'s Program! See the insert for more information.

Don't forget to stop by our Facebook page Monday at 3PM for the live drawing of the lucky winner!

If you have any questions or comments, please reach out to us anytime at (512) 388-5559 or email Josh at Josh.Wilmoth@CTTSonline.com



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Don't Ever Let Your IT Company Do This To Your Computer Network

Today, when companies need to be lean, nimble and brutally efficient to survive in a competitive marketplace, cutting unnecessary costs is paramount. Unfortunately, it can be easy when you're on a tight budget to accidentally strip away components of your business that may seem gratuitous but are actually essential to your success.

One of the first things that often ends up on the chopping block in the frenzy to save money is IT. Instead of continually investing in managed IT services, where professionals carefully maintain, protect and update your network month to month, some businesses decide that the best way to keep their technology running smoothly is to simply leave it alone, calling up a professional only when something breaks down.

Of course, this approach forgoes monthly costs and shaves off a fair few dollars from your technology budget in the short run. But while this approach may seem cost-effective, it opens up your business to a huge variety of technological crises, from expensive network outages to cyberattacks that may cripple the very future of your company.

The Problem With A 'Break-Fix' Strategy

It can be hard to imagine the huge list of problems that might arise within your network. So, it's an understandable strategy to wait to do something until an issue becomes a serious problem. At that point, they bring in a professional who – charging by the hour – attempts to suss out and repair whatever may be broken.

It seems like a logical approach, but unfortunately, it's littered with huge hidden costs. If you're calling an IT expert only when something in your network is broken, only your most urgent technological needs are addressed. When your technician is being paid an hourly wage to fix a specific issue, there's no incentive to be proactive with your system. They won't recommend important, money-saving upgrades or updates, and they will rarely be able to detect a crisis before it happens.



Without someone managing your system on a regular basis, your protective measures are sure to become woefully out of date and essentially useless against attack.

Why Managed IT Services Are The Answer

When you turn your IT needs to a managed services provider (MSP), you're entrusting the care of your network to a team of experts who have a real interest in your success. MSP engineers regularly monitor the health of your system, proactively preventing disaster before it enters into the equation and hurts your bottom line.

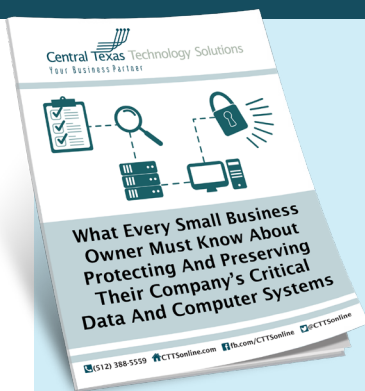
Beyond this preventative care, MSPs do everything they possibly can to maximize the power and efficiency of your equipment, implementing only the best practices and the latest software and updates.

When you invest in an MSP, you may have to invest more funds initially, but likely you'll save tens of thousands of dollars in the long run by avoiding cyber-attacks, downtime and hourly rates wasted on a technician who doesn't really care about the future of your business. When you choose an MSP, you're not just choosing a superior and healthier network – you're choosing peace of mind.

“Instead of continually investing in managed IT services... business owners decide that the best way to keep their technology running smoothly is to simply leave it alone, calling up a professional only when something breaks down.”

What's more, the approach “If it ain't broke, don't fix it” very likely leaves huge holes in your security and drastically magnifies the costs of an IT meltdown. If they're only arriving in the midst of crisis, there's hardly ever an opportunity for the break-fix technician to strengthen the barriers between you and the hordes of hackers clamoring for your data. They're on the clock, being closely monitored to fix the problem and then go away. Meanwhile, the security landscape is constantly changing, with criminals and security experts in a back-and-forth arms race to stay abreast of the latest developments.

Free Report Download: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



This report will outline in plain nontechnical English common mistakes that many small-business owners make with their computer networks 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.

Claim Your FREE Copy Today at www.CTTOnline.com/Protect

Activate These Solutions Now Before You Misplace Your Mobile Device Later



Can't find your mobile device? If you've taken precautions and enabled solutions designed to track the whereabouts of your device, then you've got no reason to panic. Of course, hindsight is 20/20, so you'll want to make sure you activate a phone-finding solution now (while you've got your device in your sights).

For an iPhone or Apple Device - If you're an Apple enthusiast, you can use the Find My iPhone feature to locate any device connected to your Apple account. Log into your iCloud account or download the Find My iPhone app (before you lose your device, of course), which will help you keep track of your devices should you lose them. You can even track where your device is and where it has been. You can even lock the device and send it a message telling whoever finds it how to contact you!

For an Android Device - Android makes finding your lost device as easy as performing a Google search. If you're signed into your Google account, and you have your device linked to it, all you have to do is type into the search bar, "Find my Phone." As long as there's a device connected to your Google account, you'll be shown a small map in the search results which shows you where the device is located. You can then proceed to ring the device and find it, if it is turned on and nearby.

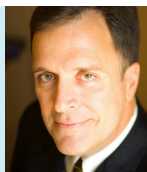
For more great tips and tricks on how to get the most out of your technology, check out the Resources tab on our Website, www.CTTSONline.com.

19 Ways To Live Well And Sanely In Crazy Times

There's no discounting the fact that we're living through some crazy times. With political upheavals, game-changing social media movements and chaotic world events, there's a lot going on.

I'm not about to overlook the tremendous opportunities that exist these days, but with spring cleaning right around the corner, I've been focusing on this question: How can we live well in these crazy times?

- 1. Don't add to the craziness.** Be civil to those with whom you disagree. Balance your heart and your head, so emotions don't outweigh reason.
- 2. Separate fact from opinion.** Don't get excited about things that either aren't true or are wildly exaggerated to get attention. Daniel Patrick Moynihan said, "Everyone is entitled to their own opinion, but not to their own facts."
- 3. Act with integrity even when others don't.** Just because others are behaving badly doesn't mean you should too.
- 4. Slow down.** The longer I live, the more convinced I am that you accomplish more of real importance by slowing down. Speed is necessary at times, but make sure you're not chasing rabbits when you could be tracking the big game.
- 5. Eat slower.** A friend's father-in-law was a doctor, and when asked what was the most important thing a person could do to improve their health, he said "Chew more."
- 6. Get enough sleep.** Lack of sufficient sleep is a major influence on poor health, both mentally and physically.
- 7. Read for education and entertainment.** The best novels aren't just engaging, they teach us something about the world and about ourselves. In addition, read about current events and personal development to keep well-rounded.
- 8. Limit your news intake.** Being saturated with more of the same, day in and day out, can be fatiguing and frustrating. Be informed, not inundated.
- 9. Exercise.** It's as simple as that.
- 10. Have deeper conversations with friends.** Go beyond, "How's it going?" to "What are you thinking?" Move past the superficial and really connect.
- 11. Take a trip.** The best way to enlarge your perspective is to travel abroad. But if you can't, for whatever reason, visit a new state or spend time in a museum.
- 12. Be civil.**
- 13. Be kind.**
- 14. Count your blessings every day.** To be precise, list at least three. No matter how bad it gets, there are always things to be thankful for.
- 15. Spend less than you make.**
- 16. Invest more in experiences and less in stuff.**
- 17. Live intentionally.** Be specific about what you want to accomplish each day. Don't sleepwalk through your life.
- 18. If you can't take action to deal with something,** don't worry about it. And if you can, then do it and stop worrying!
- 19. Tell people you love that you love them.** You'll rarely regret telling someone that you love them, especially when you no longer have the chance to do so.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, "Team Building: How to Motivate and Manage People" or his website, marksanborn.com, to learn more.

CTTS C.A.R.E.'s

CTTS has become known for its Computer Assistance Resource Exchange (C.A.R.E.) Program in Central Texas. Since opening our doors in 2002, CTTS has been helping to recycle and donate computers to those in need. Over the last decade we have refurbished and donated hundreds of computers to local schools, charities, and nonprofit organizations.

We reached out to four local nonprofits that have benefited from the CTTS C.A.R.E.'s program to see how our donations have helped in their daily operations.

United Way of Williamson County

In 2011, United Way of Williamson County began its Free Tax Preparation program which has grown and continues to grow at a rapid pace. "Along with that growth is the need for additional equipment," CEO, LeAnn Powers, said.



That's where CTTS comes in, "Because of the equipment donations from CTTS, Inc., we were able to support the expansion of the program and redirect those capital funds for other needs within the program," Powers said. "With partnerships like this with CTTS, Inc., we are better able to fight for the health, education and financial stability of every person in every Williamson County community."



United Way of Williamson County is a local volunteer driven, community-based, nonprofit organization committed to a community where people thrive, live healthy lives and have the opportunity to achieve their full potential. By uniting individuals and organizations, United Way of Williamson County is working to strengthen communities and improve lives by stabilizing families, helping kids succeed, and empowering healthy living.

There are many opportunities to volunteer and serve our community with United Way of Williamson County. To see how you can get involved, call (512) 255-6799 or email info@unitedway-wc.org, or visit <https://www.unitedway-wc.org/> for more information.

Faith In Action Georgetown

Since 2001, Faith in Action Georgetown has provided transportation to seniors who no longer drive, keeping them connected to their community through trips to medical appointments, grocery shopping and personal errands.

In the past year, Faith in Action Georgetown has had a 55% increase in rides and a 23% increase in Clients. To help with their growth, CTTS has

donated several refurbished laptops and desktop computers.



Vickie Orcutt, Executive Director at Faith in Action Georgetown, noted that, "As Faith in Action tries to keep up with the growth and demand of community, CTTS has been there minimizing the financial burden for our technology needs."

As more requests come in and more volunteers join their Team, Orcutt says that, "The addition of second monitors has assisted staff with their work flow. Hats off to CTTS in giving back to the community!"

When volunteers have the resources they need to be successful, the seniors get the transportation, handyman services, and errands they might not otherwise have access to.

CTTS C.A.R.E.'s continued...

There are many ways to get involved and help our community through Faith in Action. If you are interested in becoming a part of the Driving Force, please email volunteering@faithinactiongt.org. You are also cordially invited to the 17th annual Spring Choral Concert on April 19, 7:00 pm at First Baptist Georgetown. For more information, visit www.FaithInActionGT.org.

R.O.C.K. Ride On Center for Kids

Kathy White, Communications Director at ROCK (Ride On Center for Kids) in Georgetown says that "The computers provided to ROCK by the CTTS C.A.R.E.'s program have been a lifesaver for us and impact our non-profit organization on multiple levels."

Since 1998, ROCK has been providing equine-assisted activities and therapies to children, adults, and veterans with physical, cognitive and emotional disabilities.



The computer resources CTTS has provided helps to facilitate their staff in the documentation process and other daily tasks at ROCK.

This not only helps their staff and volunteers, but those they serve, as the quality of data collected can only further their cause when applying for grants to expand programs and services.

White says, "Lastly, it all trickles down to help ROCK continue to improve independence and life skills in



partnership with the horse for all who pass through our gates. Thank you CTTS C.A.R.E.'s for helping us change lives one byte at a time."

If you would like to volunteer at ROCK, call (737) 300-7625 or email rockateers@rockride.org. Visit <https://rockride.org/> for more information.

Heroes Night Out

Marvis Dixon at Heroes Night Out says that the computers CTTS donated has made it easier for Veterans to access the Internet and conduct any digital business, saying that their center is now, "more reliable and sufficient."

Heroes Night Out is a non-profit community based organization dedicated to providing resources and services to Veterans, Service Members and their families in a safe, family friendly environment.

After a free computer clean-up we offered to Veterans during the month of November last year to commemorate Veterans Day, Dixon says, "Staff computers are running way better and overall a success for the center."

If you would like to learn more about this organization and how you can help, visit <http://HeroesNightOut.org>. Every Memorial Day Weekend, Heroes

Night Out hosts the largest Barbecue event in Central Texas, their Annual Military Appreciation BBQ. If you are able to donate visit <https://www.gofundme.com/VeteranBBQ2018> or call (512) 986-7760.

We are so glad to do our part and help out in the community, just like these wonderful organizations. If you are able to, we'd like to encourage you to join us in serving our community by reaching out to the nonprofit organizations featured in this article.



Do you have an old computer that's become a dusty paperweight? Don't just throw it away, any sensitive information can still be found on the hard drive. As a part of our CTTS C.A.R.E.'s Program, At no charge, CTTS will erase all data from your hard drive so it is no longer accessible, then re-purpose each computer and give it to someone in need.

If you know of a nonprofit in need, or if you have a computer you would like to donate, contact CTTS today by calling (512) 388-5559 or email Josh at Josh.Wilmoth@CTTSonline.com

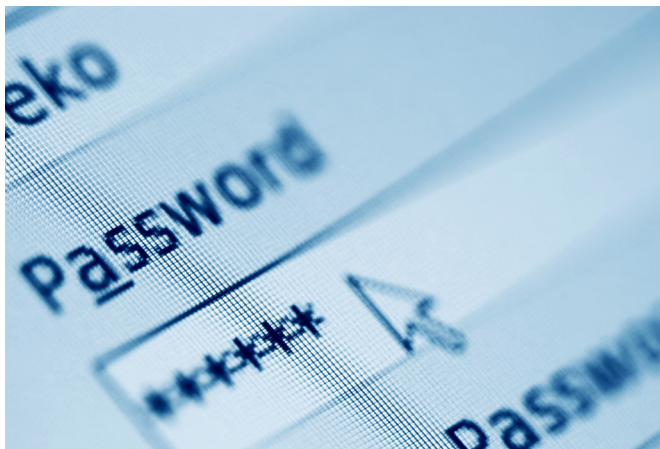
For more information on the CTTS C.A.R.E.'s Program, please visit: www.CTTSONline.com/CTTS-CARES/

■ Here's The One Reason Why You Need So Many Different Passwords...

Thinking up passwords and managing them is a big pain, no two ways around it. One website requires a symbol, and another requires 14 characters.

Meanwhile, your bank requires 10 characters, four PIN numbers and the answer to a secret question. In the midst of all this, it's easy to just use the same three or four passwords for everything — after all, that's more secure than a single password, right?

But imagine this. Say you use the same password for your Gmail, your Amazon and the account you use to order gift cards at a 10% discount for client gifts. One day, the gift card website is hacked. Not only do the crooks get your credit card info, they also get the list of all the website's users and those users'



passwords. Then, they publish these freely on the Internet.

But if you use different passwords for all your accounts, you're safe despite any crisis that may arise. Make sure you practice good password security.

■ 4 Ways To Improve Customer Satisfaction And Increase Your Profitability At The Same Time

1 Host an event. In B2B companies and small businesses that have a highly specific and local customer base, a big appreciation event can go a long way. Just make sure to

view attendees as friends rather than customers you're trying to close on.

2 Personalize your services. If you're able to tailor your offerings to your customers' desires, that extra effort can really impress the people you serve. It doesn't have to be complicated. Get creative and add that little bit of human touch to your product.

3 Send handwritten notes. E-mails, social media and phone calls are great, but if you want a thank-you card or customer appreciation note to stand out, it's best to write them by hand.

4 Launch a loyalty program. These programs can increase profits for you and your business, but they'll also have the benefit of making your most loyal customers feel engaged and appreciated.

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"Before we move on, does anyone else want to take a selfie with the fourth quarter earnings?"

How Are We Doing?



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