

From High Tech to High Touch!

Rancho Cordova Chamber of Commerce upgrades to Windows 7



For those who have been warned about upgrading from XP to Windows 7- fear not! As long as you have a competent IT provider like Rubiconn, the upgrade should provide

no interruption to your business. "Rubiconn exceeded our expectations. Their response to our needs was quick which enabled us to continue working uninterrupted," Jane Daly, CEO of the Rancho Cordova Chamber.

Microsoft has provided several tools for their partners to ensure the success of a Windows 7 upgrade. With what many think was a debacle with the launch of Windows Vista 2 years ago, Microsoft is making sure it does not happen again with Windows 7.

The Rancho Cordova Chamber is a forward looking and forward thinking organization who has decided to embrace technology and use it as effectively as possible. Being the hub of communication for the local business community requires the chamber team to stay focused and work fast. Windows 7 is already paying dividends with its advanced, easy to use search functionality. Searching for documents, emails, or pictures is now a snap. What took hours and sometimes days to find previously, is now found in seconds.

Some Items we took into consideration before upgrading the chamber:

Software compatibility: Most software has been tested and functions with Windows 7. Since Windows 7 is a stripped down, tuned up version of Vista, there is a good chance that if software that you use has been approved for Vista but not Windows 7, it will work on Windows 7. It just hasn't been through the testing process yet. If your software only works on XP, you can build a virtual PC on your Windows 7 machine to run that application. This eliminates the only real reason not to upgrade to Windows 7. All of the software used by the Rancho Cordova Chamber except QuickBooks 2006 was compatible with Windows 7. This is probably because QuickBooks would rather have their customers purchase a newer version of their software instead of re-writing an old

Windows 7 effects.

Drivers: Windows 7 comes with hundreds of drivers for standard hardware peripherals. Just like software compatibility, drivers that run on Vista can work with Windows 7. All of these items were tested before we completed the upgrade. Attention to detail made all of the difference in this upgrade.



Jane Daly, CEO of the Rancho Cordova Chamber of Commerce

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application.

Processor, RAM, and video cards matter: If you want to take advantage of all that Windows 7 has to offer, make sure your PC has a dual core processor or better with VT technology from Intel. This allows for the virtual XP desktop. As always, the more RAM the better. Windows 7 will run with 1 GB of RAM, much better with 2 GB of RAM, and extremely well with 4GB of RAM. Newer video cards are required to run some of the new

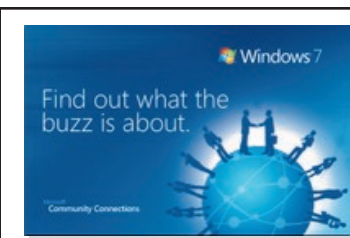
"We are still learning how to use all of features of Windows 7, but we are seeing immediate benefits just from the search feature," said Jane Daly.

Welcome New Clients

- JGPC Law Office
- Ethos Financial & Tax Planning
- Randy Peters Catering

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Join Rubiconn for a Windows 7 Seminar, hosted at the Pleasanton Chamber of Commerce:

When: Thursday, February 18, 2010
 Time: 12:00pm to 1:00pm
 Location: Pleasanton Chamber of Commerce
 777 Peters Avenue, Pleasanton, CA 94566
 Telephone: (925) 846-5858 visit <http://www.rubiconn.com/calendar>

Facebook Strategies for Business Success

facebook

Facebook has over 200 million active users

worldwide. About a quarter of a million people register to use Facebook every day. Of those 200 million (and growing) Facebook users, 3.5 million of them will become a FAN of a Facebook page every day. You don't have to be a rock star to have a Fan Page on Facebook. In fact, one of the largest users of Fan Pages are businesses just like yours! The following ideas are ways to help boost your name recognition and generate interest in your company with potential clients on Facebook:

Event Postings: Are you holding a seminar or workshop in the near future? Are you participating in a local event? Post these events on Facebook to heighten the visibility of your event and your company brand. People who RSVP, comment or add to the event conversation have their activity posted publicly to their friends. Their friends, who are likely to see that you are hosting an event, will then click on the link for more information about your business and the event itself. From there, it spreads like wildfire...

Photo Tagging: Speaking of events, when you have them, take pictures to post on your fan page. Then create some post-event buzz by inviting attendees to tag themselves in the photos. Encouraging your attendees to tag themselves and their friends gives you a fun reason to reach out to them after an event. This serves as a long tail effect of your event, driving your fans back to your fan page or event posting to see their images and further engage with your brand. And as a courtesy, put signage up at the event informing people their pictures may appear on your Facebook page or website.

Facebook Discussion Forums: Create a discussion forum on your Fan Page to discuss the latest events and announcements for your business industry. Engage in conversation with your fans by posting a topic for discussion. The more times you can engage in online conversation with your fans, the more visibility it will generate with all of your fan's friends. Not only will you be providing a service to your fans by having a discussion forum, this will hopefully result in new potential clients for your business as well.

Promote your Business with a Facebook Ad: The great thing about Facebook ads is that when you set them up, you can hyper-target them to the exact audience you're trying to reach. Age, location, interest... filter your targeting to the specific profile of your target consumer and let Facebook do the rest. Because the ads are served on Facebook pages only, Facebook knows the age, location and interests of the people they serve the ad to. It's probably the most effective ad targeting system in the world. Take advantage of it.

Videos: There are several ways you can use Video content posted on Facebook to help drive your brand recognition. Use customer video testimonials on Facebook. Ask your client to take 15-30 seconds to describe why they do business with your company, record it and post it in the video section of your Fan Page. Throw out a cool video contest or activity idea to engage your customers in some fun creativity. Just ask your Facebook fans to upload their entries to your fan page.

Harness the power of Social Media and let your Facebook fans drive more business to you!

RUBY-LICIOUS RECIPES

Marinade

2 tablespoons oyster flavored sauce
1 teaspoon cornstarch

Sauce

¼ cup black vinegar or balsamic vinegar
¼ cup chicken broth
3 tablespoons rice wine or dry sherry
2 tablespoons hoisin sauce
1 tablespoon soy sauce
2 teaspoons sesame oil
2 teaspoons chili garlic sauce
2 teaspoons sugar

Other Ingredients

¾ lb. boneless, skinless chicken
2 ½ tablespoons cooking oil
8 small dried chilies
4 teaspoons minced garlic
2 ribs celery, diced
½ red bell pepper, cut into 1 inch squares
½ cup diced bamboo shoots
2 teaspoons cornstarch dissolved in 1 tablespoon water
½ cup toasted walnut halves



A recipe from Sarah Ruby, the Pie-Lady of Pleasanton

Top Tips to extend the life of your printers

Clean the inside of your printer:

As simple as it may sound, one of the best preventive maintenance tasks you can perform is to keep your printer's insides as clean as possible. It's easy to do if you look for excess paper dust or other debris whenever you open up your printer. At least once a month—or more often if your users print a lot—use a can of compressed air to blow the dust and debris out of the printer.

Don't use previously used paper:

Damaged paper can cause paper jams. Any time a paper jam occurs, there's a possibility that something else on the

printer can break. To prevent jams and other problems, always use new paper that isn't bent, torn, or damaged in any way.

Don't "fan" paper before loading:

There is a popular misconception that fanning a ream of paper before loading it in the print tray will reduce the number of paper jams. This is not true. You should avoid this practice because it can cause static electricity to build up between the sheets of paper, which actually causes even more paper jams. Today's printers do a good job of

separating pages in the paper tray just fine on their own.



Close the manual

feed tray when not in use:

If the printer uses a manual feed tray for printing labels or legal-size documents, make sure that it's always closed when not in use. A quick turn of a chair could cause a user to bump into the protruding tray and break it. Although it may be a slight inconvenience to keep unfolding the tray, it's much safer in its stored position.

Finding Room to build in San Francisco is easier than finding an internet address

The Internet is running out of addresses! Back when Al Gore "invented" the Internet, there was no way he could have anticipated its size and breadth. (We know Al didn't invent the internet, just global warming). The scientists and professors used a protocol called IPv4. This provides for millions of devices to have a unique "address" or location on the internet. It is like providing a physical address for your home. You have a street number, street name, city, state and zip.

The Internet works in a similar fashion, except that more devices than addresses exist today.

So the last ones on the Internet are out of luck, right? Nope. 10 years ago the greatest internet minds of the times developed a new addressing scheme called IPv6. This allows for billions of devices to be connected to the Internet with their own personal address.

So why is this important you ask? In 2011, the "old" scheme will be out of addresses and everyone will be required to use the "new" scheme, but not everyone is certified and able to run IPv6. The good news for our customers is that Rubiconn has completed IPv6 certification and we are using both old and new addresses. We want to make sure the change to IPv6 does not effect our customers ability to conduct business. Thanks Bill!

KUNG PAO CHICKEN

Directions

1. Cut chicken into 1 inch pieces. Combine marinade ingredients in a bowl. Add chicken and stir to coat. Let stand for 10 minutes. Combine sauce ingredients in a bowl, set aside.

2. Place a wok over high heat until hot. Add 2 tablespoons oil, swirling to coat sides. Add chilies and cook, stirring until fragrant, about 10 seconds. Add chicken and stir fry for 2 minutes. Remove the chicken and chilies from the wok.

3. Add remaining ½ tablespoon oil, swirling to coat sides. Add garlic and cook, stirring until fragrant, about 10 seconds. Add celery, bell pepper, and bamboo shoots; stir fry for 1 ½ minutes. Return chicken and chilies to wok, stir fry for 1 minute.

Add sauce and bring to a boil. Add cornstarch solution and cook, stirring until sauce boils and thickens. Add walnuts and toss to coat. **Makes 4 Servings**





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Contact Michaela Hertle at 925-478-5243 ext 3004
or email: Michaela@rubiconn.com

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to High Touch!

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