

From High Tech to High Touch!

The Anatomy of a Email: Real vs. Spoof

Caroline sent you a message on Facebook...
 Facebook [notificationzj4oo4ta4c9@newparamenjetco.com]
 Extra line breaks in this message were removed.
Blog This
 Sent: Fri 11/6/2009 5:01 PM
 To: undisclosed-recipients

Caroline sent you a message.

(no subject)

Hello, have we met ever before??

Thanks,
 The Facebook Team

To reply to this message, follow the link below:
<http://facebook.mortadallilhad.com/html-h1.htm>

Find people from your Windows Live address book on Facebook! Go to:
<http://www.facebook.com/find-friends/?rl=email>

This message was intended for You. Want to control which emails you receive?
<http://www.facebook.com/editaccount.php?notifications=1&mid=138f599>
 Facebook's offices are located at 1601 S. California Ave., Palo Alto, CA 94304

Email scams have been around since the early 1990's. As the years have progressed, scammers have gotten more sophisticated, and some of the more recent email scams are harder to detect -- unless you know what you're looking for.

Here are some tips on how you can tell which is a real email meant for you and which is just a scam!

The Sender's Address

Do you know the person or company that sent you the email? Is it really from Facebook? A company's domain name has uniform characteristics such as: username@companyname.com i.e. (notifications@facebook.com) or username@server.companyname.com i.e. (administrator@backup01.xyzcomputer.com)

Caroline sent you a message on Facebook...
 Facebook [notificationzj4oo4ta4c9@newparamenjetco.com]

In the example provided above, the "username" is notificationzj4oo4ta4c9 and the "company" is newparamenjetco.com. This is clearly NOT from Facebook.com.

(article continues on page 2)

Everything You Need To Know About LinkedIn

If you wrinkle your nose in disgust when someone mentions "social media," LinkedIn is for you! LinkedIn is not like MySpace and Facebook.



It's not where teenagers post pictures of their high school prom or their latest beach party. LinkedIn was built for professionals who want to use their existing and future social networks to build a career. And for companies that want to find qualified employees. And for job-hunters.

You can even look for business financing on LinkedIn. The Answers section of LinkedIn has two appropriate categories for this topic: Startups and Small Business, and Venture Capital and Private Equity.

Information for Employers

If your HR department is trying to fill a job, here's how they can do that on LinkedIn:

- Search all LinkedIn People profiles using specific keywords.
- Look at each candidate's profile, which includes education, experience, and recommendations.
- Look at their network to see if you have any connections to them.
- Contact them or one of your connections to them for more information.
- Look at any questions they have answered to learn more about them. (cont. page 3)

Welcome New Clients

- Quartet Systems
- Dan Kavanaugh CPA
- Dave's Gourmet
- Boyden

Inside this issue:

The Anatomy of an Email: Real vs. Spoof	1 & 2
Everything you need to know about LinkedIn	1 & 3
Special Recipe from Sarah Ruby	3
Rubiconn implements MS Direct Access & Exchange 2010	1 & 2
Customer Referral Offer	4

Rubiconn implements MS Direct Access & MS Exchange

The Rubiconn Technicians have been hard at work learning, testing and implementing Microsoft Direct Access and Microsoft Exchange 2010.

Direct Access is a new feature in the Windows 7 Ultimate/Enterprise and Windows Server 2008 R2 operating systems that gives users the experience of being seamlessly connected to their corporate networks anytime they have internet

access. With Direct Access enabled, users can now access corporate email, intra-nets, shared folders, etc. securely without the requirement of a virtual private network (VPN). Users can now have the same connectivity experience both in and outside of the office. With Direct Access, IT professionals can manage mobile computers on a regular basis anytime the PC or Laptop has an internet connection, even if the user is not logged on. (continued on page 2)

The Anatomy of a Email: Real vs. Spoof

(continued from Page 1)

From: Netflix Receiving
To: Michaela Hertle
Cc:
Subject: We've received:

Sometimes the "from" area might just show a person's name, like John Smith or Netflix Receiving. If you are using Microsoft Outlook as an email reader, you may use this quick tip to see who the email is really from:

1. Open the email
2. Right click on the From: name
3. Choose Outlook Properties
4. The following box will appear that tells you the real email address this email is coming from



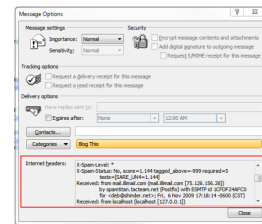
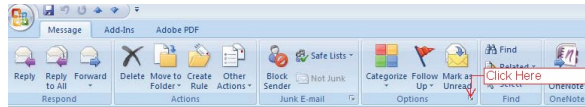
Who was the email Sent To?

Most often, the To: field of the email will display your correct name or correct email address if it is a valid email message meant for you. Email Scammers or Email Phishers often will send millions of emails at once. In these email examples, the To: field will contain names that are not your name, or it will be

sent to Undisclosed Recipients, or the From: field will be blank entirely. The general rule of thumb is that if the To: field does not contain your real name or your real email address, begin to be suspicious. Spammers and scammers often get a hold of a domain name and send email to various fictitious names hoping to hit a real person's name.

Reading email message headers:

In Outlook 2007, you can easily view Email Message Headers for additional information, see figure below.



Generally, this area will tell you where your message originated from and where it was sent.

Unfortunately, even the headers don't always tell you the truth about where the message came from. Spammers and other spoofers often use open relays to send their bogus or malicious messages. An open relay is

an SMTP server that is not correctly configured and so it allows third-parties to send email through it that is not sent from nor to a local user. In that case, the "Received from" field in the header only points you to the SMTP server that was victimized.

Is that Link real?

The email message contains a link that looks real. But if you hover your mouse pointer over the link to show the actual URL, it is something different, often with a foreign country code such as .ru (Russia) or .cn (China).

The body of the email

Read your email more carefully. Phishing emails often contain typos and incorrect grammar. Email from real corporations generally do not contain these errors.

At Rubiconn, we all feel that email is a wonderful blessing. But all great things lead themselves to exploitation by those who wish to be malicious. Hopefully, these few tips will help us all to be safe in our computing!

Rubiconn implements MS Direct Access & MS Exchange 2010

(continued from page 1)

Microsoft Direct Access is secure and flexible. It takes advantage of Internet Protocol version 6 (IPv6) and Internet Protocol Security (IPsec) to authenticate the computer and encrypt the communications from the computer across the internet.

Microsoft Exchange 2010 allows IT departments like Rubiconn to do their job better, faster and with less impact to the end users. It also incorporates many new end-user features that will help you work more efficiently. There are new time-saving inbox management tools that help your users more easily organize and prioritize the communications they receive each day. Exchange 2010 includes an enhanced conversation view that auto-

matically arranges messages into threads, regardless of their location in the inbox, and MailTips that inform users about details that could result in unnecessary or undeliverable e-mail messages, before they click send. New integrated support for instant messaging (powered by Microsoft Office Communications Server 2007 R2) and SMS text messaging in Outlook Web App means your users can have a range of communication tools at their disposal, anywhere they can log into the Web client.

A new retention policy framework within MS Exchange 2010 allows your IT staff to define, deploy, and automate the expiry and archiving of e-mail data. In addition to default policies set by your IT staff, your users can select and apply retention policies to individual messages or folders.

And Exchange 2010 adds a new legal hold policy that retains and places on hold any edits or deletions of e-mail data that users make, if your company desires.

New Transport Protection Rules help you safeguard sensitive business information. You can automatically apply Information Rights Management (IRM) policies to both e-mail and voice mail messages, after they have been sent, based on a range of message content criteria. New integrated, out-of-the-box e-mail archiving gives you tools to preserve e-mail data without changing the experience for your users or IT staff. Combined with the flexibility provided by the Exchange storage architecture, you can take control of your corporate e-mail data with a personal archive that seamlessly surfaces in both Outlook and Outlook Web App.

Everything You Need To Know About LinkedIn

(continued from Page 1)

Do all of this online in the privacy of your office. The LinkedIn profile is exactly like a resume, but it holds a lot more information. It includes fields for education, jobs, experience, interests, awards and honors, and personal information. Job-hunters can add extensive information about their experience at each job that they could never include on a paper resume.

They can also ask previous employers to recommend them, and those recommendations appear on their profile. They can even upload a picture. Have you ever seen a picture on a resume?

Imagine having access to all of that information when you need to hire someone. Instead of wading through hundreds of documents to eliminate candidates, you can build a search query to select the

best ones from the start.

There is only one caveat: you must sign up for a paid account to see full profiles of people outside your network.

Information for Job-Hunters

If you're looking for a job, here's what you can do on LinkedIn:

- Create a detailed personal profile because there are over 130,000 recruiters on LinkedIn.
- Search the Jobs database using specific keywords, job titles, and geographic locations.
- See company profiles and current employees.
- Use your connections to get an introduction or informational interview.
- Search for people who used to work for a company and contact them.

Do all of this without taking time off from work. Yes, it might take a few hours to create a complete profile on LinkedIn. But once you've done it, you'll never have to send out a paper resume again.

Oh sure, many employers still ask for one. But look at it from their point of view.

The old way of filling a job was very tedious and time-consuming:

- Post the job ad somewhere, usually in multiple places.
- Receive dozens of resumes and other documents.
- Spend weeks and even months going over all of that information.
- Invite the best candidates to interview.
- Call their references.
- Select the best candidate.

(Article courtesy of Social Media Examiner)

RUBY-LICIOUS RECIPES



A favorite recipe from Sarah Ruby

The Ruby family loves this recipe for **Garden Vegetable Fettuccine**. It consists of Stir-fried bell pepper, zucchini, and tomatoes combined in this colorful and chunky

sauce. Use whole wheat or plain egg fettuccine, dry or fresh.

Ingredients:

- 8 ounces dry or fresh whole wheat or plain fettuccine
- 6 slices bacon, cut into 1/2-inch pieces
- 3 cloves garlic, minced or pressed
- 1 large onion, chopped
- 1 large zucchini, cut into 1/2-inch cubes
- 1 small red or green bell pepper, seeded and chopped

3 large tomatoes, cut into 1/2-inch cubes (canned tomatoes can be substituted in non-summer months)

- 1/2 cup chopped parsley
- 1/2 cup chopped fresh basil or 2 tablespoons dry basil
- 2 tablespoons olive oil or salad oil
- Salt and Pepper
- Grated Parmesan cheese

Preparation Directions:

In a large pan, cook pasta in about 2 1/2 quarts of boiling salted water until barely tender to bite (about 8 minutes for dry pasta, 3-4 minutes for fresh). Drain and transfer to a large serving bowl.

While pasta is cooking, cook bacon in a wide frying pan over medium heat, stirring often, until crisp. Remove bacon

from pan, drain, set aside. Discard all but 2 tablespoons of drippings. Add garlic and onion to drippings in pan and cook, stirring often, until onion is soft (about 5 minutes).

Increase heat to medium-high and add zucchini and bell pepper; cook, stirring, until zucchini is tender-crisp to bite (about 2 minutes). Add tomatoes, parsley, basil, and oil; cook, stirring, until heated through. Season to taste with salt and pepper.

Spoon vegetable sauce over pasta, sprinkle with bacon, and toss gently. Add Parmesan cheese to taste. Makes 4 servings.



5424 Sunol Blvd #175
Pleasanton, CA 94566

Presorted Standard
US Postage
PAID
Permit #586
Sacramento, CA

**Send us a Referral and
we'll send you an
iPod Shuffle**

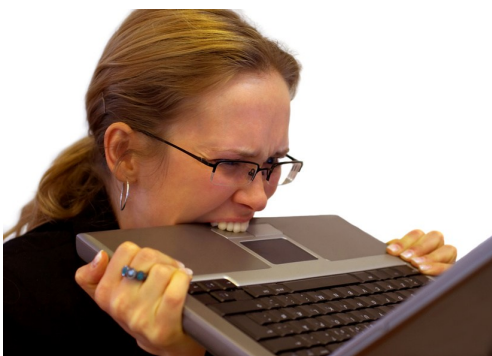


Contact Michaela Hertle at 925-478-5243 ext 3004
or email: Michaela@rubiconn.com

From High Tech
to High Touch!

Attention Small Business Owners With 5 or More Computers:

If you are the owner of a small business with 5 or more computers, I'd like to give you a special "get to know us" offer and make **your first 2 hour service call absolutely FREE**. Why am I willing to do this? Because I know once you see how well we resolve your computer problems, you'll become a client for life!



**Call NOW and schedule your
FREE service call Today!**

(925) 478-5243

OR

www.rubiconn.com

