

From High Tech to High Touch!

JIFCO, Inc. enjoys flawless Server Migration



Photo Courtesy of Patrick Krausgrill, Jifco Inc.

Jifco, Inc. believes in providing the best for their employees. It's a place where hard work is rewarded — where they demand a lot but they provide a lot. Computer and server up-time is critically important. Jifco, Inc. knew that they needed to upgrade their servers within the next year and they wanted to take advantage of the

additional functionality offered by upgrading to Windows Server 2008 and Microsoft Exchange 2007. Kevin Krausgrill, owner, stated "they had never been through a migration that didn't include downtime, pain, and frustration".

Rubiconn met with management at Jifco and assured them that a smooth migration was possible. Rubiconn suggested that to improve system up-time, the new server should include Virtualization. Virtualization is a new concept where one piece of hardware supports many individual software or "virtual" servers. Virtualization makes it easy to separate the File Server, Exchange, Print Servers and other company applications into individually managed components. If a problem arises with the printers, it does not involve taking down the whole network to resolve. Larry Vieira, Engineering Project Manager, prepared his

co-workers for the worst as Rubiconn set out to prove them all wrong. The migration went exactly as planned. Larry was shocked. "It was one of the best server upgrade experiences I have ever been involved with. Very little downtime and very little hiccups in the whole process," he said.

Planning, Testing, Communication & Execution: The keys to a painless migration. While all of these are important, the MOST important in our mind is communication. Since our customers rely on us for leading them through a project, Rubiconn focuses heavily on working closely with our customers to help them understand how a migration can effect their business. We want to eliminate problems long before they arise and have all contingency plans laid out ahead of time. We continue to raise the bar with regards to our services and we strive to exceed our customers' expectations. We are excited about making everyone at Jifco, Inc. a convert.

Welcome New Clients

- SMIC Americas
- Iron Souls MC
- Tidelands Construction
- Onsite Technical
- Linz & Her Lens
- C&M Mortgage

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Over 8 Million Served

Did you know that 95% of all email is SPAM? Spam is a time killer for small business and we had to do our part to get rid of it. Rubiconn invested in a spam and virus protection solution from Barracuda Networks and we have blocked over 8 million spam messages in 2009! If you know of a small business that is being eaten up by SPAM, give us a call with their name and number and we will eliminate their problem in a few clicks!

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"It's not the most sophisticated Spam blocker I've tried, but it's the only one that works!"

Considering a New Laptop

When you are ready to buy a new laptop, one of the first questions you may ask yourself is, "Where can I get the best deal?" Obviously you don't want to pay more than you have to, but there are other considerations besides price that you should consider before making your decision.

1. What will the laptop be used for? Is it for home use? Are you on the go or out in the field? Are the software applications resource intensive? The answers to these questions will help narrow the field of options for you.

2. The operating system makes a difference.

If you are buying a new laptop with Windows 7 but still have XP applications that you want to run on the new laptop, make sure you get at least 4GB of RAM and a dual core processor.

3. Carefully consider your repair, replacement, or warranty options. If this laptop will be used for business, make sure you have a next day replacement/repair warranty. The other options usually require the customer to ship the laptop to the repair center. The repair can take 2-4

weeks. Not good if you have a presentation in the morning.

For additional information, see our website www.rubiconn.com for a free report on the 5 things you should know before purchasing a computer.



Which laptop is right for you?

SOCIAL MEDIA FOR DUMMIES

Internet sites such as Facebook, Twitter and YouTube can be great avenues for delivering your message or your brand. Businesses are often built on relationships and these websites provide an interactive forum for nurturing and growing your relationships with current clients as well as potential customers.

A word of caution from Mashable.com reminds us that social posts live on the internet for a very long time. What you share, post or tweet should continually reinforce your brand today as well as tomorrow.

So here is the skinny on various types of social media and how you can use it for your business:

YouTube: a place to post video clips. Businesses can use this forum to post advertisements, short commercials about your product, training videos, testimonials about your business or product, video blogs or "how-to" videos.

Twitter: send short, quick information to a group of people. It's like sending a text message to all of your friends AND anyone else on the internet who wants to see it. Bill Ruby, CTO of Rubiconn, uses

Twitter to announce to the world each time a major technology company has a service outage, "because it happens to everyone," he says.

Facebook: share the latest company announcements, photos, videos, events or discussions with a group of "fans". Create advertisements to draw attention to your business. Most likely, your fans will be your business associates, your customers and potential customers. Other Facebook users have the opportunity to become a fan to follow and interact with you and your business.

RUBY-LICIOUS RECIPES



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

This recipe is one of Bill Ruby's favorites. He is not much of a sweets guy so if he recommends it, it must be good. I didn't have all the spices in their correct form so I made up for the difference by adding more of the spices I had. I used regular vegetable oil in the cake and Pam to prepare the pan. I used milk instead of orange juice because it was what I had. I found the glaze to be very thick and used a bit of milk to thin it. I didn't cool the cake all the way which turned out well because the glaze was so thick and kind of melted on its way

down the sides of the cake, yum. It served plenty of people at the party. I put the leftovers in the kid's lunches. I hope you take the time to make this cake over the holidays, it makes the house smell wonderful!

Ingredients:

3 1/3 cups sifted all-purpose flour
1 1/2 teaspoons baking powder
1/4 teaspoon baking soda
1/4 teaspoon salt
2 teaspoons ground cinnamon
1 1/2 teaspoons ground nutmeg
3/4 teaspoons ground ginger
1/2 teaspoon ground mace or allspice
1/8 teaspoon ground cloves
1 1/2 cups granulated sugar
1 1/4 cups dark brown sugar, packed
1 cup canola or light olive oil
5 large eggs, at room temperature
2 cups canned unsweetened pumpkin
2/3 cup orange juice or milk

Glaze:

1 1/2 cups sifted confectioner's sugar
2 tablespoons honey
Scant pinch of salt
2 to 3 drops fresh lemon juice
1/4 teaspoon vanilla extract
2 to 3 tablespoons milk or cream, or as needed

Garnish: 1/4 cups chopped walnuts, optional

Healthcare Premiums driven higher by unemployment

Major US health insurers and managed care companies earned sharply lower profits in 2008, some nearly half of the 2007 results as poor stock market performance and lower interest rates chiseled away at their investment portfolios.

The downturn may lead some insurers to try and increase premiums, though some health insurance analysts say they will likely meet stiff resistance from employers.

More significantly, insurers were also hurt by a shrinking commercial market while underestimation of the costs stung those who dove headlong into the

Medicare Advantage Plan Business.

If US unemployment continues to rise, health insurers are likely to see group enrollment fall further, even after taking into consideration the effects of the 65% COBRA subsidy made available under the American Recovery and Reinvestment Act of 2009. Despite help from the Federal Government, COBRA premiums may be expensive for the jobless who are living solely on unemployment insurance benefits.

While health insurer profit margins hovered in the 9% to 10% range in 2008, investment advisors for the industry are hoping that a growth in premium

rates will curb the probability of adverse trends, that will come from the above referenced unemployment increase.

For more information on the latest in commercial insurance, contact Ed Johnson at Warren G. Bender Co. [916.380.5342](tel:916.380.5342)

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Windows 7 and what it means to you



Did you hear that Microsoft just released Windows 7? How could you miss it, it is everywhere. But what does it mean for you?

I will try to explain in a nutshell. Windows 7 is the second generation operating system based on Vista. Vista was a start-from-scratch operating system released

in 2007. Why is this important? Because most small businesses use the XP operating system that was released in 2001...and there is no upgrade path from XP to Vista or Windows 7. This means that all data, settings, and applications will need to be reinstalled if you decide to upgrade to Windows 7. This is why we recommend that before you weekend geeks get fired up and load Windows 7,

please contact us first so we can save you from yourself.

Please don't misunderstand our position. We have been using Windows 7 on our desktops for over 4 months and we really like it! It has a TON of great new features for small business. We recommend it for certain businesses, but not all. Please call us if you want to find out more about Windows 7 and if it is right for you.

PUMPKIN BUNDT CAKE WITH GLAZE

Special Equipment:

A 9 ½ to 10 inch Bundt or plain tube pan

Pan Preparation: Generously coat the pan with butter-flavor nonstick vegetable spray or solid shortening, dust with flour, and tap out the excess.

Position rack in lower third of oven. Preheat oven to 350 degrees and bake 65 to 70 minutes. Prepare pan as directed.

In a medium bowl, whisk together the sifted flour, baking powder, baking soda, salt and spices. Set aside.

Add the granulated sugar to the large bowl of an electric mixer and crumble in the dark brown sugar, breaking up any clumps with your fingers. Add the oil and 2 eggs and beat until blended, then beat in the remaining eggs and the pumpkin. Scrape down the bowl and beater.

With the mixer on the lowest speed, alternately add the juice or milk and the dry ingredients. When everything is blended, scrape down the bowl, then beat a few seconds longer until the batter is smooth and

creamy.

Scoop the batter into the prepared pan. Bake for 65 to 70 minutes or until the cake has risen, is springy to the touch and is cracked on top, and a cake tester inserted in the center comes out dry. Cool the cake in its pan for 20 to 25 minutes.

Slide a knife around the pan sides and the top of the tube to release the cake. Top the cake with a serving dish, invert and lift off the pan. Cool the cake completely.

Whisk together all the ingredients until smooth and creamy. Add a drop or two more of milk if necessary. The glaze should have a soft, just slightly runny (but not liquefied) consistency. Use the glaze as soon as it is prepared.

Spread the glaze on the top of the cake, letting it drip down the sides. While the glaze is still soft, sprinkle on nuts, if desired. The glaze hardens as it dries.



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