



# TECH TRENDS

## Don't Lose Your Data—Part 2!

### Special points of interest:

- Is your Data Safe? Part 2
- How to Get Noticed Online.
- Cherry Cream Cheese Tart! Mmmmmmm!



Last month we reviewed some local backup options for your hard drive data. This month we will take a look at backup software and a process called *disk imaging*.

Both *Windows Vista* and *Windows 7* include basic backup software that is probably good enough for most needs. To access it go to the Control Panel and click *System Maintenance*, then *Backup and Restore Center* (if using Control Panel Home). Or go directly to *Backup and Restore Center* in Classic View. Then step through the wizard, choosing the disk to which you want to back up, the one from which you want back up, the types of files to back up, and the schedule.

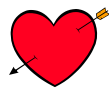
The software will make a full initial backup of those files, which will take a while (let it run overnight if you have a lot of stuff). Then at intervals you determine, it will back up only the files that have changed since the last backup (an *incremental backup*). How often should you set the incremental backup to run? Well, how much data are you willing to lose? A day's worth? A week? A month? It's your call. A daily backup may seem like overkill, but it will be done very quickly.

Finally, there is one different backup option you also might consider. The process is called *disk imaging* (or sometimes, *ghosting*, from the brand name of one popular imaging product, *Norton Ghost*). When you run a product like *Ghost* or *Acronis True Image*, it makes a bit-by-bit copy of your hard drive and stores it on an external drive. If your hard drive ever crashes, you simply run the software from its boot disc and it copies the disk image back to the new hard drive. After rebooting, your computer works just as it did beforehand. This is a far better solution than using the computer restore discs, because it includes all of the software you installed after you bought the computer. With the restore discs you only have the original state of the new computer, and you have to reinstall and customize everything all over again. The *Acronis* and *Norton* products also include standard file backup features.

Once your data is backed up, try to restore a file or two. This will test whether the backup is (cont'd on p. 2)

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## Valentine's Day Fables



So many Valentine's Day tales —some fact, some fable —have entwined themselves as part of our lore of love and Valentine's Day. Here are just a few...

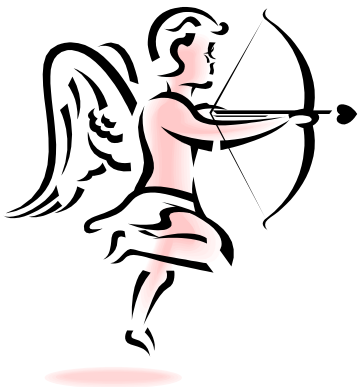
- ♥ If the first bird a girl sees on Valentine's Day is a robin, she will know she is to marry a sailor. If she sees a goldfinch, she will marry a rich man, and if she sees a sparrow, she will be the happy wife of a poor man. If she glimpses a woodpecker first, however, she will never marry.
- ♥ The first written Valentine did not appear until after the 1400s. The oldest known valentine card still in existence is on display at the British Museum and is a love poem written by the Duke of Orleans to his wife while he was imprisoned in the Tower of London.
- ♥ In the Middle Ages, young men and women would draw names from a bowl to see who their Valentine would be. They would wear these names on their sleeves for one week, hence the saying "to wear one's heart on one's sleeve," which now means it is easy for other people to know how you are feeling.
- ♥ Christian tradition for Valentine's Day dates back to the 3rd century, when a priest named Valentine was arrested by Emperor Claudius II for crimes that included marrying young lovers in secret. Some sources say that while in jail before his martyrdom, Valentine wrote a letter to his jailer's daughter, signing it "From Your Valentine." If true, Valentine started a powerful tradition. Today, according to the Greeting Card Association, 1 billion cards are sent for Valentine's Day each year, second only to Christmas (2.5 billion).
- ♥ Flowers are another tradition of Valentine's Day. Red roses are said to denote true love. A pansy declares loving thoughts, a periwinkle suggests early friendship, and a red tulip professes powerful love.

### February's Useful Web Site— [www.boston.com/bigpicture](http://www.boston.com/bigpicture)

Dynamic, powerful, and compelling images of topical news events throughout the world are featured on the **Big Picture**—the photo blog of the award-winning *Boston Globe* newspaper. Three of the *Globe's* finest picture editors compile truly amazing and timely photos from renowned photo agencies, such as the Associated Press, Reuters Pictures, and Getty Images, and post them to the **Big Picture** every Monday, Wednesday & Friday. Search for specific topics by date (back to May 2008) or by category. **You will be blown away** by the sheer power and beauty of these images.

## February's Trivia Question—

**Who was the very first U.S. president to be photographed on Valentine's Day while in office?**



**“Nobody has ever measured, not even poets, how much the heart can hold.”**

**—Zelda Fitzgerald**

# TECH TRENDS

## ... Don't Lose Your Data—Part2!

indeed working and it will get you used to the restore interface while you're not panicking after a crash.

Disk imaging works best, however, and most simply on a computer that has data stored on a separate drive or partition from the *Windows* and program files. While a viable option, partitioning is not for the faint of heart, and we can do it for you. Go to our web site blog at [www.advancedcomputerrepair.com](http://www.advancedcomputerrepair.com) for more information about partitioning or simply give us a call.

**Please call us at (856)727-9363 for a free evaluation of your current backup system and we can guide you through your many options to find which one best suits your needs.**

## Online Marketing? We Can Help!

A recent study by TMP Directional Marketing shows advertising on the internet is not just for companies with nationwide distribution anymore.

While 89% of companies that employ 25 people or less do have web sites and advertise by email, only about 10% plan to spend part of their advertising and marketing dollars on social media.

This may not be the wisest approach, however, since some 7 out of 10 consumers say they are more likely to use a local business if it has information available on Facebook or other social media sites.

Having a page on Facebook is a start, but it's not a one-time effort. A business must be able to respond to questions from current and potential customers and a Facebook page should be continually updated with timely and consistent posts. TMP's study also shows that reviews are extremely important, so it is a good idea to keep on top of any reviews that get posted on the page.

In addition, nearly 80% of users want special offers and promotions and about 74% of users want regular posts about company products and services.

TMP recommends making sure your business information is accurate and up-to-date and in as many places online as you can manage—including Google, Yelp, Facebook and Twitter. Some web searchers get frustrated by the lack of information on small businesses: either there is none or what's there is confusing and disorderly.

**Thinking about online marketing or looking to expand your current promotional plan? Call us at 856-727-9363. We can help! From creating web sites to optimizing your presence online, ACR can help maximize your advertising dollars and help your business grow.**

## A Joke for You!

Q: What do you call a very small Valentine?

A: A Valentiny!!

## Pet of the Month

After the heartbreak of losing our 13-year-old Rottweiler, *Sampson*, almost 3 years ago and with the endless bugging of our 12-year-old daughter, we decided that it might be time to get another family dog.

Being long-time Rottweiler owners, owning any other breed was not an option. We found a breeder in Harrisburg, PA, that was everything we were looking for in a dog breeder and pet owner and she just happened to have puppies for sale!

After many phone conversations, email exchanges and checking references, we decided to make the



3-hour drive to Harrisburg to “just take a look.” We instantly fell in love with the 3 remaining puppies from the litter.

How do you choose a puppy when they are all so adorable? *Bruno* chose us! He set himself on our laps and didn't move the whole time we were visiting with the breeder. *Bruno* is now 4 1/2 months old and weighs a mere 65lbs! Even at this young age, *Bruno* has shown that he will be a good family member and protector. He loves his belly rubbed and being held while he chews bones and plays with his toys. He loves being outside in the yard, especially in the snow.

—Carol Ann Iosca, Site Development

*We would like all of you to send in a picture of your pet, too! Email your pic and pet info to: [tech@AdvancedComputerRepair.com](mailto:tech@AdvancedComputerRepair.com). If your pet is featured, let him or her know that a treat is on the way! And don't forget your address so we can send out your pet's present!*

# Volume 2, Issue 2

## Client of the Month

### Patricia Ronayne, Esquire

February's client of the month is Patricia Ronayne, Esquire.

Patricia owns a law office in Mt. Laurel, and has been practicing for more than 20 years. Her office consists of two additional attorneys and her team of support staff. The practice concentrates on family law matters, personal injury,



municipal court and estate work.

ACR has been providing service for all of the firm's computer needs for more than 5 years.

Thanks, Patricia, for being one of our loyal customers!

### President's Day Cherry Cream Cheese Tart Recipe

In tribute to the Father of Our Country, whose birthday is February 22, here is a delicious **Cherry Cream Cheese Tart** recipe in honor of Washington's cherry tree legend—

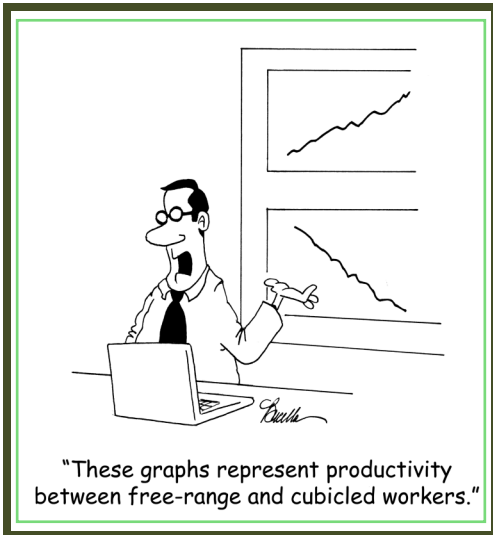
- 1 graham cracker crust
- 1 8-ounce cream cheese
- 2 eggs beaten
- 1/2 cup sugar + additional 1/3 cup sugar
- 1 tsp vanilla extract

- 1 15-ounce can pitted tart cherries
- 2 tbsp cornstarch
- 1 tbsp butter
- 1/8 tsp almond extract
- whipped cream & mint sprigs

Soften cream cheese. Place the cheese and 1/2 cup of sugar in a bowl and blend until smooth. Mix in vanilla extract and beaten eggs. Spread mixture over crust. Bake 10 minutes at 350 degrees and cool.

Drain cherries and save 1/3 cup of juice. In a saucepan, combine cornstarch, the 1/3 cup of sugar, and almond extract. Stir in cherry juice and heat until mixture comes to a boil.

Add cherries & bring back to low boil. Cook two minutes and stir in butter. Cool to room temperature. Spread over cream cheese layer. Decorate outer edge with whipped cream and mint sprigs. Refrigerate until served. Can also be frozen.



### How to solve sudoku puzzles

To solve a sudoku, you only need logic and patience. No math is required.

Simply make sure that each 3x3 square region has a number 1 through 9 with only one occurrence of each number.

Each column and row of the large grid must have only one instance of the numbers 1 through 9.

The difficulty rating on this puzzle is easy.

### Presidents Day Sudoku

			5				
	1		9	3	6		
9		3	1		2		
3	7				1		
	9		6	1		8	
		8				3	2
		5		2	4		6
		9	8	5		7	
				9			

### SPECIAL EVENT!

#### \* Free PC Tune-Up Offer \*

During the week of **Feb 28—March 4th** bring your laptop or desktop computer into our office and we will check it for spyware & viruses, boost your speed and performance and even optimize your hard drive. All for free!

#### Don't delay—time limited!

Give us a call at (856) 727-9363 and let us know you will be taking advantage if this special event.

(offer expires 3/4/11)

# Matt's Corner

I'm typing this on Monday, the 14th. What a great day. My truck said 55 degrees! I can only hope that this is a sign. Haven't you had enough of this winter already?

In my continuing efforts to actually take a good photo, we have snapped another shot for this issue. Hope you like. I'll never be satisfied....

I thought it might be a good idea to mention that we do indeed work on residential computers. If anyone has a personal computer that needs work, feel free to call.

We do continue to search for Client of the Month and Pet of the Month. We actually have treats in inventory for your pet if you want to submit them for the newsletter!

—Matt



## Services We Offer:



- Spyware & Virus Removal
- Data Backup & Recovery
- Wireless Networking
- Server Installation & Configuration
- Web Site Design
- Internet Marketing
- General Repair & Troubleshooting
- Complete Turnkey Solutions for Business



Answer to the February Trivia Question is :

James Polk, our 11th president, on Valentine's Day in 1849.

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