

## **GhostNet Periodical - 14th Edition - 4-21-2004**

Study: 2 in 5 Web users now have broadband at home! What does this mean to your business?

With the steady increase of broadband Internet users, the ability to use Rich Media, such as audio clips and video streams is now . Just a short time ago, the use of these technologies were introduced by constrained by limitation with the Internet Service Providers. With the rapid decrease in monthly pricing to an all-time low almost parallel to the price of dial-up through AOL, many individuals have determined this a great time to get in.

The use of CMS (Content Management Systems) and Quality Imagery provide ways of communicating product quality in ways that once was reserved for the heavy bandwidth users and Fortune 500 companies.

Maybe it is time to rethink your Internet Marketing Approach. With "hands-free" solutions as well as BYOM (Bring your own maintenance), we are certain we can custom tailor a dynamic solution for your company, guaranteed to bring a strong ROI (Return on Investment).

Viruses, YUK!

By: Robin Hillhouse

Nobody wants them but we always seem to get them. We spend all this money for antivirus, and it all seems to be a flop. They tell us not to open mail that we don't recognize and we still get them, because these wonderful hackers have found a way to send them without attachments.

What has the world of email and Internet come to? Well, that subject could go on, but let's stick to viruses.

There is no known way to totally stop all viruses from slipping through the cracks, but you can slow it down. If you use some of these methods then you will have a better chance at fighting them off.

Do use an antivirus. (we recommend Norton, personal preference)

They may not stop all but do detect most of them.

Run a virus scan often.

Because it typically takes a couple of hours to run a full scan, try scanning when you know you will not be using the computer, like around dinner or after you go to bed. Just make sure the computer is on. You can set it to do an automatic scan so you don't have to remember to do one.

Scan your emails before you open them as well.

Be careful who you accept emails from, and which ones you open.

They can come across as someone's email address that you may know. Some of these viruses attack your address book and can send out from there. Therefore looking like someone you know.

If you do get a virus, don't panic. They usually can be cleaned, deleted, or quarantined. And remember these are machines and DO make a lot of mistakes. If they break, they more than likely can be repaired. It isn't the end of the world.

So, if your computer gets the flu, give it two aspirin and call GhostNet Inc . and we will make it all better.

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Kel's Point of View  
9-11 Commission \*

Although the 9-11 Commission has been a controversial topic as of the last several weeks with some complaining that the Commission is too political, others saying that we should not discuss such topics openly for our enemies to see and take comfort in our divisiveness and still others feeling that the purpose of the Commission is to find and assign blame for the attack on our country rather than use the Commission's findings to make better plans for the future.

True, There has been a lot of infighting and blaming this or that person or group of people; but there is something to be learned here not only for our country but for businesses and individuals as well.

The need for security, the need for getting ACCURATE information, the need for sharing certain information with the people who need it, the need to create an atmosphere for sharing information and ideas and the need for a plan to update technology.

Lets examine these one at a time.

Security is more important to some than it is to others. If you don't have employee, payroll and tax or "proprietary" information security may be optional.

The other side of the security coin is the need to share certain information with certain people. Imagine that a "wall" in your office similar to that between the FBI and the CIA existed causing engineering not be able to share data with fabrication and sales people

couldn't share information with management and scheduling information was only available to the folks who scheduled, not the individuals to whom the schedules applied. Now there's a cute idea. Wouldn't it be neat if your schedulers and dispatchers were not able nor allowed to tell your sales staff when and where to go even though they had set appointments specifically for them?

Ideas? Who needs 'em? If your business plan is to continue making and selling buggy whips only to people who hear from some unknown source (no advertising and no sales people) and you are the sole proprietor and the only person employed by your company and you are willing to live only on the earnings from those sales...you don't need any new ideas.

Come on! We know better than that! And where do new ideas come from? Everywhere. Newspapers, television, radio, the Internet and word of mouth are places to get the ideas that can make you prosperous. But those places are not where ideas come from. Some ideas come as a result of divine intervention, epiphanies. Most ideas come from people's minds, smart people, dumb people, creative people, unimaginative people, wise people, old people, young people and even yourself. I'm reminded of the story of an eighteen-wheeler being stuck in a tunnel. The tunnel had a higher clearance at each end but settling had caused the tunnel to sag a few inches in the middle and even though the truck was able to get in it was hopelessly stuck right smack-dab in the middle. The story goes that engineers, city fathers, wrecker companies and even the National Guard were called in to remedy the problem. They discussed and fussed for hours trying to figure out how to get the truck out of the tunnel without destroying the tunnel or the truck. As the day progressed people came from all over town and the surrounding countryside to gape and gawk at the sight. One small boy of about seven years of age asked his father to explain the problem to him. Why was the huge truck stuck? After his dad explained the problem the young lad thought and thought...for about three and a half seconds...looked up at his father, smiled sweetly and said, "Gee Daddy, why don't they let the air out of the tires?" Sometimes the best ideas come from the unlikeliest sources. To lack the atmosphere that allows every employee to share ideas and suggestions or to lack the technology that makes the sharing possible would be a crying shame.

- A plan that calls for daily updating of every piece of hardware and software is unnecessary, overwhelming and too expensive to be practical. On the other hand there are some things that need to be checked out and implemented on a daily, if not more often, basis. Not saving this missive occasionally would be disastrous for me. Even if no one else but I ever read and appreciated this article, it would be quite wasteful to spend the time to write it and then have it completely erased by a power outage or my inadvertently hitting the wrong key. Not backing up my Quicken data would be a tad of a problem. But my plan is not your plan and yours should not be the same as mine.

Every company, every employer, every individual should determine what "stuff" is important and make arrangements to get it and save it and share it and protect it. And

every one of those entities should have a plan and a budget that allows for implementation of their plan as often as is necessary.

Hopefully there will never again be an attack on our soil. But one thing is certain and is a common thread that runs throughout the testimonies of those who speak to the Commission is that there were not enough funds nor were there sufficient resources available to deal with terrorism on the shores of the United States of America on or before 9-11. Could the disaster of 9-11 have been prevented? Probably not. Can we make the likelihood of another 9-11 more difficult to carry out? Yes. Another item of importance continues to surface. The word is "humint." It's meaning...human gathering of information. Remember, no matter how old or big your company, no matter your value on the New York Stock Exchange, no matter the state of your technology, your people are your greatest and most valuable asset. Treat them well. Treat them wisely. And equip them with what they need to do their jobs.

\* So you dear reader will know that I am not personally benefiting from this story using the tragedy of 9-11 as a backdrop, I am not an employee of GhostNet, Inc. and write my column as a free-lance writer. As such I neither represent GhostNet, Inc. nor am I accepting my usual fee for this article.

Sincerely,

E. G. "Kel" Kelley, Jr.

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New Client Announcement!

GhostNet welcomes our newest Web Design/Hosting/Networking Clients:

- Raven's Elite Training - Network Support
- United Blower's Inc. - Network Support
- Paradise Dragstrip - Desktop Support/Web Development
- Rock Solid Trailers - Web Development
- Cagle's Dairy - Internet Marketing
- Double A Graphics - Web Development