

Computer Infections: From the Wild West to the New Sheriff

Is anti-virus software still relevant?

Trick question.

Computer viruses are not extinct. They are a vast and ever present danger.

The issue at hand is whether or not stand-alone virus software is still necessary.

According to MakeTechEasier.com, the early days of computing were like the wild west for viruses, which often had no trouble spreading through email and downloads.

Fast-forward to today, we see services such as Google and Microsoft's Windows have top quality anti-virus capabilities built right in.

In fact, keeping up-to-date frequently used services, especially the operating system, is often the best way to help prevent a virus outbreak.

At work, protect the company networks by not plugging in unauthorized computers. Don't install unauthorized software. Don't share your password.

Beware of Questionable Spin Moves

Millions love the heart-pounding, socializing of a spin class (stationary cycling).

Spin classes elevate traditional stationary cycling to a party atmosphere with fast music, coaching, and even virtual scenery. Baby boomers flock to the classes, but they also attract younger fans.

Some of the classic spin moves are cycling at different rates of speed and doing higher and lower grades during the hour-long workouts.

However, some moves are more controversial, according to the Berkeley Wellness Letter.

Classes that combine floor aerobics or even weight lifting have drawn some criticism from physiologists. Adding in these moves can undermine the basic spin workout, they say, while not adding anything in return.

Backward pedaling has also drawn criticism. A study by the American Council on Exercise in 2015 found that the move does slightly boost calorie burning and heart rate. The study also found that the maneuver puts stress, sometimes excessively, on the knees and ankles, especially at high intensities.

The keys to a safe and healthy spin experience are easy:

- Good posture on the cycle.
- Proper seat adjustment.
- Proper handlebar position.
- Bring a full water bottle.
- Cycle at your own pace.
- Avoid intensities over 110 rpm.
- Don't do extra upper body movement while spinning.



Kids Started this U.S. Easter Tradition

In the 1800s, the rolling lawns of the U.S. Capitol were an irresistible target for kids on Easter Monday.

One of the few days off for kids and adults, Easter Monday also included lots of leftover hard-boiled eggs.

Naturally, the Capitol soon became the site of egg rolls, in which children would compete to see whose egg could roll farther without breaking. It became quite the thing. In fact, around 1876, 10,000 kids showed up to egg roll. According to history.com, the spectacle was so noisy that no business could be done in the House and Senate chambers. By the end of the day, the lawns were in ruin. Outraged Congressmen immediately wrote legislation protecting the Capitol turf. President Ulysses S. Grant signed the bill two weeks later.

A showdown was avoided the next year when rain discouraged the annual invasion of egg rollers.

Police discouraged the children the following year but, to the rescue, came President Rutherford B. Hayes who, on April 22, 1878, welcomed players to the White House backyard, the first official White House Easter Egg Roll.

Today, the White House holds a lottery to distribute 35,000 tickets for the Egg Roll. If you win one, get ready for hours of lines and a fairly short experience on the White House lawn, but a very memorable family photo.



Do You Know...

... Someone that could use our services? Perhaps a colleague, friend, family member, or networking buddies?

... If you would think of 3 or 4 people that could use our services, then don't hesitate to call them and give them our name and phone number. Be sure to have them mention your name when they call so we can send you a referral Bonus!

... If you know of anyone interested in a full or part time job please have them contact Jessica at extension 224.

Thanks in advance for your help and we look forward to sending cash your way!



Robots as Pack Mules

If you carry equipment to do home repairs, remodeling or gardening, you'll soon be able to have a robotic pack mule.

Fast Forward Piaggio, the company that wowed post-war Europe with its speedy Vesta motorcycle, is producing a cargo robot.

The round 24-inch robot is a bit like a land drone, according to the company. Named Gita (Gee-ta), it can roll while hauling 40 pounds of equipment. It follows a human who can teach it to remember routes. It can even remember how to get back home by itself.

Search 'gita robot' for videos.

The company hopes it will be of use to wheel-chair users or anyone that must carry heavy loads.

Although introduced in February this year, it is not entirely clear whether the robot can actually be purchased or what it will cost.



"Times are a bit tough for the Tooth Fairy, so please accept these valuable discount coupons in lieu of cash."

Why People Procrastinate and Simple Ways to Stop It

Everyone procrastinates but some could admit to more than others.

Although the occasional put-off errand might not have an immediate impact, chronic procrastination can cause serious problems in one's personal and professional life.

According to the Wall Street Journal, studies show that procrastination is, at its heart, an emotional issue.

Procrastinators voluntarily delay, even when they know there could be, and probably will be, negative consequences.

Studies show procrastinators delay to feel better, even though they will feel worse as time goes on. This behavior is related to impulsiveness, rather than perfectionism or anxiety.

Piers Steel, an organizational-behavior professor at the University of Calgary, says that highly impulsive people have a hard time experiencing strong emotion and they shut down when they feel anxiety. By comparison, people low in impulsiveness see anxiety as a cue to get going.

In other cases, the problem is that some people have a hard time picturing their future self and understanding how putting off something today can hurt them down the road. Scientists call this temporal myopia, and not having the benefit of this emotional connection to the future self keeps the focus on more immediate concerns.

Solving the issue. Becoming less of a procrastinator should incorporate two separate strategies: time management and addressing the emotional aspect.

According to the productivity influencer Michael Hyatt, these time management strategies are key:

- Tackle the most difficult task first
- Divide the task into smaller tasks
- Set a mid-day alarm
- Dedicate yourself for a short period of time
- Schedule your tasks on the calendar

You can also address the emotional aspects of procrastination:

- Forgive yourself for previous procrastination
- Set up mini-goals and reward yourself for accomplishing them.
- Set up micro-costs for things that distract you like requiring a password before surfing the web

Trivia Teaser – Shark Sightings

1. In what country did shark fin soup originate? a-China, b-The Philippines, c-Australia, d-Russia.

2. The phrase "jumping the shark" originated with an episode of what TV sitcom? a-"Gidget," b-"Happy Days," c-"WKRP in Cincinnati," d-"Maude."

3. What cable network has broadcast an annual Shark Week since 1987? a-Animal Planet, b-Discovery Channel, c-National Geographic Channel, d-WGN.

4. What gang was the rival of the Sharks in "West Side Story"? a-Warriors, b-Jets, c-Rogues, d-Hurricanes.

5. What is the largest variety of shark? a-Leopard shark, b-Lemon shark, c-Whale shark, d-Great white shark.

6. What was the name of Captain Quint's boat in the movie "Jaws"? a-Argo, b-Cadence, c-Remora, d-Orca.

7. What Beach Boys song featured "two cool sharks standing side by side"? a-"Shut Down," b-"409," c-"Little Honda," d-"Little Deuce Coupe."

8. Who plays the heroic Fin Shepard in the "Sharknado" movie series? a-Luke Perry, b-Zac Efron, c-Aiden Smith, d-Ian Zierling.

9. Drafted second overall in the 1991 NHL Draft, what hockey player was the first-ever draft pick for the San Jose Sharks? a-Ray Whitney, b-Pat Falloon, c-Jeff Friesen, d-Alexandre Daigle.

10. What actress played a surfer trying to outwit a great white shark in the 2016 movie "The Shallows"? a-AnnaSophia Robb, b-Saffron Burrows, c-Blake Lively, d-Nicole Kidman.

11. The voice of the TV cartoon shark Jabberjaw was reminiscent of what film comedian? a-W.C. Fields, b-Groucho Marx, c-Curly Howard, d-Paul Lynde.

1-a, China
2-b, "Happy Days"
3-b, Discovery Channel
4-b, Jets
5-c, Whale shark
6-d, Orca
7-a, "Shut Down"
8-d, Ian Zierling
9-b, Pat Falloon
10-c, Blake Lively
11-c, Curly Howard

Answers to 'Shark Sightings'

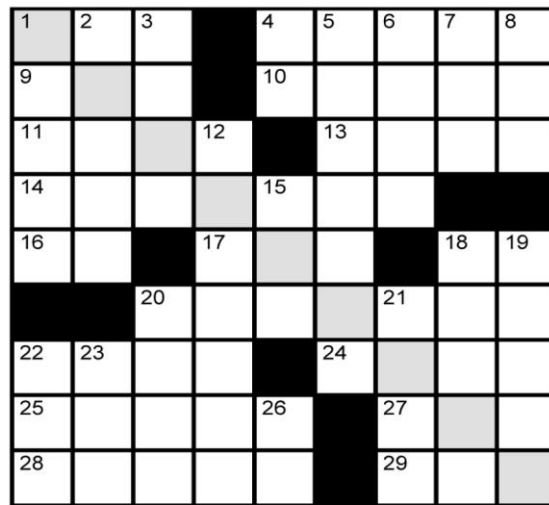
Triumphant winners

Across

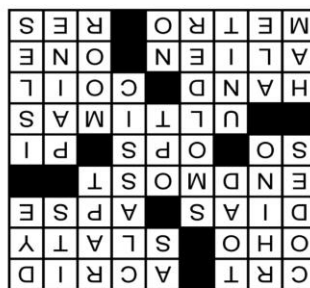
1. Computer monitor, for short
4. Like thick smoke
9. "So that's it!"
10. Gray
11. "Buenos ____"
13. Basilica feature
14. Last in a series
16. Hence
17. Harvest goddess
18. "Life of ____"
20. Last syllables
22. Full house, e.g.
24. Heating device
25. Extraterrestrial
27. It's next to nothing
28. Newspaper section
29. ____ publica

Down

1. Ciphers
2. Safari sight
3. Warty amphibian
4. "Stubborn ____ a mule"
5. Enduring literary work
6. Absorbed
7. "____ alive!"
8. Batiking need



12. Do a slow burn
15. Make a choice
18. "Common Sense" writer
19. British ____
20. The U in "Law & Order: SVU"
21. Anchor
22. Lunch meat
23. A pint, maybe
26. Nyet



The headline is a clue to the answer in the diagonal.

Can't Hear the TV? It Might Not Be Your Ears

Fancy new flat-screen TVs might be smart, or so they say, but their audio is probably worse than the old sets.

One reason: Most new TV speakers are not facing you. They are either pointing down or toward the back.

For this reason, sometimes just moving a television can help with the sound. In one test, Wall Street Journal technology columnist Geoffrey A. Fowler found that simply taking a flat screen off the wall and setting it on a table made sounds easier to understand. The downward facing speakers needed something to bounce sound off of.

In fact, a TV that is very close to a wall or inside a cabinet may sound brassy.

Special audio modes can also be a culprit. So-called Surround or Sleep modes can be responsible for muddy sound. Test them to see if you agree.

TVs and TV service are expensive enough as it is, but if those tips didn't help your sound, try buying external speakers. Most televisions are manufactured today with the idea that the consumer will buy speakers. In fact, few do.

Seniors might try the Zvox AccuVoice AV200 soundbar (about \$250). It works with hearing aids, making voices louder and clearer than the TV alone, Fowler says.

In fact, some premium hearing aids can also act as wireless headphones. Ask your audiologist about this if people think your television is too loud.



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About Our Company

Celebrity Cleaning Inc. is a full service commercial cleaning company that serves the greater Lehigh Valley.

Services include general cleaning, carpet cleaning and all types of hard floor care.

Owners, Wally Myers and Kevin Brown, have a combined 50 years of experience in the cleaning industry, and they feel it's important to provide cleaning services that place the utmost importance on the health and safety of their clients and employees. For that reason, they are active participants in industry associations ISSA (International Sanitary Supply Association) and BSCAI (Building Service Contractors Association International).

Ideas for Retaining Customers

Retaining a customer is just as important as getting a new customer when it comes to improving your financial top and bottom lines.

According to MarketingWizdom.com, the average business loses around 20 percent of its customers each year by failing to attend to customer relationships. The site found that in some industries, this leakage is as high as 80 percent.

Keep your clients and customers happy. Once you've won over a customer, stay in touch with them. Keep them informed of any new products and/or services you have started. You could even sweeten that by offering them a discount. Inc.com notes that giving a gift, or free sample or trial, are great ideas, but this works best if you use the "element of surprise." According to Inc, "People naturally remember when something surprised in a good way because it came out of nowhere, so you want to leave that lasting impression."

Use psychology. According to HelpScout.net, psychology studies have shown that people view their service experience as more positive when they don't feel rushed. But they like it when the service includes an effort to find more about their key interests.

Create a marketing campaign. Marketing campaigns can be useful not only because they attract new customers but also because they remind your old customers to come back. Remember, don't discount too deeply, it will affect your profits.

Good old fashioned kindness. Call your customers just to ask if they are continuing to enjoy their purchase.

When the customer is not right. Understand that there are some customers you will never be able to keep. They will complain and make demands, and regardless of your efforts to please them, they won't be happy. For these types of customers or clients, it may be best to let them go. The time and money you spend on trying to retain them won't be worth it.

How to Unsend Emails

Anger and email -- A very bad combination that usually leave an impulsive emailer in a state of regret.

But there is hope. The big three email providers all have a method for undoing the outbox.

Gmail: In the Web interface, check the settings tab to enable Undo Send. This action gives options for 5, 10, 15, or 30 seconds of undo time.

Outlook: Similar to Gmail, Microsoft's Outlook has an option called Let Me Cancel Messages I've Sent, which allows the same time allotments.

Yahoo: On the iOS and Android mail apps the undo setting is on by default, but only for three seconds.



April Birthdays and Company

Anniversaries

Birthdays

12th – David Moore

14th – Roger Klotz

19th – Kevin Brown

21st – Gayle Vicorek

27th – Christina Reighn

Anniversaries

23 years – Wally Myers

11 years – Judy Kressley

3 years – Stephanie Bleiler

3 years – Kevin Mueller

2 years – James McMillian

1 year – Yvonne Rivera

1 year – Angel Valentin



Leadership is a potent combination of strategy and character. But if you must be without one, be without the strategy.

~Norman Schwarzkopf