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AxiNews

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National Aquarium Month

Did you know that...

- Goldfish are the most popular aquarium fish in the world.
- The first public aquarium in the United States was the National Aquarium founded in 1873 in Cape Cod but was then moved to Washington DC.
- The largest public aquarium in the United States is the Georgia Aquarium in Atlanta.
- Good coldwater freshwater aquarium fish for beginners: goldfish, bloodfin tetras, and white cloud mountain minnows.
- Good saltwater aquarium fish for beginners: clownfish, damselfish and dottybacks.
- Electric eels can discharge up to 550 volts of electricity.
- Jellyfish have existed for more than 500 million years and pre-date dinosaurs.



Tech Briefing by Jake Nonnemaker: 4 Great Gmail Tips to Optimize your Inbox

With powerful tools that allow you to gain control of your inbox, Gmail has become the platform of choice to both business and individual users. While Gmail is already great, there are many little-known features that will help empower your email experience and make sure that you're getting the most out of your accounts. We've compiled some of them right here.

Unsend Emails

Ever had that moment when you're in a hurry to type up an email and send it off only to notice a few seconds later there were a couple of mistakes? Maybe you've forgotten to attach a file or misspelled a word. Heck, you may have even sent it to the wrong recipient! Don't worry, we've all been there. This is the moment where Gmail's 'Undo Send' feature will become your new best friend. You can activate this by clicking on the gear icon on the top right hand corner of Gmail, then go to Settings. Scroll down to Undo Send and hit the Enable box. Now you have up to 30 seconds to

click the 'Undo' button that will pop up once your email's been sent

Create To-Do Lists

Gmail provides an easy way to create a task list that you can use to keep track of all the things you have to do in a minimizable window. This way you won't have to send yourself an email and clutter your inbox every time you need to remind yourself to do something. Adding a to-do list is easy; simply click the Mail menu in the upper left corner of the Gmail window and choose Tasks. A small window will appear in the bottom right corner of the page, and here you can type in your tasks and check the boxes once you've completed each of them.

Prioritize emails

Some emails are too important to be buried in a crowded inbox. This is where you can use Gmail's Star feature to your advantage.

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7 Twitter Tactics to Get More Retweets

Jake is a very prolific Twitter-user. He uses many of the tactics listed below which are helpful ways to get more eyes on your tweets and how to get them retweeted.

Schedule Your Tweets

Make sure that your tweets go out at reasonable times! Most people don't retweet

in the morning and are more likely to retweet between 2 and 6 PM.

Use Links

Studies have shown that links to instructional posts get a significant amount of retweets. So, next time you tweet, try embedding a link to the post.

(Continued on page 2)

Gmail Tips (cont.)

(Continued from page 1)

Adding stars is a way to single out emails that need to be read later or require a follow-up. You might already know that clicking the yellow star beside the email will highlight the line and makes the message easier to find. But there's a way to take things up a notch. Navigate to Settings and scroll down to the Stars section. Here you can drag the stars from the 'Not in use' row up to the 'In use' row to make them active. Once you're done, hit Save. You could use the blue star for emails that need a follow-up, red for problems, question mark for the ones that require clarification and so on.

Use Canned Responses

Have you ever had to answer the same questions sent by clients over and over again? Well you're in luck. Gmail has a productive hack that allows you to create and send off repetitive messages in just a few clicks. Activate it by heading over to Settings, Labs and click the Enable button in the Canned Responses tab. Now type up a response email. Click the arrow in the lower right corner of the message box and select Canned responses. You can add common phrases, sentences or email bodies that you find yourself using a lot, whether for marketing inquiries, sales pitches or client requests.

Twitter Tactics (cont.)

(Continued from page 1)

Ask for Retweets

Simply by putting "please retweet" at the end of your tweet might garner some results so give it a try!

Use Visuals

Social media wonks love visuals and visuals convey a lot of information in a short amount of time. Some have found that using images increase engagement rates.

If you have any questions about your servers and whether it's time for them to be replaced, get in touch with us today.

Use Retweetable Words

Know which words resonate in the Twitter world!

Words like you, twitter, please, between, post, blog, social, free, media, and help are the top 10 most retweetable words.

Use Quotes

Occasionally, a good quote can be great for retweeting.

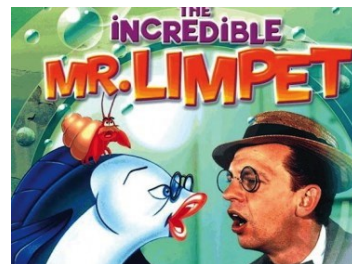
#Hashtag

Using hashtags on keywords helps to categorize your tweets with similar ones. So when people are interested in going to an aquarium with jellyfish, you'd simply do something like this: "Just saw amazing jellyfish at #MontereyBayAquarium"



Classic Fish Movies— How Many Have You Seen?

The Incredible Mr. Limpet, Sponge Bob, Dolphin Tale 1 & 2 Jaws, A Fish Called Wanda, Mom and Dad Save the World, Salmon Fishing in the Yemen and from our friends at Disney: The Little Mermaid, Shark Tale, Finding Nemo and soon to be released Finding Dory.



What is the Maker Faire?

You've heard of the Renaissance Faire. You know about County Fairs. You've heard about robotics competitions. Put those all together and more and you have the Maker Faire! Jake made another pilgrimage up to San Mateo with his son Will in tow in late May of this year to see what was on hand at the Bay Area Maker Faire. He was impressed by the number of exhibitors, participants, sponsors and attendees and came home with some great stuff. For those who are curious about technology and gadgetry, this event is for you!

Gadgets, Robots, Engineering and Handicrafts

The theme of the Maker Faire is to promote robotics, engineering and technology that arises out of the DIY



maker movement. People are encouraged to invent and create all sorts of things! And, create they do!

For some exhibitors and makers, this is the place to show

other people what they normally don't have a chance to share. They might be hobbyists pursuing something they created with solar panels or they might be children or adults who created an amazing Lego display.

In fact, the Lego display this year with the roller coaster and the amusement park was pretty phenomenal. And, there were many solar-powered vehicles and other objects. In the handicraft area, people were making sausages, beer, honey and more.

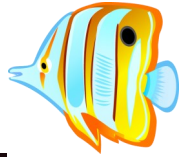


Education

During the Maker Faire, participants have a chance to try out technologies or learn a new craft or hobby. There was a long line of people who wanted to learn more about lock picking, for example. Intel sponsored a place where children could sit on rocking horses, the old-fashioned kind, to power a display monitor.

Family-Friendly

Maker Faires are great family events. About 50% of people attend them with children. Considering that there's a lot of hand-made stuff and interactive things going on, children enjoy all the different opportunities. And, they are never asked to keep their hands to themselves!



Performances and Art

Lots of interesting art-work was on display and performances took place at the faire. There were the giant wheels made of cardboard, an entire display made of masking tape, a drumming contingent, and people on stilts, just to name a few.



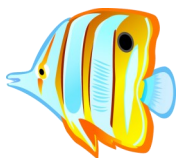
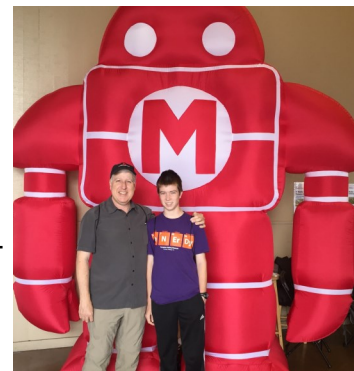
Maker Space

A maker space is somewhat like a lab where people can spend time creating and innovating. There was a maker space at the Maker Faire but there are also maker spaces all throughout the country. There might even be one near you!



Maker Movement

One of the questions you might have is why is the maker movement so appealing? Why did it not exist before? In some ways, it's a step toward the future where individuals can take existing technology and try to create something new with it or to dabble in new technology. And, there is also an old school aspect to it with its DIY propensities. For those of the "greatest generation" making your own food, building your own equipment, welding, etc. was not so far out of the ordinary. In today's society, much is now done for us, to an extent that we are losing some very valuable skills and trades.



To learn more about the Maker Faire, visit makerfaire.com.

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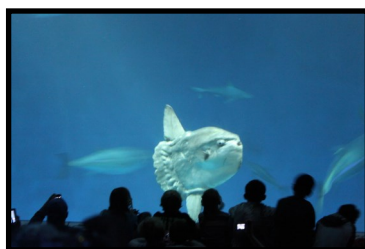
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Inquiring Minds...

World's Largest Aquarium

Chimelong Ocean Kingdom now holds the distinction as being the world's largest aquarium. Part of the



Chimelong Hengqin Bay Hotel which is an ecologically-themed hotel, it has the largest underwater viewing dome, the largest aquarium tank, the largest

aquarium window and the largest acrylic panel according to the Guinness Book of World Records. It is also part theme park as it has roller-coasters, dolphin performances and more.

"A fish tank is just
interactive television
for cats."

- Oliver Gaspirtz,
A Treasury of Pet Humor

Podcasts

Podcasts are becoming more and more popular these days. It's a way for people to share about their hobbies and passions, have discussions with experts and to, in effect, run their own radio show.

And for listeners, it's a great way to tune into things that cater to your interests. Some of the more popular podcast platforms include SoundCloud, Amazon S3, Buzzsprout, Podomatic, Libsyn, Blubrry, Podbean, and Spreaker. SoundCloud has an amazing player that makes it incredibly easy to share content.

Blubrry is easy to publish and Libsyn is pretty similar to Blubrry. Soundcloud is also the cheapest but Podbean, Libsyn and Blubrry are also well-priced. Hopefully you've been receiving emails and social media alerts about the AXICOM podcasts that Jake has been posting on **TechCast with Jake**. If not, head on over to the AXICOM website where you can find them under the **Resources** tab. And, Jake uses SoundCloud for his podcasts.



AXICOM recommends the Lenovo Yoga 900S Laptop

It's not a stretch to say that the **Lenovo Yoga 900S** is a very flexible laptop! (Pun intended!) It is light, visually appealing and has all the right specs inside—the Intel Core m7 processor and 8 GB of RAM to make it easy to multitask. The 12.5-inch touch screen display is amazing. The keyboard doesn't detach but it does fold all the way back so the device can be used as a tablet. Something to consider. Call AXICOM for more information at 818.865.9865.

