Pumpkin Spice Month   **October 2018**

AXICOM
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Computer Network Solutions and Management Services

AxiNews

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**Jake Nonnemaker
CEO & Chief Geek
AXICOM**

Fun Facts

Did you know that…

- Peter Dukes introduced the Starbucks Pumpkin-Spice Latte in 2003 and the rest is history!

- Trader Joe's usually sells more than 70 pumpkin and pumpkin-spice products in the Fall.

- Pumpkin spice is made of cinnamon, clove, nutmeg, ginger and sometimes actual pumpkin.

- One of the first references to pumpkin spice in recipes came in 1936 in the "Pumpkin spice cakes" recipe posted in the *Washington Post*.

- A Syracuse University poll in August 22, 2017 about whether people are pumpkin-spice fans, 50% of respondents said yes and 49.4% said no.

- Unusual pumpkin-spice foods include Jello, wine, marshmallows and Doritos.

KEEP CALM AND PUMPKIN SPICE EVERYTHING

One-Note Will Revolutionize Your Note-Taking (Part 3)
by Jake Nonnemaker

This is the third segment on the benefits of One-Note in your work and personal activities.

Security and Privacy

When I first started taking notes electronically, I used Evernote. Evernote is a great note application but you have to pay for the Plus edition ($35/year) or Premium edition ($75/year) to unlock the more desirable features like syncing to more than two devices, optical character recognition of document photos and digitalization of business cards. Evernote also lacks the organization that OneNote has; tags are used for organizing pages which I feel is less useful than the tiered sections of OneNote.

All Evernote premium features are included with OneNote for free. Plus Microsoft gives you up to 25GB of cloud storage for free with

OneDrive.

Both services have mobile versions of their apps, web/cloud app and desktop apps. Both services also have plugin/extension for web browsers called OneNote Web Clipper and Evernote Web Clipper. The web clipper feature allows you to "clip" and save web articles, recipes, photos, links, or other information to your notebook. The web clipper browser extensions of each service are fairly indistinguishable. But the Evernote Web Clipper has a feature in that it will pop up a window with existing notes related information that you are clipping. This feature can be helpful or annoying to some.

Each also has a mobile app for taking photos of documents, whiteboards, and business cards. Evernote's photo app is built-in to their mobile app while Microsoft's version is a separate free mobile app called Office Lens. Office Lens is not limited to be used only with OneNote but can be used to save documents, business cards and photos to any file storage (OneDrive, Dropbox, G-Drive), save as a PDF or JPG, send the file via mail or message, or even save to

Best Practices for Physical Data Security

AXICOM spends a lot of time making sure that their clients' digital data is well-protected with firewalls, routers, updated systems, backups, email encryption and a host of other cyber security solutions. But, clients need to address the need for keeping their paper records and physical equipment safe from easy access.

Front Office Pitfalls

If you have a front lobby or front office, you should consider what items might be easily accessed by clients or patients.   Do you leave folders on a desk that contain client or patient credit card numbers or social security

One Note Reviewed (Part 3) (cont.)

(Continued from page 1)
Evernote.

An additional benefit that OneNote has is its tight integration with all Microsoft Office ecosystem. For example, if you have a meeting scheduled in Outlook, you can create and link meeting notes in OneNote to that Outlook meeting. There is also the ability to create and link Excel spreadsheets with your note in OneNote.

Additional features included in OneNote desktop app but missing from Evernote are:

Record a video clip (both allow recording/inserting audio clip)
Screen clipping
Time/date stamp
Excel spreadsheet integration

Draw shapes and highlight text
Math equations

Evernote to OneNote
Microsoft has graciously supplied a tool called "OneNote Importer" which will convert Evernote content into a OneNote notebook. It works well but requires you to move all of your Evernote notes into the OneNote notebook/section/page structure so be prepared to spend some time reorganizing your imported notes. Tip: in OneNote Importer, select the option to organize the Evernote content using Tags which will be converted to Sections in OneNote.

Part 4 on One Note will be in our next newsletter. The AXICOM website has a video demonstration of One Note. Go to www.AXICOM.net/Resources/Videos.

Physical Data Security (cont.)

(Continued from page 1)
numbers? If so, those numbers should be kept in a cabinet that has a lock.

Physical Equipment

If your office might sometimes not be occupied, what is the policy for computers and desktops when no one is in the office or at their desks? Employees should know that they should set their screens to the locked-view. What is the situation of your server room, if you still have a server? The server needs to be in a room that can be locked. You would not want someone literally walking off with equipment.

Visitors

When people enter your office that you don't know, do you ask if you can help them? If someone is in the office that you don't know, it's important that they are identified.

Surveillance System

Surveillance systems are an excellent way to both deter potential criminals and to have resources at hand if something does happen. Surveillance systems are very affordable.
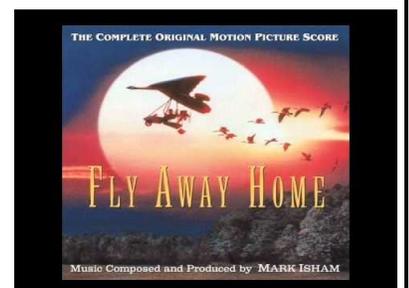
Alarm System

Alarm systems should be a given and should go hand in hand with installing a security camera.

Great Fall Movies

Pumpkin spice is all about the scents, smells, sights and tastes of autumn. Here are some movies that will give you that autumn feel.

1. Fly Away Home—about ducks flying south for the winter, the beauty of the autumnal wilderness. 2. Good Will Hunting—school is starting again and the fall foliage is in full display on the Harvard campus 3. October Sky—in October of 1957, Sputnik is launched where the townspeople see the satellite orbit across the sky; a boy, Homer Hickam, decides to build his own rockets, which he does against all odds. 4. Planes, Trains and Automobiles—it's just a slight change of plans during Thanksgiving; Thanksgiving is the penultimate holiday for using pumpkin spice!

THE COMPLETE ORIGINAL MOTION PICTURE SCORE
FLY AWAY HOME
Music Composed and Produced by MARK ISHAM

4 Tricks for Better Indexing on Google

Getting your site at the top of Google's search results is invaluable for generating conversions and entire industries have sprung up around making this happen for you. Hiring an SEO expert is definitely a worthwhile consideration, but in the meantime here are four simple tricks for moving your website up the Google ladder.

Make sure you're indexed by Google

Go to Google.com and search 'site:' with your website domain listed after the colon (example: 'site:acme.com'). If you don't see any results from your page listed, that means Google hasn't added your site to its search results yet. Although some advisers recommend filling out a request form that Google offers, there is a much faster way to get recognized by the search giant.

Google is constantly scanning web pages for updates in content to include in their search results. When they see a link to an external site on one of their already indexed pages, Google will add that link to the queue of new sites to be scanned and indexed. If you can get your domain name linked on a popular or trusted page, you'll start seeing your page in the search results in no time.

Go out and get more links

The more links to your site from external pages, the higher you climb in the search results. Other than getting affiliate businesses to link you on their pages, consider managing a blog or RSS feed. Content generation not only promotes interest and traffic in your site, it also lets you submit yourself to blog directories or news aggregator sites like Feedly and Alltop which compile source materials and get you those external links.

Fine-tune your content

Be very careful not to change any of your core 'permalinks'. If users have links that direct them to pages that can't be found, it could affect your site's ranking. Keep your pages live, and keep them named efficiently. Some website platforms, like WordPress, use default link structures that create complicated, number-based links that can be off-putting to users and confusing to administrators and search engine indexers. If possible, make sure your links use category and page title references for more appealing links and organizational structure.

Measure and track your ranking

Just because you believe your site has achieved a desirable ranking on Google doesn't mean it will stay there. Stay proactive and never let yourself get lazy with your content production, site management, and SEO monitoring — it could mean the difference between moving up the search page, and disappearing from it altogether. Online tools like Cyfe and Google Analytics give you a more in-depth look at your site traffic and external links so you're always ahead of the competition.

Optimizing your Google page indexing can be daunting. For more information on how to get your site moving up the ladder. Contact us today.

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Pumpkin Spice Latte

You knew that this recipe was coming! You will need to try it and see if it's better than the Starbucks version. Some claim that it is!

Ingredients

Makes 2 Drinks

2 cups milk (dairy or non-dairy)
2 tablespoons pumpkin puree,
1 to 3 tablespoons sugar, depending on how sweet you like it
1 tablespoon vanilla extract
1/2 teaspoon pumpkin pie spice, plus more for serving
1/2 cup strong hot coffee
Whipped cream, for serving

DIRECTIONS
Add milk, pumpkin puree, and sugar to a saucepan over medium heat. Heat until hot, but do not boil. Remove the saucepan from the heat and whisk in the vanilla, pumpkin pie spice, and the coffee.

Divide the mixture between two mugs. Top with whipped cream and a sprinkle of pumpkin pie spice.

Make all of my computer problems go away without the cost of a full-time I.T. staff

Ask us about our fixed price service agreements with computer support at a flat monthly fee you can budget for just like rent!

Pumpkin
SPICE &
everything
NICE

AxiGuard

Our printed newsletters are always available online! Check it out at www.AXICOM.net.

Inquiring Minds...

Survey Says...

Our current poll is about Pumpkin Spice! Are you a fan or not? Go to the AXICOM Facebook page after October 1 to enter your vote!

How do you feel about Pumpkin Spice?
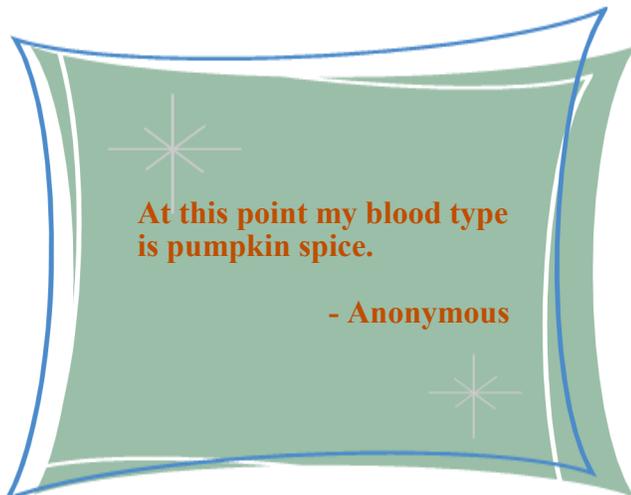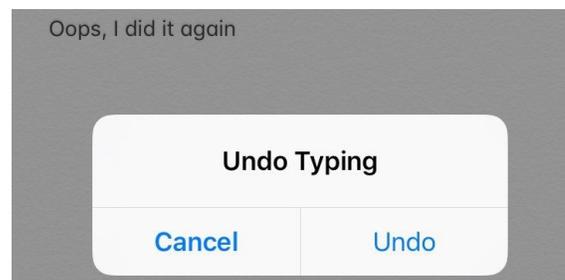
_____ Love it! Does the season have to end so soon?

_____Please, no! Why do we even have this season!

Tips for Using your iPhone

1. Don't forget to review your Settings. You can choose to have things like auto-correction,

At this point my blood type is pumpkin spice.

- Anonymous

predictive, smart punctuation, etc.

2. Decided that you don't want to send what you just wrote? Go ahead and shake it to undo! After typing, give your handset a firm shake, then tap "undo" on the pop-up window that appears.

Oops, I did it again

Undo Typing

Cancel   Undo

Amazon Grab and Go Stores

Amazon is considering the concept of the cash-free convenience store which would allow customers to shop without having to wait in check out lines. You would scan the Amazon Go app when you walk into the store, pick out whatever you want, the cameras would track the items and then walk out. The bill would be paid automatically through the app. Supposedly Amazon might have as many as 3,000 stores by 2021. Both China and Japan currently are trying out the cashier-free model. Japan is doing so due to a labor shortage. China is doing so because of an online retail boom.