

THE HAWK I VIEW



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This Thanksgiving, Pass The "Storytelling Fork"

Plan on getting together with friends and family this Thanksgiving? Then pass the "storytelling fork" and you'll create incredible memories that no one will forget!



This tradition is a variation of the "talking stick," which is an old Native American tradition used in council circles to give everyone a chance to speak.

When matters of great concern came before the council, the leading elder would hold the talking stick and begin the discussion. When he finished, he would hold out the talking stick, and whoever wished to speak after him would take it. In this manner the stick was passed from one individual to another until all who wished to speak had done so. The stick was then passed back to the leading elder for safe keeping. They believe that whomever holds the stick is imparted with the sacred power of words.

So how can you use this as a fun Thanksgiving tradition for your family? Before everyone leaves the dinner table, bring out your "storytelling fork" and request that everyone tell a story as a small payment for the meal they've just enjoyed.

a silver serving fork and hold it up for everyone to see. Say, "This is a magic Thanksgiving fork. Although it seems like an ordinary serving fork, it has special powers that will imbue the holder with amazing storytelling ability. When you hold this fork, memories and fun stories of people and places you've seen will come flooding into your mind. When you hold this fork, everyone will listen."

Start by giving them a story of your own. Maybe you can talk about the day your children were born. Tell stories of your childhood or previous Thanksgiving meals. Talk about how you met your spouse or an old friend, teacher, or mentor who had a big impact on your life. Or talk about the funny habits or quirks of family members who have passed away. Then, pass the fork for others to do the same.

Kids will love the attention they get when telling a story, and you'll have several memories that will last forever! And finally, don't forget to show gratitude to the storyteller! Applaud!

To make it fun, tie a fall ribbon around



A few ideas on why you should call Hawk iSolutions Group!!



A new global study by Keystone Strategy suggests that *how well* you equip your company with information technology (IT) has become a more important factor to increasing profitability and revenue than *how much* you spend. Keystone Strategy is a global research organization formed by professors from the Harvard University Business School.

This study found that the role of IT is critical to corporate revenue growth because it can enable companies to scale. In other words, businesses appropriately equipped with IT are more effectively able to manage and accommodate the necessary increases in complexity of processes, organization, and business model that accompany business success.

This ability to scale business processes without serious organizational disruption is not, as some may assume, simply a result of the amount of money a company invests in IT. In fact, it can be easy to spend considerable sums on IT yet realize very few overall benefits.

To find out how information technology actually does impact business performance, the Keystone Strategy study team developed an approach that measures the effect of IT investments on 40 different business scenarios across all major areas of a company, including sales, marketing, finance, operations, product development, supply chain management, human resources management, and technology infrastructure. Taken together, these scenarios provide a comprehensive view of the real impact IT can have on company performance as a whole.

The results dramatically demonstrate that the amount of money invested in IT alone is not the determinant of business success. Rather, companies that focus their technology budget on building high-capability IT systems are able to grow faster than those that do not--while also increasing both profitability and revenue.

314-727-1174

TURKEY HUMOR

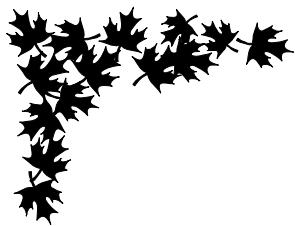
Why did the police arrest the turkey?
They suspected it of fowl play.

Why did they let the turkey join the band?
He had his own drumsticks.

Why do turkeys always go 'gobble, gobble'?
Because they never learned good table manners.

What sound does a space turkey make?
Hubble, Hubble, Hubble.

Asked to write a composition entitled, "What I'm thankful for on Thanksgiving." A student wrote,
"I am thankful that I'm not a turkey."



A turkey farmer was always experimenting with breeding to perfect a better turkey. His family was fond of the leg portion for dinner and there were never enough legs to for everyone. After many frustrating attempts, the farmer was relating the results of this efforts to his friends at the general store get together. "Well, I finally did it! I bred a turkey that has 6 legs!" They all asked how it tasted. "I don't know," said the farmer. "I never could catch the darn thing!"

MISUSE OF COMPANY E-MAIL AND INTERNET GROWING

According to an article written by Workforce.com, 31.8% of publicly traded companies in the U.S. were compelled to investigate a suspected violation of privacy or data protection because an employee of the company used the company's electronic media (e-mail, the Internet, instant messaging, etc.) inappropriately.

In a report by Forrester Consulting and Proofpoint, 26% of companies surveyed say they saw their business affected because sensitive or embarrassing information had been leaked this way—and the trend is not slowing down.

The Biggest Problem Is That Bad News Spreads FAST Online

Problems included losing trade secrets and client files to slander and defamation lawsuits—and almost 28 of the companies that participated in this survey said they had terminated an employee for misusing e-mail. Blogs and message boards were also cited as being problematic.

The biggest problem is that electronic media spreads FAST. If an employee sends an inappropriate joke from your company e-mail address, it can spread like wildfire causing harm to your company's reputation, not to mention lost business and costly lawsuits.

How To Protect Your Company

First, companies should have an acceptable use policy (AUP) in place that all employees are required to read, understand, and sign. An AUP simply outlines how employees can — and can't — use company e-mail, Internet, or other electronic media. But that is just the starting point...

If the requirements on your AUP are not enforced, employees will accidentally (or intentionally) violate your rules. That's why every company needs to invest in good e-mail and web filtering software.

Just having it in place will act as a deterrent for such activities, and if something is going on — like an employee leaking confidential information to a competitor or sending racial or sexist jokes through your company's e-mail —you'll be able to nip it in the bud before it comes back and bites you in the form of a lawsuit.



Enforce Your Policies!

Additionally, a good web filter will prevent employees from accessing inappropriate material online, wasting time on non-work related activities, downloading viruses and spyware, and using up company bandwidth to download photos and music.



If you would like our help in choosing and setting up an acceptable use policy and web filtering software for your company, call us on: 314-727-1174 or send an e-mail to john.help@hawkisg.com

The owners and employees of Hawk iSolutions Group would like to wish all of our customers and readers a Very Happy Thanksgiving! Enjoy your family, friends and the season! Eat lots of turkey and pie! We are thankful for you.



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ATTENTION SMALL BUSINESSES:

Get all of the computer support you need without the expense of hiring a full time IT staff. Ask about our Small Business Computer Support Program.

How To Keep Hackers At Bay

No one wants to have their network “hacked,” but what exactly can a hacker do? Plenty, and you are right to be afraid!

One common way for hackers to access your network is through spyware or viruses, which are malicious programs written to imbed themselves into your network to gather private information, steal financial data, access passwords, e-mail addresses, and spread themselves to other users.

But one of the most common ways for hackers to access your system is through e-mail, or spam e-mail to be more specific. Even if you have the latest anti-virus software installed, hackers are very clever at getting you to circumvent your anti-virus software through phishing e-mails. Phishing is when a hacker sends you a legitimate looking e-mail from a trusted source – like PayPal, your bank, eBay, or any number of other legitimate

business web sites. These e-mails will tell you that your account is expired or will be closed if you don't go to a designated web site and update or verify your account information. Although you may have seen these e-mails before, be very careful! Hackers are brilliant at making not only the e-mail seem legitimate, but also at making the web site you go to look like the real thing.

If you fall prey to their scam, the site will gather your private information (usernames, passwords, accounts, etc.) and then use that to access your bank account or to charge your credit card.

To protect yourself, install a spam filter and NEVER open or respond to any e-mail requesting account verification. Instead, call the company. If it is a legitimate request, you can verify that with them over the phone.



I'd Love To Hear From YOU!

Is there an article or a feature you would like me to include in this newsletter? Do you just want to sound off about something or share your opinion with my other subscribers? Let me know!

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