



The Clipboard

A Newsletter For Past, Present & Prospective Clients

Web Site Development · Multimedia Presentations · Marketing Materials · Networking Solutions · Computer Services

THE CLIPBOARD is a publication of Seda Consulting Services.

This document endeavors to present accurate and pertinent information of interest to corporate, small business and personal computer users.

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SEDA CONSULTING SERVICES

1177 Fraser Pine Blvd
Sarasota, FL 34240
(941) 929-9353
www.sedaconsulting.com



The Ten Commandments of Computer Maintenance



Personal computer users can take positive steps to help minimize or prevent many of the basic PC problems typically encountered by adhering to the following guidelines and performing the indicated processes on a scheduled (i.e.- daily, weekly or monthly) basis:

1. Run a hard disk scanning program to diagnose and correct hard disk errors.
2. Run a hard disk defragmentation program to help speed up hard disk access.
3. Remove temporary files that have accumulated on your system.
4. Install virus protection to help detect & remove or repair virus infected files.
5. Install spyware removal software to help detect & remove malware files.
6. Never place anything containing liquid on top of your computer.
7. Use an uninterruptible power supply to minimize electrical problems.
8. Ensure all computer equipment is inaccessible to toddlers or pets.
9. Backup your entire system, then update critical file backups regularly.
10. Seek qualified professional help in the event of a serious problem.

These simple yet effective steps may help prevent unnecessary and costly computer repairs. Computer users would be wise to follow these guidelines “religiously”. □



Networking 101...

In today's digital world, computer ownership is a virtual necessity for businesses and individuals alike. Millions of people have realized the multiple benefits of networking two or more computers for home or business use. This technology permits them to selectively share files, peripheral devices (such as printers and scanners), and Internet access throughout their Local Area Network (LAN). To create a computer network, here's the equipment you'll need:

- Two or more computers, each equipped with some type of internal or external network connection interface (i.e.-network jack or network card).
- A wired (or wireless) hub, switch or router with sufficient connections (ports) for each computer, including the required Category 5e cabling.
- For wireless functionality, corresponding built-in wireless capability or an external wireless network card, for each wireless computer.

A LAN introduces tremendous flexibility to the computing environment, thereby greatly enhancing the home or office computing experience. When coupled with shared high-speed Internet access, the rewards are even greater.

Have you been considering upgrading to a home or business network? If so, take the next step and contact **Seda Consulting Services** today to schedule a free consultation. We will review your needs and offer you a quality solution at a fair price. □

Services

Seda Consulting Services offers professional computer services to religious, educational and governmental institutions, non-profit organizations, small businesses and corporations. We can provide:



- Custom **web site development**, including concept creation, site design or redesign, web server implementation, search engine registration and follow-up site maintenance.

- Professional **multimedia presentations** for special corporate meetings or other uses such as electronic business cards, informational kiosks, product demonstrations or training programs.

- Custom **e-commerce solutions** geared towards enhancing your organization's product sales and expanding its customer base on a national or even international scale.

- One-on-one **software training** for office personnel, tailored to teach the application of basic and advanced features in Microsoft Office® or other mainstream software products to enhance office productivity.

- High impact **marketing materials** such as brochures, flyers, business cards, banners, posters and signs, custom designed to deliver an organization's message loud and clear.

- Customized **networking solutions** to satisfy your organization's need to share electronic files, printers, electronic mail and Internet access, by utilizing the Microsoft Small Business Server® or related products.

- Photographic and video **digital imaging** services for superior resolution and image quality in printed graphics and video presentations.

- Complete **computer systems integration** of your organization's existing and newly purchased hardware or software, including general maintenance and service. □



C³ Information Strategies, Inc.

- Business Plans
- Marketing Programs
- Public & Media Relations
- Multimedia Presentations
- Database Development
- Advertising Materials

con·sult·ant:
"An expert who gives professional or technical advice."
Webster's New World Dictionary





Client Referral Program: *A Profitable Venture*

At **Seda Consulting Services**, we value our clients and are grateful for their continued support. As our way of saying thanks, we have implemented a new financial incentive program.

The **Client Referral Program** is designed to build upon the professional relationships originally developed with all former and present clients. This program provides for a referral fee to any client who helps bring new business to our company.



Referral fees are calculated at five percent (5%) of the original gross dollar amount of the referred client's contracted project. Accordingly, the larger the scope of a new client's project, the larger the referral fee.

Present or former clients wishing to participate in this program are required to submit a completed application form. Interested parties may download a copy of the application form from our web site at **www.sedaconsulting.com**, request a copy via e-mail, or contact us via telephone.

Certain restrictions apply. See application for details. □

Fees

I. Consultations

Initial project consultation: No charge for first hour. \$75.00 per additional half hour or fraction thereof.

II. Retainer Agreement

Requires a dollar commitment to guarantee Consultant's availability for a specified number of hours weekly. This entitles Client to a guaranteed emergency response time within four (4) hours of a service request during normal weekday business hours, and unlimited telephone access. Billing cycle is every four (4) weeks in advance.

Hourly Rates

16 Hours Per Week	= \$45.00/HR.
12 Hours Per Week	= \$50.00/HR.
8 Hours Per Week	= \$55.00/HR.
4 Hours Per Week	= \$60.00/HR.

III. Pre-paid Time Blocks

Clients may pre-purchase Consultant's time in blocks of ten (10) hours at a flat rate of \$50.00/HR. Account will be credited. Monthly statements reflect the balance of time available.

IV. Open Rate

Open rate is billed per incident at \$75.00/HR., with a one (1) hour on-site or two (2) hour off-site minimum. Services must be scheduled in advance.

V. Project Rate

Flat fee estimates available; rate dependant upon scope and length of assignment.

VI. On Site Response

- Normal weekday business hours: \$75.00/HR.
- Outside normal weekday business hours: \$90.00/HR.
- On site weekend/holiday response: \$125.00/HR.

VII. Telephone Consultations

- Normal weekday business hours: \$25.00/incident.
- Outside normal business hours: \$50.00/incident.

VIII. Terms & Conditions

- Normal weekday business hours: 8:00AM to 6:00PM Eastern Standard Time.
NOTE: All scheduled and emergency response time based on Consultant availability.
- Minimum billing increment: one-half hour.
- *Consulting Agreement* required for all projects (excludes routine computer services).
- Invoices payable upon receipt. A \$25.00 late fee will be imposed on outstanding balances more than thirty (30) days past due. Late fees accrue monthly until balance is paid in full. □

After successfully completing 20 years in law enforcement, **Joseph R. Seda** now works as an independent computer consultant and provides both general and specialized computer services to the public. He dedicates himself to helping businesses and individuals expand their productivity and market potential.

Seda Consulting Services can examine your computing environment, recommend customized alternatives utilizing modern technology, and implement those strategies effectively. Services include web site development/redevelopment, multimedia presentations, marketing materials, networking solutions, computer maintenance, service and training. □



Oh, no...I've caught a **virus!**

Since the invention of the personal computer, millions of computer systems worldwide have been infected by one or more viruses or some form of spyware, also known as *malware*.

Whether you use a computer in the home or at your workplace, this threat remains one of the primary reasons for computer crashes, faulty boot-ups, reduced productivity, hardware or software failure, and lost data.

Normally, this electronic invasion manifests itself as an instability within the effected computer system or network. Symptoms can range anywhere from unexpected error messages to hardware malfunction. In severe cases, data loss or hard disk failure can occur without warning.

If your computer has suffered a viral or spyware infection, it is imperative that you take adequate steps to prevent future infections by installing and running quality antiviral and malware removal software. Once installed, be sure to configure the software and

schedule it to run periodically (i.e.-daily, weekly or monthly), if the option is offered. The preferred time for scheduled automatic maintenance should be a time when you won't be using the system.

Even after initial diagnosis and removal from an infected system, these threats can and sometimes do resurface, causing you to suffer additional problems. Should you find that your computer or one of its attached peripherals (i.e.-printer, scanner, etc.) has suddenly begun performing poorly or erratically, your computer may very well be infected with one or more of the computer viruses, spyware or other malware programs currently plaguing computer users worldwide.

Seda Consulting Services can keep your computer systems running smoothly through periodic maintenance, virus/spyware removal and expert tuning. We also offer free pickup and delivery. To schedule a consultation in the comfort of your home or office, call us at (941) 929-9353.



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