For over 25 years Software To Go has been offering [superior products](), service and support to small and medium sized businesses.

Software To Go is a full-service Technology Solution Provider specializing in computer and software pre-sales knowledge and post-sales support!

Our knowledgeable, friendly and professional staff is always willing to go the extra mile to assist customers and support the products we sell!

Software To Go is different because we don't just sell the products, we also know the products!

We pledge to do everything realistically possible to assist you in taking a high-tech plunge into your computing needs!

We all wish to take this opportunity to say 'Welcome' to those of you just learning about the Software To Go difference!

Sincerely,
The Staff of Software To Go
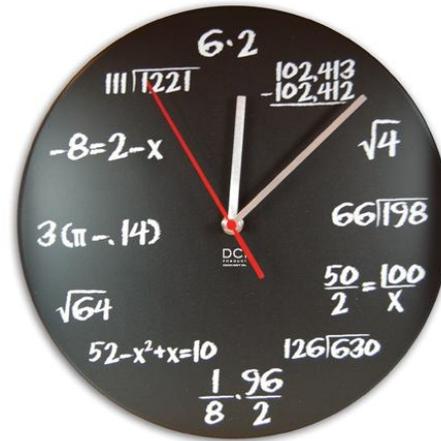
When we change our clocks

Most of the United States begins Daylight Saving Time at 2:00 a.m. on the **second Sunday in March** and reverts to standard time on the first Sunday in November. In the U.S., each time zone switches at a different time.

In the European Union, Summer Time begins and ends at 1:00 a.m. Universal Time (Greenwich Mean Time). It begins the last Sunday in March and ends the last Sunday in October. In the EU, all time zones change at the same moment.

By the way… your computer changes time **automatically**, so no worries! If your computer's time constantly needs to be adjusted it needs a tiny battery changed. This will affect downloads updates, email synchronization and a wide variety of other functions, so be aware of your computer's time!

Spring Cleaning for Your Computer

It's easy to procrastinate. With warmer weather and tax time just around the corner, it's important to start actually cleaning up your computer both inside and out! Does your computer have extra icons on your desktop that haven't been used in awhile? However, don't let a computer tell you what you need to keep or get rid of. Get into the habit NOW of figuring out what you need, and where to put it.

Organize Your Files into Folders

It DOES matter if you use your Desktop of your computer a regular desktop, with lots of files within easy access. Instead store the documents in My Documents with a short-cut to it on your desktop. Scanning through rows and rows of files for that one important scanned receipt or letter from Aunt Mary does nothing for your efficiency let alone your computer's boot up time.

Start organizing your files, pictures, whatever, into folders. Give the folders names that actually mean something to you. For example, try gathering all those jokes or fun puzzles into one folder called "Fun stuff". Put those pictures from last year's vacation to the summer cottage in a folder called "Vacation 2008 at Summer Cottage". If you work from home at all or use your personal computer for work related issues, ensure you keep your work information separate from your personal information.

Get Rid of Extraneous Information

If you haven't opened or used a file or information in a few months, chances are that information does not need to take up permanent space on your computer. So store that information on a back up external hard drive, CD or DVD. Then ensure you DO delete that information from your computer. Remember, when you start up or search your computer, it goes through everything to find a solution to your request. Don't waste space or computer processing time on information not used on an ongoing basis.

Don't Forget the Outside of Your Computer

Your computer casing and hardware needs to be cleaned on a regular basis as well. Keyboards need to not only have the surface cleaned, but the dust removed from between the keys. A soft brush on the vacuum cleaner will do this nicely. Don't use cloths that can leave fibers behind like think car cloths but not car cleaners! There are sprays made for computer screens but a very lightly damp cloth will do the trick as well and BE GENTLE. **Always have your computer turned off when cleaning it.**

Remove old programs

If you've never used a program that came with your computer or haven't used it in over a year, you may want to consider trashing it. "If you don't use it, get

rid of it," Norton says emphatically. "It will fill up your hard drive space." You can't delete a program by trashing its files. Use the uninstall program that comes with your program, or go to Start > Settings > Control Panel > Add/Remove Programs. Don't forget to **empty the Recycle Bin** afterwards.

Defragment your computer
As you work on your computer, information gets stored onto the hard drive in bits and pieces wherever there is space. To open a certain file, your computer runs around looking for all the components. Think of it as having various chapters of a book on shelves throughout your home, explains Norton, and having to find all the sections when you want to read the full text. The Defragment tool (Start > All Programs > Accessories > System Tools > Disk Defragmenter) does its best to reorder your hard drive. **Once a year** is generally as often as most people need to defragment their computer.

Spring cleaning is not just to refresh the computer, it helps you reorganize and refocus. Clean up your computer using the above tips. This will also help you **reorganize your thoughts!**

During the Month of April!

In our news letters, we plant "Easter Eggs" or rather links to fun stuff from time to time. Sometime these are links to fun & safe games, interesting articles, related news, funny pictures… they could be any thing just to break up the oh-great-another-email monotony.

Next month we invite you all to hunt for the Easter Egg in the April edition of the Partner News and email us what that Easter Egg is. When you see it, the funny item should be obvious. The prize for finding the Easter Egg? **Contact us with the location of and what is the Easter Egg** and we'll put your name into a drawing for a **$100 gift certificate!**

Hints to the location of the Easter Egg have been given in this article.

Have fun!

Joe's Small Business Notes:

March, 2008

Have you Tweeted Today?

By [Barbara Pierce]

[Social media] is a phenomena sweeping across the U.S. and, in fact, across the globe. It has a direct impact on your business and how your customers interact with your brand and your products or services. It also impacts how new customers will help form an opinion about you, how new employees will find you and how you, in fact, do business going forward. In fact, there's probably already a conversation taking place about you.

If you don't believe it or haven't experienced it yourself, then take a look at some 2008 statistics published by Universal McCann in its Power to the People Social Media Tracker Wave.3 report:

As of March 2008,
•	There are more than 475 million active Internet users (age 16-54) in the world; 100 million of those are in the U.S.
•	There are 184 million bloggers worldwide.
•	Video is the fastest-growing platform, with an 83 percent penetration on the Web

Whether you like it or not, social media affects your business. Thirty-four percent of the bloggers interviewed, ages 16-54, post opinions about products and brands on their blog and 36 percent of the bloggers think positively about companies that have blogs.

The blogosphere rivals any traditional media out there, including network TV, major daily or national newspapers, cable channels and broadcast networks. So stop believing only the "kids" are doing the social networking.

Here is your assignment: talk to friends, relatives or colleagues who are blogging, or who are on Twitter, Face book or LinkedIn. Ask a lot of questions

and join the conversation. It will amaze you and offers tremendous potential to help grow your business!

Barbara Pierce is Chief PR Officer for Hughes, an award-winning, multi-disciplined strategic communications resource that helps companies to grow faster and more profitably. Visit Hughes online at http://www.hughes-stl.com. Or, e-mail the author at bpierce@hughes-stl.com.