

*Since 1983 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.*

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

*Welcome to those of you just learning about the Software To Go difference!*

*Sincerely,  
The Staff of Software To Go*

*For more information about us:  
Our Web Site  
[www.software-to-go.com](http://www.software-to-go.com)*

*Contact Us*



## **Technology supply chain facing shortages and delays as Japan struggles to recover**

The continuing natural disaster in Japan has severely hindered the manufacture of basic components used in everything from computers to smart phones, increasing the likelihood that some of the world's biggest technology companies will face product shortages and delays.

"You will see shortages of everything from screens to memory, and with it, an increase in prices," said Roger Entner, an analyst with Recon Analytics in Boston.

The usual trend where electronics gear gets cheaper and cheaper for better and better technology is going to go away for a while.

Japan produces some 40 percent of the world's electronics and audiovisual components, and 60 percent of the silicon used to make semiconductors. About half the world's lithium-ion batteries are produced there, according to a report from Hong Kong-based Daiwa Securities Group, which follows the electronics industry.

The world's supply chain for some items is incredibly dependent on Japanese production. As much as 90 percent of one material, anisotropic conductive film, which is necessary to produce LCD screens, is produced by Sony and Hitachi in factories disrupted by the quake.

The 1-2-3 punch of a 9.0-magnitude earthquake, tsunami and nuclear power plant failures will have a lasting effect on Japan's technology production.

636-441-3420  
314-727-3420

Visit our retail location  
1385 Triad Center Dr.  
St. Peters, MO 63376

**Questions, comments or suggestions? Click [here](#).**

Japan gets 30 percent of its electricity from nuclear energy. The continuing difficulties at the Fukushima nuclear plants along with grid disruptions mean scheduled blackouts will likely continue for several months, and electronics manufacturing processes are extremely sensitive to power disruptions.

So while shortages and price increases won't show for a month or two while manufacturers and retailers still have supplies on hand, expect 2011 to be a tough summer for electronics.



### **Beware the "scareware" scam - [THINK BEFORE YOU CLICK!](#)**

If you think you might ever be tempted to click on a web advertisement offering a free scan of your computer, you need to know about the "[scareware](#)" scam.

Here's how it works, scammers place Internet ads that offer a free computer scan to consumers who click on an ad. Some ads involuntarily redirect consumers to websites selling the driver-cleaning software under such names as "WinFixer," "DriveCleaner," or "WinAntispyware,". Other ads automatically download the software without consumers consent.

However the scans are initiated, they invariably "detect" a host of malicious or dangerous files and programs, including viruses, spyware, and "illegal" pornography, an FTC complaint says. As one scan proceeds, it starts displaying images of hard-core pornography that supposedly reside on the computer.

In fact, scammers have not scanned consumer computers and have not found 'illegal porn' or 'adult files' on consumer computers. The fake scans are designed to scare consumers into buying fake drive-cleaning software.



**Turn Learning into *an Adventure!***

Looking for programs your four year old can use to learn Basic Math or English skills on the computer?

Need that extra "something" to encourage the learning process for your 6th grader?

We have a wide variety of game oriented learning software for preschool through middle school! Our opportunities are waiting to help you help your child do better in school!

**Your Child can have fun learning with Blues Clues, Mavis Beacon, Reader Rabbit, Clifford, Bugs Bunny, Harry Potter Lego, Dora the Explorer, Pokémon, Magic School Bus, Busy Town, Algebra Edge and Carmen Sandiego!**

# SPRING CLEANING SALE

Ibalz Protection for iPads  
**\$19.95**



Spector Pro Internet Monitoring Software

**\$94.95**



Solar Powered Mouspad Calculator

**\$14.95**



Corel VideoStudio Pro

**\$74.95**

**\$16.95**

19 Key USB Numeric Keypad

ALL Poker Game Software **\$9.95**



Employee Manuals Made E-Z Software for Windows

**\$19.95**



1385 Triad Center Drive St. Peters, MO 63376  
(636) 441-3420 (314) 727-3420

This IS a Spring Cleaning, so prices and products subject to stock on-hand.

*Software To Go provides a number of Maintenance and Support Programs designed to fit the needs of any small Business!*



Access to information and entertainment, credit and financial services, products from every corner of the world—even to your work—is greater than earlier generations could ever have imagined. Thanks to the Internet, you can order books, clothes, or appliances online; reserve a hotel room across the ocean; download music and games; check your bank balance 24 hours a day; or access your workplace from thousands of miles away.

The flip-side, however, is that the Internet— and the anonymity it affords—also can give online scammers, hackers, and identity thieves access to your computer, personal information, finances, and more. But with awareness as your safety net, you can minimize the chance of an Internet mishap. Being on guard online helps you protect your information, your computer, even yourself. To be safer and more secure online, adopt these seven practices.

### **7 PRACTICES FOR SAFER COMPUTING**

1. Protect your personal information. It's valuable
2. Know who you're dealing with.
3. Use anti-virus software and a firewall, and update both regularly
4. Be sure to set up your operating system and Web browser software properly, and update them regularly.
5. Protect your passwords.
6. Back up important files.
7. Learn who to contact if something goes wrong online.



### **Joe's Small Business Notes:**

#### **Something different.**

Looking at my calendar, I realize its' been seven years already since I sat in a room with six other small business owners talking to President Bush and SBA Administrator Barretto about the benefits and challenges of being a small business owner.

Things have certainly changed in regards to our country's economy and regulatory environment since then, one thing that has not changed is the resiliency of small businesses and the entrepreneurs who own them.

I'm sure you all agree that we need more entrepreneurs in our country to drive innovation, employ people and bring us new products and services.

Each year, the NFIB Young Entrepreneur Foundation provides two \$1000 scholarships to worthy Missouri high school seniors who have

demonstrated are already entrepreneurs and that they know how to start and run a business. As the NFIB/Missouri's Scholarship Chair, I encourage you to donate to our scholarship fund. Donations in any amount are gladly accepted and all donations are tax deductible.

For more information on how to help promote Free Enterprise and entrepreneurship to the next generation, please contact me.

This periodic email is solely for information of interest for our circle of friends, partners, BNI members and fellow Chamber Members

If you do not want to receive any further emailing, click [here](#).