



Tech Notes

YOUR SYSTEM MANAGEMENT EXPERTS

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“As a business owner, I know you don’t have the time to waste on technical and operational issues. That’s where we shine. Call us and finally put an end to your IT problems forever.”

Steve Miller, CEO

360 Artist Agency: A Focus on Quality

In the heart of music city, there are many companies that keep the country music industry humming. 360 Artist Agency is one of those companies—infusing their passion into the industry as a talent booking agency. The agency is responsible for booking tours for all of their acts. 360 Artist Agency represents Mark Chesnutt, Heartland, Miranda Lambert, Neal McCoy, Randy Rogers Band, Rio Grand, Clay Walker, and Lee Ann Womack.

Although the agency was newly formed in 2007, their staff consists of professionals that have over thirty years of experience in the music industry. Joey Lee, son of Buddy Lee, is the Owner and Founder of 360 Artist Agency and grew-up in the music industry alongside his dad at Buddy Lee Attractions. Risha Rodgers, formally with Creative Artists Agency, was one of the first female booking agents and brings 15 years of experience with her. The newest addition is agent Henry Glascock whose background includes over 8 years of promoting and booking shows. “We have a small but mighty team,” states Angela Lascelle, Office Manager. 360 Artist Agency has a clear vision of their company, which is to continue building a booking agency that is selective and focused on quality. They are very passionate about the artists that they represent and the role they play in their careers.



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Scammers and Spammers Capitalize on Modern Conveniences: Instant Messenger Viruses and Mobile Phone Spam

As technologies advances and you rely on new methods of communication, mischief-makers are finding new ways to add irritation to your life.

Instant messenger viruses (IM viruses) frequently come in the form of a link or attachment within instant messenger, which may look like it came from your friend. Once you click on the link or attachment, you start downloading viruses, Trojan, spyware, etc. IM viruses are spread quickly as a similar message is sent out to all your contacts. Similar to email viruses, the virus may slow down your computer, corrupt software and/or hardware, and damage important files. Here is how you can avoid IM viruses:

- 1) **Be careful with links and files in IM.** Never click a link or open, accept, or download a file in IM from some you don't know. If you are sent a link from someone you do know, don't click on it until you have confirmed that it was indeed sent from your friend and not a virus (be sure to use phone, email, or another method to contact your friend, not IM).
- 2) **Keep antivirus and antispyware updated.**
- 3) **Make sure you're using an updated version of IM software.** Using the most up-to-date version of your IM software will likely give you the most current security updates that prevent viruses from spreading.

Mobile phone spam, called SMS spam or m-spam, comes in the form of unsolicited text messages sent to your phone. Mobile phone spam has been a problem in Japan for years, but is now throughout North America. This form of spam can add a costly irritation to your life because with many mobile phones you can't tell if the text message is junk until after you opened it (and your service plan might charge you for every text message you receive!). Unfortunately, many mobile phones have limited programmability and are just starting to be compatible to third-party spam filtering software. However, companies like AdaptiveMobile are making progress in the mobile solutions available to consumers. There are a few ways that you can reduce mobile spam through your phone service provider, without adding additional software:

- 1) **Block all text messages originating from the internet.** As of June 2008, T-Mobile, AT&T, and Verizon Wireless offer a feature that allows you to block text messages originating from the internet (where most spammers can text you for free).
- 2) **Create an alias.** In some instances, you may want to receive text messages from the Internet (i.e. airline itinerary, game scores, financial updates, etc.). In that case, you can create an alias and your phone service provider can block all messages that are not addressed to your alias. This can filter-out spammers who send messages to random numbers.
- 3) **Block a specific number, email address, or website.** If you encounter repeat spammers who send you multiple messages from the same source, this may be the best option.

As mobile devices become more like hand-held computers, allowing you to email, surf the internet, and conduct business outside of your office, the threat of mobile spam and viruses will increase. It is best to follow the recommendations that are made when accessing the Internet on your office computer—be cautious of unfamiliar websites, “free” downloads, and email attachments or links from sources that may not be safe.



360 Artist Agency (Continued)

The Role of Technology

As 360 Artist Agency moved from their old office to a new facility in Cummins Station, they made a giant leap in their technology infrastructure. Prior to the move, they utilized a shared computer system provided by their previous landlord. This system had limited sharing of information in a typical peer-to-peer network, no backups, outdated applications, and little to almost nonexistent security.

Today they enjoy a complete small business network based on Microsoft's Small Business Server. The infrastructure also consists of up-to-date Dell Workstations with up-to-date applications, including Microsoft Office 2007.

Connectivity to the outside world is through CIO Office's partner, Nuvox. Nuvox's Vox/IP integrated T-1 service provides both voice and data services. Relying heavily on email to communicate with both their artist and promoters, 360 Artist Agency now has a fully functional Exchange server, which is capable of utilizing shared calendars, enhanced distribution groups, and many more features.

A secure firewall provides protection from the outside world and the Trend Micro Worry Free security suite protects their information from Virus, Spyware, and Spam. With daily backups, they rest assured that the information they rely on to book their artists across the country is protected.

"We came from a non-network set-up to a set-up where we have a T-1, networks, and printers that are all connected. There is a definite increase in productivity and having systems that we can rely on has made a definite impact on us. If there are problems, CIO Office is here on a moment's notice. That is the nature of this business; we can't afford to wait three or four hours for someone to show up to fix something. I think that is what CIO Office brings to our company.

Also, we are a paperless company. We do everything via scanning and email - all of our contracts are scanned and sent via-email to our buyers, our managers and our clients. The turnaround time is much quicker and the organized access to documents saves time. When a record label, public relations firm, tour manager, business managers, etc. need something, we are quick to provide it. This is one big way that technology has impacted the service that we provide."

Angela Lascelle, Office Manager of 360 Artist Agency

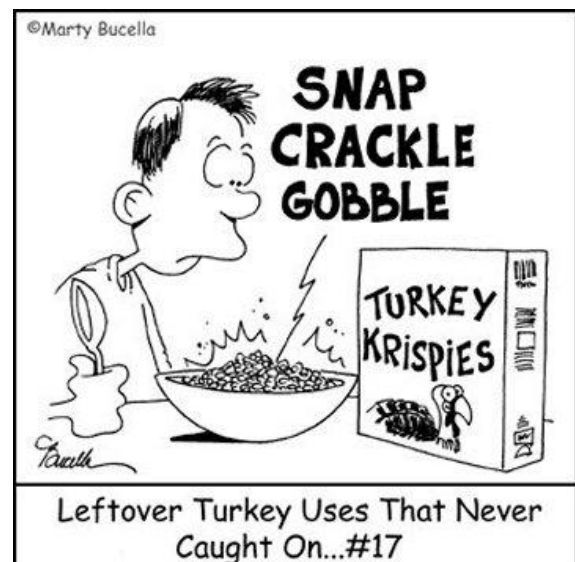
Laughs

Interesting Thanksgiving Facts

Two turkeys are pardoned by the President each year, in case the original turkey becomes unavailable for presidential pardoning. Since 2003, the public has been invited to vote for the two turkeys' names, which have included Stars and Stripes and Biscuit and Gravy.

13.7 pounds is the amount of turkey consumed by the typical American—no doubt a good bit of it at Thanksgiving time. Per capita turkey consumption was virtually the same as in 1990 (13.8 pounds), but 68 percent higher than in 1980 (8.1 pounds)

Benjamin Franklin wanted the turkey to be the national bird of the United States. But it was Thomas Jefferson who opposed him. It is believe that Franklin then named the male turkey as "tom" to spite Jefferson.



Tech Gifts Topping Many Holiday Shopping Lists

Even in tough economic times, technology holds strong on the 2008 holiday shopping list. According to the latest *Consumer Electronics Association (CEA)* study, consumer electronic comprise four of the top 10 items on adult's holiday gift wish list. Top items for adults and teens include computers, televisions, video game systems, cell phones, and portable mp3 players. CEA's study also tracked the gifts that consumers are planning on giving their friends and families this holiday season and videogame systems, digital cameras, portable mp3 players, and DVD players topped the list. Even though money is tight for many families and consumers are looking to cut back this holiday season, consumer electronics are an intricate part of our daily lives and continue to be important investment. Below are some tech products that may be wrapped-up this holiday season:

Microsoft's X-box 360

HP Pavilion Tx 2510 Touch
Screen Notebook

Microsoft's 120 GB Zune



Earn Free Technology Support!

CIO Office is excited to unveil our new **Joint Venture Marketing Program**. CIO Office will be partnering with local businesses to grow our customer base and, in return, provide our partners with a generous percentage of new sales. By providing referrals for businesses that are in need of our services, you can earn 10% of independent projects and the value of the 1st month of a managed service contract from resulting sales to those new clients. This compensation can be provided directly to you in the form of a check or it can be applied to your company's technology services, given that you choose to have CIO Office provide those services. If you are interest in more information regarding this new program, please call 615-301-1661 or email referral@ciooffice.com.



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We Want Your Input!

Do you have an idea to make this newsletter better? Would you like to submit a story, article, or trivia? We'd love to hear from you!

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