

The DCS Netlink™

NEWSLINK

COMMUNICATOR



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DCS Netlink: Known by its Partnerships

By Steve Newman, Network Technician

In the world of technology, help has become increasingly impersonal. We order items through a website instead, we call for support and get someone from another nation who does their best to try and communicate with us, we buy something "off the shelf" and expect to have to install it ourselves. While that may work, and we hope it will, we all know that sometimes it does not. That's when we want to talk to someone who is our partner, who knows how to get help, who takes accountability and ownership of our problems as if they were their own. We all need a good partner, and DCS Netlink takes steps beyond others in our industry to be the kind of partner that you need.

We are not satisfied to simply sell solutions others have developed. We develop partnerships with industry leaders in technology so we can deliver them to you with a level of expertise and skill that can give you peace of mind. For example, we are not content to sell Microsoft software, but, rather, we have a partnership with Microsoft. We can talk to actual people at Microsoft, who we know by name, to deliver the best end-to-end solution for you. .

What difference does this make to you? While some who want to be your partner will come with promises of what they might be able to do, even though they have never done it and don't have the strength of partnerships to make it happen, DCS Netlink wants to bring you real-world expertise and real-world partnerships on the back end to make your technology dreams come true. A phrase we often use is that we are not just resellers, but implementers. We do not just desire to sell you a box, or a site, or a class, but are vitally interested in making sure you get the results you are looking for. This takes a level of commitment and partnership that is uncommon. This takes true partnership. If we insist on this kind of partnership in our strategic alliances, it is even more true that we make a good partner for our customers based on these relationships.

We're always looking for a few good partners and we know how to be a good partner.

Isn't it time you put the power of partnership with DCS Netlink to work for you?



Lightning Can Damage Your Computer...

Protect It With an UPS!

By Bob Carter, Project Coordinator

Ah....Spring, warm sunshine, April (okay, May) showers, thoughts of green and growing, and, of course, the inevitable thunder and lightning.

Lightning is one of the most common causes of electrical equipment damage, including damage to computer systems. That beautiful jagged flash of light easily travels from earth to sky, sky to earth, down your telephone line to your wonderfully-fast DSL modem, or your good old standard modem, and into your computer until it finds a good place to ground itself.

A minimum line of defense is the purchase of a good (not that \$12 power strip) surge protection device, with a cost in the neighborhood of \$25-\$50 dollars. Next in line would be an UPS (Uninterruptible Power Supply) device, more expensive, but better protection, perhaps \$100-\$500.

There are other options (like running home and unplugging the phone lines and power cords), but most employers frown on "daytrips". Just ask yourself, "A little investment in protection now, or an expensive trip to the repair shop later?" That is if the machine is salvageable, at all.

Contact DCS Netlink and together we can find the right protection device for you!



March 2006

Microsoft Announces New Small Business Specialist in Northwest Wisconsin

New designation distinguishes DCS Netlink as an expert in small-business solutions and services.

Rice Lake 2006 — Microsoft Corp. today announced DCS Netlink has become the first Small Business Specialist in Northwest Wisconsin. To attain this new designation, DCS Netlink has demonstrated expertise in planning and building solutions for small businesses.

The Small Business Specialist Community, available as a competency-like designation as part of the Microsoft® Partner Program, was developed in response to input from customers and partners that expressed a need to build easier connections that enable small-business customers to quickly and easily identify technology partners best suited to support them.

“Small businesses are looking for partner companies that understand their unique business needs,” said Steve Guggenheimer, vice president of small business for the Small and Midmarket Solutions & Partner Group at Microsoft. “With resources like the Small Business Specialist Community and the



Steve Newman
Small Business Specialist

partner locator tool on the Microsoft Small Business Center Web site, it will be much easier for NW Wisconsin small businesses to identify local partners that are best able to address their specific needs. We are confident this offering will help DCS Netlink reach its full potential by creating more visibility, opportunity and demand in the local small-business segment.”

DCS Netlink is extremely pleased with our status as a new Small Business Specialist,” said Dane Deutsch, CEO at DCS Netlink; “This special designation allows DCS Netlink to effectively promote ourselves to customers as having proven expertise in delivering high-value, strategic solutions for small businesses. For NW Wisconsin customers, Small Business Specialist status provides DCS Netlink with early line of sight to new products, services and programs from Microsoft, which can extend the value we bring to our client relationships.”

For more information: Dane Deutsch, 715-236-7424, ddeutsch@dcsnetlink.com

In our last newsletter we asked that you “make a promise that 2006 will be different”.

Did you keep your promise . . .

To be more productive...more efficient...have better processes?



With TurningPoint Accounting, you can set queues to automatically run a batch of reports while you're away. You'll save time and money by e-mailing reports, invoices, and billing statements to customers. Forget the hassle of incompatibility between new hardware and your older Red Wing Software system.

Data migration tools bring over your current data so you can be up and running in no time.

For more information call Ronda at
DCS Netlink @ 715-236-7424





Upcoming Classes

April	
12-14th	Firewall Basics with Fireware Schaumburg, IL
May	
10-11th	Firewalling Basics with WFS Rice Lake, WI
12	Virtual Private Networking Rice Lake, WI
24-26th	Firewalling Basics with Fireware Kansas City, MO
June	
14-15th	Firewalling Basics with WFS Schaumburg, IL
16th	Virtual Private Networking Schaumburg, IL

To confirm class dates, visit:
www.watchguard.dcsnetlink.com

Welcoming New Employees at DCS Netlink



Welcome, **Mark Hartshorn**,
Network Technician

Mark lives in Cylon Township by Clear Lake, Wisconsin, with his wife Lori and nine kids, seven girls and two boys, ranging in age from 19 to 2. His hobbies are computers (of course), gardening, and flying. Mark comes to DCS Netlink with a teaching background and experience with consulting. He taught Networking Fundamentals (Network+) and the Novell Netware family of Operating Systems at Brown College in the Twin Cities for 6 years. Before that, he worked with Northern Minnesota Computer Center dba Connecting Point for three years, working on networks and repairing computers. Mark has knowledge of many operating systems, network topologies, and customer relations. During his last quarter at Brown College, Mark taught Interoperability where he trained the students how to interconnect OS X, Linux, and Windows 2000 using CISCO routers and switches. This last month, Mark went with Mike and Dane to CISSP training where they learned about all aspects of information security. Mark's certifications include Network+, A+, and Novell CNA for 4.11 and 5.



Welcome, **Ronda Taber**,
Sales & Marketing
Director

Hi! I joined DCS Netlink with customer service, sales and marketing experience. I am responsible for promotions of DCS Netlink and LMDC (Leadership Management Development Center). I am a proud mom of one daughter and two sons. *Looking for a web design, wondering what Managed IS services is all about, interested in firewall training or looking for Leadership training for yourself, organization or for your company? Stop in or call me and we'll work together to offer the right services for you! The coffee is always on!*

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- ◆ Would you like to continue receiving our newsletter, if receiving duplicate copies, should all copies continue?
- ◆ Would you prefer to read our newsletter on our website, email to you, or receive by mail?
- ◆ Would you refer our newsletter? If so, would you like them to receive a complimentary newsletter?

Transfer a lot of information with ease.

With storage capacities of 512MB, Jump-Drive Secure has enough storage flexibility to hold plenty of data. Just attach to any computer with a USB 2.0 port for a speedy download, no drivers required.



Email your answers to Ronda at ronda@dcsnetlink.com, drop it off or mail it to 1800 Macauley Ave, Rice Lake, WI 54868
Deadline will be June 30, 2006. Thank you!



Blackberry - Its time has come

By Alex Rounds, PC Technician

On September 11, 2001, a severe attack on America's communications infrastructure occurred when terrorists crashed two aircraft into the World Trade Center in New York City. This was probably not anticipated by the attackers, but much of the communications in the region went through or nearby those buildings. Cellular and pager services collapsed, emergency broadcast service was seriously hampered, Fiber and copper trunk lines were destroyed, along with the buildings. The telephone switching system for the region was in the World Trade Center.

The bright spot in the communications nightmare was the Blackberry - a small, handheld, email and text-messaging device. Thousands of users were able to continue communicating with their offices and loved ones, when most of their colleagues were out of touch. The federal government relies heavily on the Blackberry, as does nearly every large emergency management organization and most financial institutions.

DCS Netlink uses Blackberry devices to keep in contact with its technicians and other vital staff. All email which goes through the Exchange server is sent both to the user's computer as well as to the Blackberry. The device also doubles as a cellular phone, and runs on the Palm operating system. It is a fully-fledged computer that you hold in the palm of your hand. It has a small keypad that makes typing messages much easier than the keyboard of a standard cell phone. And it has a built-in internet browser.

In a cooperative agreement with local cellular providers, DCS Netlink offers this device and service to our customers. Stop in and check out the device and discuss how it can work to aid in your company's disaster recovery and business continuity plan.

Are you Looking for a Makeover?

Pick up a women's magazine, and chances are you'll find an article on makeovers. Pick up a car magazine and chances are you'll find an article on buffing and waxing, scratch and ding repairs; Maybe the Health Makeover, The Home Makeover, The Smile Makeover . . . Website Makeovers! Bargain Bill's went looking for a makeover

Old Site



New Site



Now that's a Makeover!

Bargain Bill's Website went from an information website to an E-commerce Website! When was the last time you looked at your website and asked yourself, "What is my website doing for my company?", "Are my customers aware of what we have to offer them"? "Is this the image I want displayed?" **Call DCS Netlink at 715-236-7424 and lets talk, "Makeover"!**

WEBSITE MAKEOVER SPECIAL

10% OFF Graphic Design

New customers—10% off hosting for one year

Offer expires June 30, 2006

DCS Netlink in the GSA Advantage Catalog

What is GSA (General Services Administration)?

GSA is an agency of the U.S. Federal Government that manages purchasing. When companies apply for and get onto the GSA Schedule, they have been approved as a vendor, and have committed to contract pricing. This type of schedule helps businesses to sell an approved product/service solution to government contacts because the government allows the VARs to make a predetermined amount of gross profit.

Why does DCS Netlink participate in the GSA?

The GSA schedule allows DCS Netlink to work with the military, federal, state, and local government agencies as an authorized reseller to procure products and services on the GSA schedule at "special contracted prices".

Through partnering with Alternative Data Technology, DCS Netlink can offer more products and services to fulfill your "set-asides" with a Qualified Service Disabled Veteran Owned Small Business.

DCS Netlink



Schedule
Contract GS-35F-0809R

Alternative Technology



Schedule
Contract GS-35F-0296R

www.gsaadvantage.gov

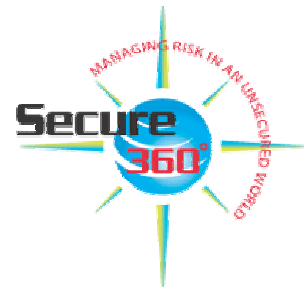
DCS Netlink teaming up with SonicWall at the Secure 360 conference

By Mike Vaughn, Network Engineer

DCS Netlink is proud to be scheduled to attend the upcoming Secure 360° conference on May 17 & 18 at the St. Paul River Center in St. Paul, MN. We will be manning an exhibition booth in conjunction with SonicWall Technologies in order to help raise the security awareness of the attendees.

The Secure 360° conference is a presentation of the Upper Midwest Security Alliance, a consortium of five different associations which all focus on businesses and specifically business security. This is the first year that the various associations have combined their annual conferences into a single, major conference and it has been receiving a high degree of interest. The conference is set up using a “track” format where the attendees will be in various conferences according to their specific interests. Each person attending will be hearing presentations from organizations such as the Information Systems Security Association, the FBI, and NBC Networks’ Counterterrorism Analyst and former Presidential Advisor Roger Cressey.

As always, we look forward to further expanding our own knowledge of security to help you, our customers, in a more professional way.



“Internet Security is Everyone’s Business!”

Learn from the best in the business what you need to obtain CISSP Training?



Left to Right: Mike Vaughn, Shon Harris, Dane Deutsch, Mark Hartshorn

By Mark Hartshorn

That is what Dane, Mike and Mark from DCS Netlink chose to do recently. They attended a 6-day CISSP (Certified Information Systems Security Professional) Training in Washington, DC on Information Systems Security. Shon Harris, owner of Logical Security, former engineer in the Air Force’s Information Warfare Unit, an instructor, personally crafted this solution based on her extensive and intimate experience in the information security and CISSP world. Shon has authored two best-selling CISSP study guides, taught her CISSP class to thousands of successful professionals around the world, and is being recognized as an expert within the security industry. She is an active contributor for Information Security Magazine and Windows 2000 Magazine. She has taught computer and information security to a wide range of clients including; RSA, Department of Defense, Department of Energy, National Security Agency (NSA) Bank of America, Defense Information Systems (DISA) and more.

What does it bring to you—our customer?

- ◆ Security
- ◆ New insights on securing internet/intranet connections
- ◆ Securing data from internal users
- ◆ Hope in an insecure world

Shon provided DCS Netlink with practical, detailed understanding and knowledge of security topics that will be of value to you, our customer, and your company.

Character Building Blocks

By Ronda Taber, Marketing Director

Is your Attitude contagious? You want to make sure your team is catching the right one! The fourth building block will be on "Attitude". Join us on April 21st from 8-12 at Turtleback Dining & Conference Center. Here you will find how individuals' attitudes impact their performance, the secret to changing a bad attitude, and much more. Bring your co-worker, invite someone from management, your husband or wife or anyone from your organization who sees value in becoming a leader!

Are you ready to be a Leader or are you the Leader? May 21st at 8-12 at Turtleback Dining & Conference Center will be the ending of the 5 mini series of the Character Building Blocks with the topic on Leadership. Join us and see what you have to offer and what someone else has to offer you!

In January, the Character Building Blocks started out with Ethics. Here we focused and shared on being responsible, doing the right thing even if someone isn't looking. We participated in an activity that gave us all hands on experience on what is ethical and what is not.

In February, the topic was Relationships, in business, partners, churches and in our homes. Communicating effectively, the Golden Rule, listening and putting others first was part of the 4-hour seminar. Here, information was shared in several ways to learn the importance of building a relationship with everyone, even if it seems to be difficult.

In March, Equipping – (not just Training!) was the topic. Here we focused on what is needed to provide the right tools to your team, your family, and your organization. To be able to be more effective, and work more efficiently, we need to equip our team and ourselves. We have been to training and we have trained others. Here we see that adding Equipping skills will help you gather momentum in being a successful leader and team member. Join us for the second term of "Character Building Blocks" beginning August through December 2006, dates listed below:

Ethics—August 18th

Relationships—September 15th

Equipping—October 20th

Attitude—April 21st & November 17th

Leadership—May 19th & December 15th

Sign Up For Any Seminar or All Five

Turtleback Dining & Conference Center

8:00 -12:00 p.m.

\$99.00 per seminar, 10% discount if attending all 5,
Continental breakfast & lunch provided,

Call ahead and sign up Walk-ins are welcome!



www.lmdc.dcsnetlink.com

Has the warranty on your IBM computer expired?



If so, you can purchase a
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to protect your investment!

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Call Lou Ann at 715-236-7424 for more information.

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Starting at \$1200.00**

The 4th Annual Leadership Conference
 was held on March 16th, 2006
 at WITC, Barron County in Rice Lake, WI.



Dane Deutsch, President of LMDC (Leadership Management Development Center), was among a variety of speakers who shared their first-hand experiences of their respective areas of expertise on leadership, generational diversity and coaching.



Dane Deutsch, president and facilitator of LMDC (Leadership Management Development Center), partnered with Pat McNally, WITC Law instructor, for the Annual Jail Supervisor Conference held on February 28th.



Get to know us during
Lunchtime at DCS Netlink

1800 Macauley Ave., Rice Lake, WI 54868

DCS Netlink is now hosting 20-minute educational seminars each month during lunchtime, upcoming topics include:

- ◆ April - Spyware, Adware and Viruses
- ◆ May - Computer Basics
- ◆ June- What is E-commerce?

Have a topic you would like covered? Call and we will add it to our list!
Call 715-236-7424 to reserve a spot.

(Free Light Lunch provided)

Where: DCS Netlink conference room

When: 2nd Tuesday of each month

Time: 12:00-12:30 and 12:30-1:00

www.dcsnetlink.com

Please call ahead with any topics of interest you may like us to cover during a 20-minute session

Customer Testimonial

The Wisconsin Association of Fairs had a website created by DCS Netlink this past year and we are so pleased with the results. I have to say that the process was an easy one with great benefits. I think Chery (DCS Netlink web creator) was in my head when I was relaying what I wanted our website to look like as the results have done everything I wanted it to do and more. During the first two months of year, I am usually bombarded by phone requests for the schedule of county, district, and state fairs. My phone isn't ringing like it did last year and it's not because they don't want the information. It's because people are getting the information they need by visiting our website, www.wifairs.com. I know this because I can view the traffic we've received whenever I want, which is a very valuable service. I'm amazed how many people visit our website. It may have taken our organization awhile to realize that we needed a website, but once we committed to it, DCS Netlink got us online in a very efficient manner. Jayme Buttke, Secretary/Treasurer Wisconsin Association of Fairs



www.dcsnetlink.com

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Call DCS Netlink at 715-236-7424

Offer expires June 30, 2006