

John J. Hussar

From: Grey Goose Graphics [info@greygoosegraphics.com]  
Sent: Tuesday, December 22, 2009 12:50 PM  
Subject: News from GreyGooseGraphics



# GreyGooseGraphics Newsletter

December 2009

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Dear John,

Grey Goose Graphics takes great pride in exceeding our client's expectations. We hope you find our monthly newsletter full of helpful information.

## Welcome...

Since our last newsletter we would like to welcome the following new clients:

- Murray Tile & Marble
- Broome Urology

In December e launched these new sites...

[Staying Sharp's Tropical Siesta](#)



[Wash at Joe's](#)



[Kurt Bluemel](#)



As always, most client sites may be viewed from our portfolio pages at [www.GreyGooseGraphics.com](http://www.GreyGooseGraphics.com)!

We have several more underway... stay tuned!

## Web Video Coming Soon!

A few months ago we presented an article about the use of web video as an alternative to the often too common text and photo content present on most websites.

Like expectant parents, we are very excited and proud to announce that we are expecting.... Not a baby... but a new web video for [GreyGooseGraphics.com](http://GreyGooseGraphics.com).

This video will soon become an integral part of our home page and the start of the Grey Goose Graphics video library.

We are very pleased to be working with John, Elin and Sergio with [White Knight Productions](#) of Binghamton on this project. The initial sneak peaks have been awesome, the sound track is pumpin' and we can't wait to share it with you.

White Knight Productions is quickly becoming a very busy and highly sought after video studio... while you might not be familiar with their name... Their work is quickly penetrating the local area and regional TV airwaves... The new [W&W Nursery](#) and [Oakdale Mall](#) commercials were developed and produced by the White Knight team.

## What is your back up???

As our core business revolves around the use of computer systems, we take the maintenance, upgrades, and back-ups of our computer systems very seriously. From redundancy in our data files, software systems and work stations, to secure back-ups of our data, storage of our installation discs and license information we have taken steps to prevent interruption in our computer services to allow us to remain responsive to our client needs.

Recently this system was evaluated as we experienced a software outage which brought our operations to a screeching halt.

The scenario was while we were working on a client project two error screens appeared our software license data was corrupt and we needed to contact technical support for assistance. Upon working with them and spending several hours verifying information, exchanging files, and refusing to buy their newest release, we learned that what we were experiencing was a result of a known, unadvertised issue with their software and our options were to either uninstall/reinstall the software and hope the issue went away (at least temporarily - which could be 1 hour to several years...) or to purchase the upgrade to the new version for \$1600.00 (We will not even tell you what the full version runs...)

So despite taking all of the precautions to protect our system we were at a point of loss productivity, production delays, and facing an expensive alternative repair.

After some consideration of our options, we opted for the 6 hour process of uninstalling and reinstalling our software. During this time period, we caught up on other tasks behind the scenes and used some of this time to learn more about what happened.

We did an extensive search on the issue, read many articles and editorials and quickly learned that not was our issue more prevalent that what the technical support team explained, but also something folks are facing with several other software companies and developers. It is a contributing factor to why the license box you check during an installation is basically affirming that the text is a "use at your own risk" agreement and you have little recourse.

So frustrated, angry and looking for an alternative solution we scoured the Internet in search of other products, services, or processes we could implement to assist us in our quest for a back up. What we quickly found is that the alternatives did not offer us any additional security, and in many cases would have been steps at taking our company backwards...

We took our lumps have our eyes open just a little wider than before and tend to save our work just a little more frequently. So far the update is holding and life goes forward.

We this as a little reminder that it is important for you to all have a back up of your complete computer system. From discs to license numbers... from fireproof storage to surge protection... it is not a "good thing" but a

requirement for a business to protect their systems.

And when something happens, if you are not fully prepared, as we recently learned we were not, you will minimize your down time and impact to your business.

Not 30 inches from the keyboard rests our old credit card machine; the one that uses the 3 part paper receipts. It is under some networking cables and dust. It has not moved since our trade show last spring and probably will not move again until summer. Why do we keep it... It's a back up if Quickbooks goes down... We are still looking for a solid back-up for our other computerized tasks... but at least now we understand we have a need for such...

What is your back up? For your computer, for your machinery, for your day????

## Happy Holidays!

We would like to take the time to wish each and everyone of our clients, colleagues, friends, and families....

Best wishes for a very happy, safe and festive Holiday Season.

We thank you for your business and look forward to working with you in the New Year!

As always, if you have any questions, please contact us. It's a pleasure working with each of you. We truly value our relationship with you and appreciate your business. Thank you for putting your trust in us!

Sincerely,

A handwritten signature in black ink, appearing to read 'John Hussar', followed by a long horizontal line extending to the right.

John Hussar

Owner/ Principle Designer

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