

**From:** Grey Goose Graphics [info@greygoosegraphics.com]  
**Sent:** Tuesday, May 25, 2010 9:25 AM  
**Subject:** GreyGooseGraphics May 2010 Newsletter

May 2010



**In a sea of competitors you are one!**

**We make you Number One!**

Dear John,

We've had quite a month and have lots of new stuff to share. In addition to our core activities of web design, building, and updates, we've been busy completing the planned upgrades of our hardware and software, wrapping up a time intensive print campaign, attending seminars and developing some exciting new technology which we hope to have details to all of you in the coming months.



As with any project or activity sometimes they go as planned, and others present opportunities for growth, education and force each of us to adapt to a rapidly changing set of circumstances. In the last month it seems like we've been challenged in many ways. As a result we have expanded our horizons and become better equipped and expanded our skill sets to further support the needs of our clients and the requirements of their projects.

We would like to extend our appreciation to all of you for your support, understanding and patience as we've worked through our upgrades and improvements. We did our best to make this process transparent to our clients, but understand a few may have experienced minor delays in their updates and/or our ability to immediately respond to their requests for services. We are working hard to catch up all of our accounts and anticipate being caught up by no later than 5/24/10.

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[www.FingerLakesGetaways.com](http://www.FingerLakesGetaways.com)

[Join our Mailing List!](#)

In the articles below we are presenting you with several items we've recently learned of which we feel may benefit each of you.

As always, feel free to [contact us](#) with any questions you might have.

## Welcome!

Since our last newsletter, we would like to welcome the following new clients to our growing family...

**Vestal Asphalt**  
Vestal, NY

**Leonard & Cummings, LLP**  
Binghamton, NY

**Greg House Antiques**  
Great Meadows, NJ

## New Sites...

This month we launched the following new site...



[Dr Jeff Cebula's Saaf-t Sleep Program](#)

We have more just around the corner. Wait until you see what's coming next month...

## CS5 is Here!

Last month we discussed our hardware upgrade and the anticipation of Adobe Creative Suite 5 (CS5). We are happy, excited and proud to announce that we have received our new software and successfully installed this package.

In less than a week we have already noticed an improvement in our work flow and internal efficiencies. As we continue to further gain experience



we anticipate this trend to continue. We anticipate this to assist us in maintaining our competitive rates despite the increasing cost of providing services, reducing production time on larger projects making us more attractive to new clients and making significant changes to client sites more cost effective. Most importantly, we will continue to improve on the quality products we produce for our clients.

While our efficiency across the board will continue to improve, perhaps one of the most impressive areas will include our ability to manipulate photos with the new version of Photoshop. Photoshop CS5 has some new capabilities which are nothing short of exciting. From our ability to manipulate backgrounds, stitch panoramic photos together from multiple shots, and repair damaged photos to a new feature called "puppeting" where we can actual change the pose of the person, animal, etc in the photo in a matter of several minutes vs. the old version which would take several hours. We anticipate many clients will benefit from these features.

We are one of the first in the region to be an early adopter to this new technology and implement this in our daily business practices to benefit our clients. We are glad to have you with us!

For those of you wanting to see more for yourself... here is a link to a 8 minute Adobe TV video showing some of the highlights of this software.

### [Adobe Photoshop CS5 New Features](#)

If you are interested in seeing it live [contact us](#), and we'll show you how we can harness the power of these features for your projects.

## Is a new computer in your future?

Are you looking for a new computer, thinking about an upgrade, or just looking to expand your knowledge in this subject? We recently learned a few interesting facts which may help you...

When buying a computer it can be very difficult to determine what you need. While monitors, printers, DVD players, and other peripherals are always a consideration there are three items which truly define your system. What processor? What operating system? How much memory?



Processor - The rule of thumb is to buy the fastest processor you can afford. As new programs, updates, or peripherals emerge, the trend is that over time each consumes more "processing power" than its predecessors. Chances are when you buy the system it will be relatively fast and over time appear slower. It's usually part perception and partly because your newer software and/or hardware requires additional "processing power" in comparison to what you may have owned or been using when you purchased your system.

Operating System - With Microsoft Windows continuing to dominate the operating system market over MAC, or Linux, chances are most of you either have Windows running on your current system and/or will have this on your next new computer. We are not MAC experts and have little experience with Linux, but an interesting lesson we just learned the hard way with Windows...



There is a significant difference between a 32 bit and 64 bit operating system. While many subtle differences exist, the most significant is how it manages your system resources and processes programs.

To accurately process anything one must be able to understand requirements of the task, assess available resources, and then appropriately respond. **Pay attention...** Windows 32 Bit has limits on the resources it can manage. It will only recognize or utilize approximately 3.4GB of RAM. If you need more than this to manage your requirements you may want to consider a 64 bit set up. There are other considerations such as the software you are running, your needs, and speed. It's not always a clear cut decision. We recommend you consider all variables before making a purchasing decision.

Memory - This is easy... you want to buy as much as you can afford, but only up to the max your operating system can handle... If you are going to run a Windows 32 bit system... don't buy more than 4GB... it will not do you any good... If you are going to run 64 Bit... even the newest Windows 7 tops out at 8GB. More than that, you are tossing your dollars away.

Selecting a new computer is not always an easy choice. And sometimes it's trial and error. Hopefully this will help you head off in the right direction.

New mobile technology

With the emergence of the smart phone revolution, the consistent hype about apps and new phones we hear about on a daily basis, we are often indifferent to announcements which may benefit us on a daily basis. If you are a Verizon Wireless subscriber two new capabilities have been added across their network which may benefit you.



Skype - a FREE video conferencing application which has transformed telecommunicating is now available on your cell phone. Imagine anyone with an internet connection being able video conference with a Verizon cell phone... anywhere within the Verizon network for FREE! Video chat /audio chat anywhere, anytime... Close the business deal, share the recreational experience or stream a real time video to friends, family or co-workers.

U-Tube - Verizon has also added this to their arsenal of apps... While video on cell phone may be a common feature, Verizon has now included this feature on BlackBerry devices. So while Apple and Adobe continue to battle over Flash, and Microsoft, Google and Amazon trade pokes of content restriction and media player compatibility... U-Tube continues to further penetrate the market with new BlackBerry Support.



## Are you too Facebook friendly?

First there was instant messaging on AOL and soo after launch questions about privacy. Next was Google's release of privacy policies and email interpretation came into question as folks agree to have their email scanned before delivery. Shortly after, MySpace became a focus point of privacy and safety for children and adults. And then came Facebook! Everyone felt relieved, safe and secure.

Facebook quickly caught on as the promise and intrigue of a system in which a user could control what information was not only entered into a "secure" profile, but also who could see it.

The Facebook logo, featuring the word "facebook" in a white, lowercase, sans-serif font on a solid blue rectangular background.

Well... while most continue to relish this false sense of security and privacy many things have been happening behind the scenes.

Recently Facebook informed their users of changes to their privacy policies. With these changes comes a release of user's data which was once private to browsers searching for them on-line. In addition the data collected within a profile may now also be compiled, sold, and utilized by Facebook at their discretion.

Currently experts estimate there are over 400 million Facebook users. And the

number of users did not appear to significantly change with the release of their new policy. Although this may not be getting the attention it deserves from those with active profiles, it is getting the attention in the media and it's expected to increase in the coming weeks. ([See this month's Newsweek.](#))

If you have yet to go through an intensive site review with us and have yet to understand how the internet is far from anonymous or you remember the power of the general reporting... with Facebook you put a name, photos, and other personal information up which is starting to be less "protected", "private" or secure as many believe exists with the use of Facebook.

I want to be clear... We have a Facebook page, our principles maintain personal pages, and we do believe there is power in networking and communication. We are not standing up and saying you should take down your pages, change your email account or change your ISP. What we are saying is just because its Facebook... doesn't mean you should let down your guard, feel comfortable posting anything you would not want ANYONE to see, or think you can truly regulate what people can or cannot see. The internet is not private. And once it's out there... chances are it will be out there... somewhere... forever...

## Where do you get your photos?

Let me take you on a trip down technology road...

In high school, on a trip to the library I was shown a cool resource I never knew existed. A large phone book organized numerically by phone number rather than by name that was an early edition of the white pages reverse phone number look up. A few years later in college instead of having to go to the library, I could use the internet to reverse look up who was activating my digital pager when I was on call to have an idea who I was returning calls to.

With the internet searches have become a common thing that we do every day. From a recipe to cook blue fish caught on board the [Reelin'](#) to checking availability to stay at [Traditions](#), we can do so much from our computer or phone... I have to admit, spending so much time on the internet both for work and fun; it takes a lot to get me excited. (But you need to wait at least another paragraph to see why...)

Stock photos are something most of you are probably familiar with. From selecting a photo for an ad campaign or changing one up on your website stock photos provide a cost effective alternative to hiring a photographer for a small project or campaign. Stock photos require licensing and those who use them without licensing (Such as right clicking and sucking them off someone else's site, taking them from Google Images, etc.) can be assessed a user fee, penalty, prosecuted and/or fined as this can be considered theft.



For years companies have developed and utilized tools to track the usage of these photos and compare them to license information and then go after those who have not complied with the license requirements/restrictions. Just like the reverse phone book hitting the web, a website now exists for public use to do the same with photos... [Check it out..](#) Upload a photo and see if it's being used anywhere else on the web and then determine who is using it... it takes seconds...

The take home message is this technology exists for a reason and it's not just to impress the web guys...If you are using photos graphics, etc. on your site... make sure you know where they came from, have permission or license to use them, and clearly note the risk you may be taking should you wish to steal your photos from other sources.

We value our relationship with you and would prefer it not be interrupted by the criminal justice system. We have taken precautions in our contracts with you to insulate us from damages which may arise should you use others photos/graphics without their permission. (We don't look good in stripes...)

**We do not encourage or endorse the use of any content you do not have permission to utilize.**

If you have any questions, concerns, etc. with your site, please [contact us](#).

In closing... many of you will notice our coupon is no longer present for the referral program. We are taking a few months to catch up on our work load and wish to thank the many who took advantage of this along the way. We are still accepting your referrals, we are just slowing down the pace a bit.

Thank you for your continued business and spending some time with us today. We value you as a customer and have enjoyed our relationship with you.

Sincerely,

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

John J. Hussar  
Owner/Principle Designer

Grey Goose Graphics, LLC