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THIS MONTHLY PUBLICATION IS BROUGHT TO YOU BY **MILTON BARTLEY, JAY MALLORY AND THE IMAGEQUEST TEAM.**

WHAT'S IN A NAME?

authored by: Milton Bartley

When we founded **ImageQuest** in the Spring of 2007, like any other business, we needed a name. In 2007 our company was 100% in the office equipment business – selling and servicing Sharp, Ricoh, and HP copiers and printers. We spent weeks trying to name our new company, and we mostly considered names that would tell our customers what we did. The words copy, copier, print, printer, etc. were prominent in our many ideas. You get the point.

In late April 2007, one of my business partners had a *eureka* moment. He came up with the name *Copy-Copy*. No, I am not making that up. I hated it, but I did not have a better name, and I was afraid if I didn't come up with something fast I was going to be the President of *Copy-Copy* come June.

I called a close friend and business owner (in the same industry) in Wichita, Kansas and told him my dilemma and asked him for some help. He thought

for just a few seconds and came up with *ImageQuest*. There was a local competitor of his in Kansas with that name, and he told me he always wished he had that name for his company. A quick search of the Tennessee Department of State website showed the name was not registered in Tennessee. The next day I let my partners know we were going to be **ImageQuest** and that was that. We had a name.

It was after all the 21st century and every business needed a website. There was no *imagequest.com* on the web, but the name was not available for sale. A man in southern California who owned – of all things – a bicycle repair shop owned *imagequest.com*. We contacted him and asked if he would sell the domain to us. He turned us down flat. Politely, but 'no.'

We did the next best thing and played with all the possible ways to get ImageQuest on the web. We tried abbreviations, suffixes, prefixes, and alternative spellings. Nothing looked right

except *myimagequest.com*, which was available. We snapped it up and have been *MyImageQuest.com* ever since. We made offers for the *imagequest.com* domain to the gentleman in California several times over the years and were always politely turned down.

The story does not end there, however. As most readers know, we are not in the office equipment business any longer. In late 2009 we started selling Managed IT Services as a second line-of-business to our copier/printer business. That business took off in late 2010 and



by the end of 2015 represented over 75% of our total annual revenues. We sold the copier business to the RJ Young company earlier this year to focus 100% of our efforts and capital on being the best Managed IT Services and IT Security Consulting provider in our markets.

DOES THE NAME IMAGEQUEST WORK IN THE I.T. SPACE?

Great question and one we have debated internally and with various marketing gurus over the past few years. I venture

to guess when you first hear *ImageQuest* you don't immediately think IT Services and IT Security. That said, we have spent nearly ten years building up our brand reputation, and we are quite proud of the name and what it represents.

I believe things happen for a reason. In August I received an unsolicited email from a friend in the industry who just happened across a domain name auction. Low and behold *imagequest.com* was one of the domains for

sale. We placed a bid and within ten days we won and acquired the *imagequest.com* domain that had eluded us for more than nine years.

Starting this month, you will see the very subtle adjustments that come with a new domain name. Namely, our website address and our email addresses have changed to *imagequest.com*. *Myimagequest.com* will still and always point to *imagequest.com* for both our website and our email addresses. We are a

“...we have spent nearly ten years building up our brand reputation, and we are quite proud of the name and what it represents.”

technology company after all!

SO WHAT'S IN A NAME?

Well, as William Shakespeare wrote in *Romeo and Juliet*, “a rose by any other name would smell as sweet.” But after nearly ten years in business with nearly twenty dedicated team members, dozens of happy clients, and a host

of industry and local awards, I'd say there's a lot of good in the name *ImageQuest*.

I am very proud of what *ImageQuest* has come to represent. We continually strive to exemplify the *ImageQuest* brand and culture, and we are excited to share more of that evolution with you in 2017.

REFERRAL PROGRAM

DO YOU KNOW A COMPANY LOOKING FOR IT SUPPORT?

At *ImageQuest*, we know that referrals are an important part of creating and building business relationships: understanding that, we know that great leads can come from anyone at any time. Why not explore this opportunity and receive benefits for you and your company?

It's easy to join our referral program and it's a great way to earn additional income while helping companies benefit from *ImageQuest*'s vast IT services and support.

- If your **Managed IT Services** referral becomes a recurring client, then you or your favorite charity will receive a \$1,000.

- If your **Managed Compliance** referral becomes a client, then you or your favorite charity will receive a \$100 amazon gift card

WHAT WOULD MAKE A GOOD REFERRAL?

A company in any professional industry with at least 20 computers or anyone with a regulatory compliance component to their organization.

HOW DO I SUBMIT A LEAD?

Simply call Milton Bartley or Jay Mallory at 888.979.2679, email leads@imagequest.com or submit online at www.imagequest.com/referral-program



ACCOMPLISH MORE BY DOING LESS

authored by: *Darren Hardy*

As I've considered what some of today's greatest achievers – *Richard Branson, Maria Shriver, Arnold Palmer, Tony Hawk, John Wooden, and Colin Powell*, among many others – have accomplished in their lifetimes, I've thought about why many of the rest of us work harder and put in longer hours without achieving the same big results. What makes the difference?

After a great deal of thought, I realized the key is not to do more or work harder; the key is actually to find ways to do less and think more, to be less busy and more productive. In this, I have struck upon the very secret to what separates the super-achievers from the rest of us.

I've started applying this strategy in my own life and work. And I'd like to share

with you three of the principles I have found to move from stress-filled "success" to super-achievement and a more balanced lifestyle filled with joy, harmony, and personal fulfillment.

LEARN TO STOP DOING

Re-evaluate how you spend your time and stop doing the time-wasters. The only way you can gain more time is to stop doing something. If you don't like what your life has become, you need to figure out what to stop doing so you can concentrate on activities that bring better results in your life.

Consider: if you spend just 40% of your time on your high-value activities, you could double your income. Spend 60% or even 80%, and you could multiply your income by four times.

CREATE AND PROTECT YOUR BOUNDARIES. FOR A WORKAHOLIC, THESE ARE DANGEROUS TIMES.

The natural boundaries of time allocated to work, personal, and family have been obliterated. Technology has penetrated the walled garden separating those important segments of our lives. This breach provides for constant intrusions into our attention, keeping us constantly connected and at the mercy of a stream of information and demands.

PUT A JUNK FILTER ON YOUR LIFE.

To filter incoming requests, you must first become clear on what you want.

Who are you? Who do you want to become? What is most important to you in life? What direction do you want your life to take?

What are your three most important goals for the year? This

month? This week? Today?

After identifying your values, goals, and priorities, put a junk filter on everything else and keep it out of your in-box and off your to-do list.

DON'T JUST LEARN...

Knowledge isn't power; it's the potential of power. What you do with knowledge is where the power lies.

DON'T JUST READ A BOOK AND PUT IT DOWN...

Read it, summarize the key ideas, then write out how you're going to implement those ideas in your life. Now act, review and improve. Stick with the ideas in that book until you realize a desired transformation.

I hope you'll take time to stop and examine your life and incorporate these principles into your daily routine on your journey to super-achievement. Remember: it's not what you know; it's what you do.



DARREN HARDY

Is the visionary force behind *SUCCESS* magazine as the Founding Publisher and Editor, and is the *New York Times* and *Wall Street Journal* bestselling author of what has been called "the modern day *Think and Grow Rich*": *The Compound Effect – Jumpstart Your Income, Your Life, Your Success*, and the world-wide movement to onboard 10 million new entrepreneurs through his latest book *The Entrepreneur Roller Coaster – Why Now is The Time to #JoinTheRide*



TECH TIP

In the past 10 years, over 10,000 new regulations have been placed on the books by local, state, and federal agencies pertaining to the handling, storage, and disposal of confidential client, patient, and employee documents and information.

Want to make sure you stay on the right side of these laws? Here are a few tips that will go a long way in making sure you don't end up fined, sued, or with a bad reputation for not securing client or employee information:

GET THE FACTS – Ask a qualified attorney who specializes in data confidentiality about what you must do to meet new regulations.

ENCRYPT YOUR BACKUPS – Make sure your backups are encrypted (at transit and at rest).

HAVE A POWERFUL FIREWALL – Firewalls keep hackers and other intruders from getting into your network and accessing important, confidential and private information. If you have the right firewall in place, it should act like a shield over your data and give you the protection you need to be in compliance with these laws.

LOCKDOWN YOUR PASSWORDS – To prevent any unauthorized access to private information, DO NOT share your passwords and change them regularly.

Want to be sure your technology is in compliance with these laws? Be the first three to email us at info@imagequest.com with the subject line **“November Tech Tip”** and receive your **FREE 2-hour Compliance Analysis & Cybersecurity Consulting** with our Senior Security Analyst, Lee Walton.



Beau J. Handy,
Partner & Wealth Manager

“Without a plan, a goal is nothing more than a wish,” says Beau Handy of **Guidance Capital Management Group**, a Certified Financial Planner™ professional working as a fiduciary to structure an intelligent plan focused on achieving their financial goals and ensure his clients a secure financial future. Although experts in financial investments and planning, *Guidance Capital Management Group* struggled with effectively utilizing their technology and found themselves limited to the ideas of their team, none of whom were experts in Information Technology (IT).

Information was scattered across multiple

IQ GENIUS OF THE MONTH:

BEAU HANDY, GUIDANCE CAPITAL MANAGEMENT

individuals within the organization. They often faced an unproductive work environment as one employee's technical issues affected the entire team until the issue was resolved. Top team members were wasting valuable time on IT issues as opposed to deepening client relationships and cultivating new business.

After an unsettling experience outsourcing their technology to a provider who left them frustrated and unsatisfied, *Guidance Capital Management Group* was torn between bringing their technology back in house, or finding a new provider. Discouraged and ready to throw in the towel, an industry professional referred Beau to *ImageQuest* when he decided to give outsourcing one final try.

Beau Handy shares, *“Since working with ImageQuest, our technology has developed into what it should be. We were able to streamline our operations by developing and implementing new systems and technologies that improved our workflow and client communication. Our technology is no longer a nuisance and any technical issues can be resolved with a simple friendly phone call to ImageQuest or a hands-on technician handling highest priority issues on the rare occasion in which they occur. We are quite satisfied, to say the least in our decision to partner with ImageQuest.”*

