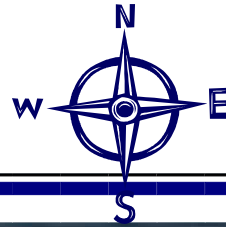


Welcome Spring!



APRIL
2008

VOLUME 9



Optimism, Hot Dogs and the Dreaded "R" Word

A note from our President & CEO, John R. Danieli:

Like most, after a long winter and with spring approaching, I am filled with renewed optimism. It is the beginning of a new year, the onset of warmer weather, enjoying the outdoors, cookouts, family gatherings, etc. I know most of you must be saying to yourself "all those things are great John, but how can anyone be filled with optimism when every day news of the economy is so disparaging? We are constantly bombarded with news of tough times with tougher times to come. People losing their homes, the price at the pump is soaring, food is becoming outrageously expensive and the dreaded "R" word, "recession", is being used in the news with alarming frequency. 'Optimism' is not the word that comes to most of *OUR* minds"!

Let me go further....whenever I hear the word "recession" I think of the story of the hot dog vendor. This is a well known and interesting story and if you haven't heard it, let me provide you with a brief synopsis.

There was this elderly man who had a profitable little business selling hot dogs on a busy street corner in a major city. He wasn't particularly well educated, but he sold great hot dogs and his customers loved him. Over time, he added new products to his menu, targeted new areas and customers, and developed a significant amount of regulars.

He worked hard for years and did well enough to put his only son through college who later became an accountant. One day his son warned him that a recession was on the way and gave a very detailed explanation of how the recession would severely impact everyone in the community, particularly small business people like his father. He painted a gloomy picture of the future and warned his father that it would be wise to cut back on his expenses and "tighten his belt" financially and prepare for the worst.

Heeding his son's words and advice, the old man began to cut back on the quantity of menu items and supplies needed, but it was hard to manage. Some days he actually ran out of supplies earlier than he normally would resulting in lost business. So he went home early and spent more time worrying about this recession that was coming. Business was definitely slowing down.

(Continued, next page)

This depressed him more, so he began to get out of bed later each day. After all, why get out so early when obviously more people would be eating at home rather than spending money in the city? He eventually cut items from his menu and sales continued to plummet. Wow, his son was right, this recession was hitting hard!

He decided to save more money by making other cut backs and business continued to decline. Eventually he decided to sell off his equipment and his trolley. He was in luck though because the young woman who bought his trolley didn't seem to know how bad business was, or how severe the recession was going to be. After the sale of his business, he stayed at home, depressed. Occasionally his son would visit him and they would discuss how bad the recession was, and how lucky the old man had been to have an educated son who had warned him in advance about this terrible recession.

So what's the moral of this story?

Recession mentality starts in one's own head. If you believe that a recession is coming and that times will soon be tough, then they will be for you. Like the old man in the story, you'll start to change your successful behavior patterns and replace them with less resourceful habits. You'll sleep in later. You'll take longer lunch breaks, make less phone calls and go home earlier. But it needn't be that way...

The Computer Merchant, Ltd. has been in business for 28 years and we have navigated rough economic waters before. Through changing times and conditions, we have consistently shown our clients greater savings and ROI. More importantly, we have done this without sacrificing what we believe in most – providing our clients with outstanding service.

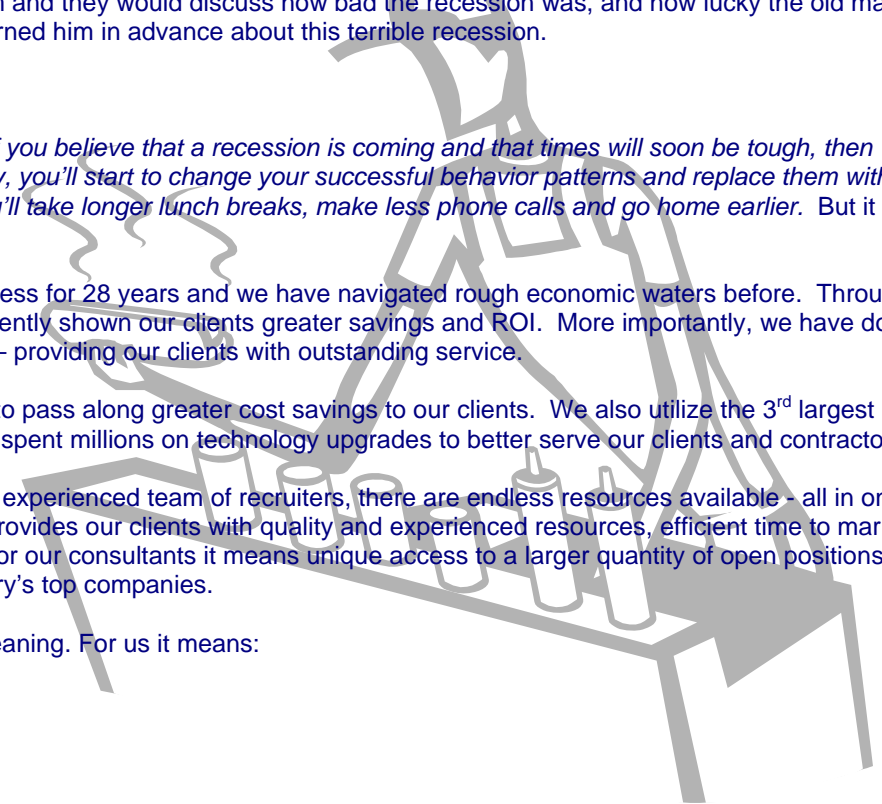
TCM is a centralized company which allows us to pass along greater cost savings to our clients. We also utilize the 3rd largest screened database in the industry and we have spent millions on technology upgrades to better serve our clients and contractors.

For our clients this means in addition to a large, experienced team of recruiters, there are endless resources available - all in one spot, all communicating and networking. This provides our clients with quality and experienced resources, efficient time to market results and pricing alternatives they demand. For our consultants it means unique access to a larger quantity of open positions and competitive salaries with some of the country's top companies.

For TCM the "R" word takes on a whole new meaning. For us it means:

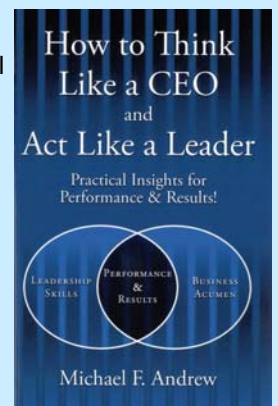
- Reaching out
- Responsive to our clients needs
- Ready to help
- Resources – ready to go!

All of these reasons are why TCM continues to do well, regardless of economic obstacles. Unlike the old man in the story, we have not changed our successful behavior patterns or "cut back". We have not replaced them with less resourceful habits, but have chosen to improve them. We have enhanced our services and invested in improved technology to better serve our clients and consultants. TCM's first quarter **has surpassed the industry's forecasts** in growth and we are confident this trend will continue.



In ***How To Think Like A CEO and Act Like A Leader: Practical Insights for Performance & Results!***, author and businessman Michael Andrew dissects key strategies of successful leadership in the CEO arena. Using practical examples of day-to-day interpersonal and leadership behaviors, he provides insights that apply to anyone who wants to be more effective in dealing with people. With astonishing clarity, each chapter builds off of each other to address specific, relevant leadership insights. With a broad scope and clear language, the author introduces clues on interpersonal skills and how to surround one's self with smart people, all the while magnifying the manner and performance skills that distinguish successful business leaders. Going beyond the acumen of business, these pages are filled with commonsense knowledge and introduce the importance of strategy execution, which will always make the difference in becoming an effective leader who gets results.

Whether you are part of a large organization or a small one, whether you have a senior role or an entry-level position, *How To Think Like A CEO and Act Like A Leader: Practical Insights for Performance & Results!* by author and business consultant Michael Andrew educates the novice, sharpens the pro, and shares easy-to-implement directives on how to succeed in business and life. Filled with resonating insights that will guide you, this book simplifies the true nature of business to teach readers the CEO perspective on strategic thinking and finance, while providing practical leadership directives to be productive and results-oriented.

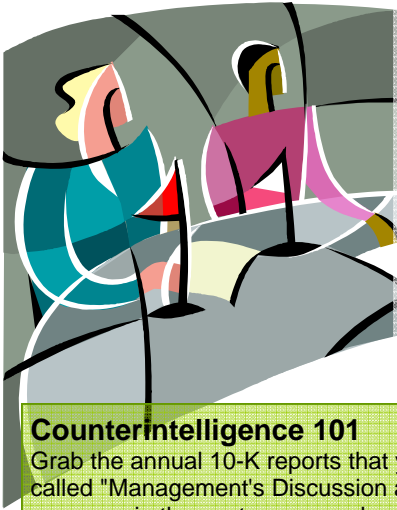


Consider this a mini-MBA and introduction into the world of strategic thinking, finance, leadership and business so that you will be able to act like a leader and think like a CEO.

~ Amazon

Effective leadership is putting first things first. Effective management is discipline, carrying it out. ~ Stephen Covey

Things You Can Do In 20 Minutes to Be More Successful at Work



The Mini-Meeting

If singles have figured out a way to condense that painful first date into eight minutes of intense communication, why not try the same thing with your next meeting?

Sit down right now and reschedule all your internal management meetings for just 20 minutes. If that's too radical, do it for the get-togethers happening this week. Or, if you're feeling especially powerful, try it for your interdepartmental meetings.

"There's only about 15 minutes to 30 minutes of true productivity in most meetings, even though meetings are typically set up for an hour," says Michael Hites, CIO of New Mexico State University, who once placed a 30-minute limit on all meetings. "The idea is that it forces you and your meeting buddies to prepare and focus." Hites found that shorter meetings were more effective and left more time to actually accomplish things.

Source: CIO Magazine

Counterintelligence 101

Grab the annual 10-K reports that your top competitors have filed with the Securities and Exchange Commission and read the section called "Management's Discussion and Analysis." That's where the CEO (through corporate lawyers) describes what happened to the company in the past year, good and bad.

By scanning that material, you can immediately get a better understanding of the competition, says Mary Lacity, professor of information systems at the University of Missouri-St. Louis. UPS's latest 10-K mentions technology 32 times. Many of the nation's largest retailers and financial institutions are also known for tech talk in these annual reports.

Source: CIO Magazine

Life Without E-Mail

When it comes to personal communication strategies, workers usually follow their Manager's lead. So if the Manager is always forwarding e-mails, adding to the cc line, piling attachments on top of attachments, IT staffers are sure to follow. Or, if the Manager displays greater comfort messaging with her Blackberry than in interacting with peers, staffers will model that behavior.

To encourage more face-to-face interactions with internal and external customers, and to fight e-mail overload, Managers should spend 20 minutes explaining to their colleagues and workers why e-mail-free Fridays (or any other day of the week) is a good idea. And here's why: Companies that swear by "say no to e-mail" days (or even half days) find that it leads to more proactive decision making, better relations among coworkers and increased awareness of customer needs. Instead of an e-mail, staffers will pick up a phone or even drop by a customer or colleague in person.

Intel discovered that its employees were wasting six hours a week on e-mail. The goal is to attack a "cube culture" in which engineers, sometimes seated just a few feet from each other, rely on e-mail to exchange ideas. Other companies, such as Deloitte & Touche and U.S. Cellular, report success switching off e-mail for periods such as weekends.

Source: CIO Magazine

Encrypt Now or Regret It Later

When an employee or contractor loses a notebook PC and it turns into a data breach and PR nightmare, what are you going to say when your CEO asks why you hadn't encrypted the company's notebooks? That won't be fun. So start investigating encryption options.

"A lost PC without encryption is truly getting caught with your pants down, however, you would be surprised at the number of businesses that have not encrypted their mobile devices." Price used to be a concern, but encryption technology has become practically a commodity item.

As an added note and as you have seen in prior issues of The Navigator, some of the biggest losses of laptops were that of Stock Brokers, the CIA and the FBI.

42 Million

PCs and Laptops were retired in 2006.



The Indian rupee rose to record levels while the U.S. dollar declined against most major currencies, impacting global IT service providers and customers alike. In 2007, the rupee rose 11% in value against the U.S. dollar. While it took a brief pause in January, experts say the rupee has nowhere to go but up in the absence of government intervention this year. The dollar's continued decline could be difficult for some service providers to absorb. During 2007, some Indian companies reported a currency impact of 2.8 percent on third-quarter profitability. They also contemplated six-day work weeks and billing clients in rupees. Customers, meanwhile, kept a sharp watch for other symptoms of currency stress. Oh, and Canada? With the loonie nearly even with the greenback, the U.S. neighbor to the north's days as an attractive nearshore outsourcing destination are numbered. Even as the dollar has weakened against other currencies, outsourcing hot spots have becoming oversaturated. So many providers and customers are looking to set up shop elsewhere. Call it the exodus to the tier-two cities and expect to see more of it this year.

Source: CIO Magazine

Top 12 Technology Priorities in 2008

- | | |
|--|---|
| 1 Integrating/enhancing existing systems and processes | 7-tie External customer service |
| 2 Business intelligence | 7-tie E-commerce |
| 3 Ensuring data security and integrity | 8 Supply chain automation/visibility |
| 4 New business services/products (i.e., Web services) | 9 Data center optimization |
| 5 Collaboration/knowledge management | 10 Identifying/incorporating promising new technologies |
| 6 Enterprise architecture/services-oriented architecture | 11 Content/document management |
| | 12 Mobile/wireless |



Top Ten Wackiest Mistakes Candidates Made in Job Interviews

- Candidate answered cell phone and asked the interviewer to leave her own office because it was a "private" conversation.
- Candidate told the interviewer he wouldn't be able to stay with the job long because he thought he might get an inheritance if his uncle died and his uncle wasn't "looking too good."
- Candidate asked the interviewer for a ride home after the interview.
- Candidate smelled his armpits on the way to the interview room.
- Candidate said she could not provide a writing sample because all of her writing had been for the CIA and it was "classified."
- Candidate told the interviewer he was fired for beating up his last boss.
- When applicant was offered food before the interview, he declined saying he didn't want to line his stomach with grease before going out drinking.
- A candidate for an accounting position said she was a "people person" not a "numbers person."
- Candidate flushed the toilet while talking to interviewer during phone interview.
- Candidate took out a hair brush and brushed her hair.

Source: Career Builder

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