

F. Y. I.

A Monthly Newsletter to Inform and Entertain Our Clients

Become Your Boss' Favorite New Superhero...



...by defeating monstrous, ever-growing
power costs and saving your IT budget
from destruction!!!

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Enjoy Our New, Expanded Newsletter

This is the first edition of our expanded newsletter, **FYI**. For most of the last year, many of you have been receiving our monthly card which included the wacky photo and product spotlight. I received a tremendous response to those mailings, including some very interesting and humorous comments. I've learned that some of you have even turned them into collector's items!



"Momma" was one of last year's favorites!

Well, your suggestions and encouragement have led to this new version. So, thanks for your ideas and feedback. **FYI** will be our way of informing and entertaining you. As always, I welcome your comments so send me your thoughts. Perhaps we'll include them in upcoming issues.

Cure For the Common Cold This Winter? It's Yogurt.

Colds, sinus infections, and other upper respiratory tract infections are the leading reason for visits to the doctor in the United States. But according to a study reported by Yahoo News, eating yogurt could help you avoid a cold.

Yogurt contains probiotics—bacteria that can benefit the body's immune system. In addition to yogurt, probiotics are found in fermented and non-fermented dairy products and in soy products like miso and soy drinks. A review of data involving more than 3,000 participants found that patients who consumed foods with probiotics for more than one week came down with 12 percent fewer upper respiratory infections than those who were treated with a placebo, or who ate probiotic foods for less than a week.

Sometimes Something's Just Gotta Give

Whether you're chasing around between two or three different jobs, trying to maintain a standard of living that used to be achievable doing just one, or burning the candle at both ends to fit in numerous extracurricular activities as well as holding down a full-time job, sometimes there just comes a point where something's got to give.

Although it might be easy to assume that a constant state of activity means forward progression, when things start to get too frantic, all that dashing around can easily become self-defeating. Not only does the body become exhausted, but as the brain goes into overload, mistakes start to be made, things begin to be forgotten and it becomes impossible to give your best to anything that you attempt. Far from moving forward, what often happens is that you end up spending most of your time sorting out the muddles that have been created due to time pressures and the inability to stay organized.

Both mind and body need time to relax, so if your life has started to look like one endless merry-go-round and offers no respite, bear in mind that sometimes you can achieve more by doing less. Focus on what's most important and give anything else the old heave-ho!

43 Years Young

On November 1st, we celebrated Revco's 43rd anniversary! It's a milestone of which I am very proud, especially at a time when a tough economy and misguided government policies have made it tough for many small businesses to survive.

Started in **1968** by Robert E. Von Stein, our goal then, as it is today, was to provide new, innovative, cost-saving products to our customers. Our first product lines included inked printer ribbons and magnetic tape reels. Long before the days of laser and inkjet printers, our unique "silverized" impact printer ribbons provided extended wear and improved print quality for our ribbon customers. Before self-loading tape drives, our "One Piece Tape Canisters" helped computer operators mount and store tape reels more quickly and easily.

Well, much has changed over the years, but one thing remains constant; great clients like you that make it all possible. I've said it before, but I want to say it again – Thank you for your business and the opportunity to be of service to you and your organization. I look forward to working with you throughout 2012.

1968 Fun Facts

World Series Champions: **Detroit Tigers**

Super Bowl II Champions: **Green Bay Packers**

Famous Quote: ***Book 'em Dano***

- **Jack Lord in Hawaii 5-0**

Cool New Toys: **Hot Wheels, Battling Tops**

#1 Song on November 1st: **Hey Jude – The Beatles**

Top Movies: **Planet of the Apes, Rosemary's Baby**

Avg. Price for Gallon of Gas: **\$0.34**

Cost of First Class Stamp: **\$0.06**

DJIA at Year End: **943**

Federal Debt: **\$368.7 Billion**

Federal spending: **\$178.13 Billion**

Unemployment: **3.8%**

Minimum Wage: **\$1.60**

Pop Culture: **1st Big Mac goes on sale costing \$0.49**

History: **Apollo 8 astronauts first to orbit the Moon**

Monthly Quotes

"Never continue in a job you don't enjoy. If you're happy in what you're doing, you'll like yourself, you'll have inner peace. And if you have that, along with physical health, you will have had more success than you could possibly have imagined."

—Johnny Carson

"Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did."

—Mark Twain

DID YOU KNOW?

Although Ian Fleming is better known as the author of the James Bond novels, he did also write just one children's book – none other than the famous and much-loved *Chitty Chitty Bang Bang!*

If you're tempted to think that all watermelons are round or oval, then think again. Some cunning Japanese farmers put their fruit in square, tempered glass cases while it's still growing so that it turns out cube shaped. The reason? Because it stacks better and saves space in the refrigerator.

A rat can live without water for around two weeks, but a camel can go only five to seven days before it needs a drink.

Within 30 Days, You Can Be Saving Up to 18% on Data Center Power Costs!

What Are You Doing to Appropriately Monitor Your Data Center Power?

Throughout 2011, the question that dominated the conversation and became the hot-button topic for data center managers was - ***how can I successfully monitor our data center and increase efficiencies?*** Well, according to industry experts, the best place to start is by taking a look at your data center power. But, this doesn't mean just looking at your total room power consumption, because while it's good to measure high levels of power, it doesn't tell whole story.

Instead, you need to be monitoring PDU utilization at the **outlet level** to know exactly where power is being consumed, avoid over provisioning and seriously reduce costs. In short, *differentiate between knowing what the data center was designed to do, what it is actually doing and what it can do.*

30-Day FREE Trial

That is why I want to offer you a **FREE 30-day evaluation** of any of our **Avocent PM3000, Liebert MPX/MPH, or Server Tech POPS Switched** PDUs. These indispensable PDUs will be the foundation of your new management capabilities and provide not only individual outlet control but accurately measure the current, voltage, power and other factors.

800-500-1346



In addition, you'll also have 30-days to tryout either **Avocent's Rack Power Manager** or **Server Tech's Sentry Power Manager** Software. Both of these affordable, powerful tools include the ability to monitor and measure energy consumption, costs and trends of a single server or your entire data center.

If Not Now, When?

Before you ask for more power, get the tools to figure out **WHY** you are using it and exactly **WHERE** it is being used. Let 2012 be the year you finally take control of your power costs. I invite you to call me today to discuss the ideal power solution for your data center and to arrange for your **FREE 30-day evaluation**. You have so much to gain and absolutely nothing to lose!

Call Me Today For Your FREE 30-Day Evaluation of any:
Avocent PM3000, Liebert MPX or MPH, or Server Tech
POPS Switched CDU
AND
Avocent Rack Power Manager or Server Tech Sentry
Power Manager Software
No risk. No obligation. No cost. All I'm asking is you
give it a try and discover the possibilities.

Bob Von Detten