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Events

7/1 & 7/15 – Protection and Recovery: A Business Continuity Plan at WorkSmart in Durham, NC. Enjoy breakfast while learning how to protect your data from potential disasters and threats- without incurring high costs! Sign up now!

7/8 – NCTA Emerging Technologies & Trends Breakfast "Biotechnology: Infusing Innovation and Opportunity into the Economy"* at NC Research Campus at David H. Murdock Research Institute, Kannapolis, NC. WorkSmart CEO, Ron Unger, will serve as a moderator at this event.

WorkSmart Update: CTS Acquisition

On April 16, WorkSmart acquired Carolina Technology Solutions. For WorkSmart, this means an increase in team members from 25 to 30, additional resources and talent, and

"One is responsible for one's own life. Passivity provides no protection."

- Madeleine Kunin, Swiss-American diplomat and politician

Letter from the Editor:

Social sites are no longer mediums strictly for college students and bloggers. While many individuals have profiles and pages on Facebook and Twitter, there is increasing value in social media for your organization as well! Businesses have flooded the Internet – when free marketing resources exist, why not?

Follow WorkSmart on [Twitter!](#)

[Click here](#) to become a fan of WorkSmart on Facebook.

Ron Unger
CEO, WorkSmart

Business Blogging

Blogging has gone from being an online diary of sorts, to an online marketing tool that helps you gain credibility and position yourself and your business as leaders in your industry.

[Click here](#) for a few tips for getting started, should you decide what millions of others already have—that blogging is good for business!

The Business Value of Social Media Marketing

Social and professional networking simply refers to the interaction between a community of people who share a common interest. Through these personal connections you make with an otherwise impersonal medium, you can give your business a personality, build brand awareness, and equally importantly, tune in to what people are saying about you.

To learn about the difference between social and professional networking and the business value of both, [click here](#).

Make Social Networking Work

an increased presence in the Charlotte market. For clients, the acquisition means more local support and talent.

For additional details on this story, read the [press release](#).

WorkSmartWire is brought to you by WorkSmart, an Information Technology provider offering services and solutions to business, government, and education throughout North Carolina and surrounding states.

With the philosophy that reliable IT services require dedication, responsiveness, and accountability, WorkSmart partners with clients to provide managed services, onsite and helpdesk support, computer network design and implementation services, and web development.

WorkSmart is headquartered in Raleigh-Durham with branch offices in Charlotte and Greensboro and onsite support partners across the U.S. Visit www.worksmart.com to learn more.

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With nearly 7 in 10 American adults visiting social networks, opportunity exists. That makes it extremely important for small businesses to learn how to maximize their social media efforts.

If done correctly, web strategists believe that small businesses can thrive from embracing social networking. [Read more](#) to discover tips on how to leverage your social media marketing strategy.

Client Focus: United Way of the Greater Triangle

This nonprofit organization serves one in four people in Durham, Orange and Wake counties with health and human service connections impacting the four basic building blocks of life: education, income, health and safety. To learn more about how you can help by giving, advocating and/or volunteering, [click here](#).

The United Way of the Greater Triangle has set up the [ConAgra Foods Garner Plant Fund](#). 100% of your donations to this fund will benefit the victims and their families.

Teaming for Technology (T4T) is a United Way of the Greater Triangle program that refurbishes out-of-service computers for the community. They support schools, nonprofit educational programs, and families/individuals in need with refurbished computers. Their mission is to narrow the achievement gap in NC by bridging the digital divide.

The program is about: 1) Bridging the digital divide that is prevalent in underfunded schools and the homes struggling families 2) Benefitting the environment through reuse before end-of-life recycling.

For additional information, please visit www.unitedwaytriangle.org/t4t

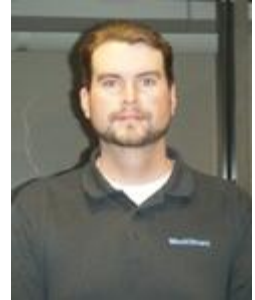
WorkSmart holds a strong commitment to the community; our team is proud to partner with an organization that shares the same passion: giving to those in need and living united.

Team Member Spotlight: Tyler Coburn, Support Center Representative

WorkSmart strives to be the premier provider in Information Technology services. With colleagues like Tyler, this initiative is possible.

"Tyler Coburn is an important member of WorkSmart's Support Center. He is both conscientious about his work and professional in his communication with clients." Jason Wood. Support Center Manager.

In August 2008, Tyler joined the WorkSmart Support Center team where he has proven himself to be a true team player. Always one of the first in the office and last to leave, Tyler's colleagues describe him as possessing a phenomenal work ethic. His extremely friendly disposition coupled with perseverance through long, complicated issues is beneficial to our clients.



In order for you to get to know him better, we asked him a few questions. Here are his answers:

Hometown: Oxford, NC

Favorite Popsicle Flavor: Purple (oh wait- grape)

Favorite Food: Lasagna, Lasagna, and some more Lasagna

If you could be on a TV show, what would it be? Heroes

Favorite TV Series: Heroes or possibly Stargate SG-1

Favorite Band/Music Artist: Pink Floyd

Favorite Hobby: Video Games or Paintball

Do you have or wish you had a catch phrase? What would it be: Doh!

Favorite month: April

Can you sing? Better than some, worse than others.

What do you wish you were doing right now? Sitting in my recliner with my ps3 controller

One place you could travel right now: I would love to go to Japan.

At the beach, would you rather play in the sand, or play in the water?
Water

Words of Wisdom: "Failure is not an option; it comes bundled with the software."

"I really enjoy WorkSmart, and I hope to continue here for as long as I can. Every day I come to work I get to learn something new. Thanks for everything, everyone!" Tyler Coburn, WorkSmart

