

THE COMMUNICATOR

TOTALLY

USELESS

INFORMATION:

- **500** : Times per second a female mosquito flaps her wings.
- **13** : Number of thrill seeking knuckleheads that have died at the running of the bulls in Pamplona, Spain in the last 100 years.
- **1.9** : vehicles stolen per minute in the USA.
- **55** : percentage of Americans who don't lock their cars.
- **0** : Number of Disney animated family classic full length stories that I can think of that actually have an intact 2 parent family.

MESSAGE FROM THE PRESIDENT

Well the new year is no longer a new year, we're a quarter of the way through. This year, not unlike most or all of the years prior, we must be ever cognizant of the changing world around us and how it effects us financially. The market is up; the market is down, interest rates go back and forth, postage, garbage pick up, gas, electricity; you name it, it's probably gone up or will soon be going up! Even if you're one of the lucky ones and your pay has also gone up, unless you ride a unicycle everywhere you go and eat rice cakes, water and air for your 3 squares, its probably effecting you too. As individuals and as business people we are all



Greg Gonzales, President

effected in one way or another. We at **Americomm** feel the crunch as well, particularly with the cost of gasoline skyrocketing. Being a service company our livelihood is highly dependent on keeping our trucks and vans well serviced and on the road (Thanks JBS Auto, Simi Valley). It is my sincere hope that with this issue of **The Communicator** we can help you avoid some unnecessary expenses. There are things

we can suggest that can cut down on what otherwise might be a billable visit from the phone companies, dare I say **Americomm**, and other service oriented companies as well. As independent as we like to think we all are I believe we are in fact interdependent. We depend on one another for a great many things. Where ever you can assist others, do so. Which reminds me, PLEASE always be courteous and call any service company if for some reason you no longer need their services. This is a biggie. No one will retire early due to this issue of **The Communicator**, but every little bit helps. Maybe you'll save enough to buy your phone vendor something nice!

Greg Gonzales

SURGE PROTECTION 101

Good clean electricity automatically comes out of the wall right? Rrrrrriiigghhtttt... WRONG! There could be a machine shop, a carwash, or construction in your building or even just on your street and it could effect your phone system detrimentally. At minimum you should have a surge protector. A little required protection but not always enough! A better plan would be to buy an uninterruptible power supply (UPS). A few extra minutes or hours of telephone bliss... in the dark. The best solution is to have a surge protector plugged into a UPS that is plugged into a line conditioner. The line conditioner levels out the electricity supply entering the system or anything else that's plugged into it. Fluctuations in levels of power (brown outs) can effect electronics just as much as outages. Imagine how inefficiently you'd work if you kept nodding off and waking up sporadically throughout the day. It'd be tough. *Or is it?* CALL US AT (805)520 -1651

APRIL SPECIALS

No charge for CAT-3 cable runs during the month of April!

Refurbished "C stock" Norstar M7310

Keysets (gray only) \$150.00 each during the month of April while supplies last!

A LOCAL PHONE SERVICE WE HIGHLY RECOMMEND...

Phone bills too high? Receiving more than one bill per month? Too many phone lines? Need help in understanding new services? If any of this hits home, we highly recommend ITS-Omnicom. ITS-Omnicom is a local dial tone and long distance provider who has helped many of our clients over the years. They do much more than simply look for lower usage cost, they make sure our clients have the proper number of



lines and services for their business. In fact, we use them ourselves! They reduced our phone bills from 12 to 1 and saved us hundreds of dollars on services we did not even know we had. Their local engineering staff did a complete blue print of our services and made some terrific changes. The best part was their services are free and really takes very little time. Their Customer Service Department is the best I've

seen in my 18 years in this industry. Every time we need to make changes or add lines we simply call them (live voice), and they handle all the changes for us without hassles and best of all, at a lower cost than we could have gotten from the phone company. Call Rick Minyard at 805-520-2844 for any questions and make sure that you let him know that you are an Americomm customer.

WHY DO PHONE NUMBERS IN MOVIES ALWAYS START WITH 555 ?

ANSWER: Because lawyers are rich enough without going to court every time an actor makes a fake phone call. And because when God, I mean the phone company first handed out phone numbers the prefixes or the first 3 digits corresponded to letters in the name of that town or area. Since the letters J,K, and L are on the #5, and

since not too many towns are named JKLville or San JKL valley, God, I mean the phone company decided in the fifties (like 100 years ago) to use 555 for phony numbers. While there are exceptions (remember "867-5309/jenny" back in 1982?) lawsuits are par for the course when this does happen. In 1994 phony numbers were

limited to 555-0100 to 555 0199, so some 555 numbers were released into circulation. As a result some numbers from some old T.V. shows now work. Like a 555 number that once ran on the cartoon 'Tiny Toon Adventure' was later used by a phone sex service; so I hear.

HELPFUL HINTS

Remember, Anytime you require labor to be performed whether its you car, house, yard, whale merchant vessel, it's gonna cost you. Labor isn't cheap so if you can avoid some of it you should. Labor cost can dramatically be reduced if you prepare. For the painter that came to my house today that meant moving everything away from the house so he could do his job quickly and efficiently. For phone and computer people that usually means several

things. Having a phone room key available before we get there will cut down on some unproductive time being billed. Clearing a path where you know we have to work is also a good idea. Getting help to move that HUGE hand carved credenza you picked up on your tour of duty in the Phillipines is definitely a money saver! When you're paying by the hour you'll want any company in and out without compromising the integrity of the job. Naturally we

love to be in your company and enjoy your companionship however we have a job to do; YOURS; and the less you spend on the what you get, the more you'll feel your money was well spent. And if the money you paid us was well spent... well you get my drift.



CORDS 101

Common problems in any industry usually come with common solutions that are simple to apply even for the layperson. In the service industry even the simplest problems like plugging in your clothes dryer will be billable to the service company called not because it was difficult or because the technician performed to the heights of his trained abilities, but because they sent out a trained technician; period. Time spent usually means time billed. To avoid some of these elementary issues costing you money do some investigating first. If cords have been switched around for whatever reason problems may occur. For instance the cord that feeds dial tone to your fax ma-

chine won't necessarily operate your phone. Phone system keysets often operate via a 4 conductor (wire) line cord whereas fax machines only require 2 conductors. Look at the ends of the cord; your simply looking for 4 gold pins at each end. If there are only 2 then possibly this cord will not operate the phone although it works for the fax or modem. Also the handset cord ('the curly one' to coin a technical phrase) is known to cause problems. These cords 99 times out of 100 are not special. They can be replaced by over the counter cords you can purchase at any electronic store. The biggest obstacle might be color or length. You know

those nifty detangler things that go at the base of your handset to keep it from getting wound too tight? Please, throw them all into a raging river of death! There is a reason that they only cost \$1.00. These cause more problems than any one item I can think of. Just unplug the handset cord and let it flop around for a minute. If you can, let it sit over night, it will spring back to its original shape and be good as new. (and you saved an eventual service call from occurring).

Americomm is of course glad to remedy these problems for you however; to save you money, we'd rather do this while we are there doing something that requires more expertise.

CALL US (877) 444-4449

“If there is righteousness in the heart there will be beauty in the character. If there is beauty in the character, there will be harmony in the home. If there is harmony in the home, there will be order in the nation. When there is order in the nation, there will be peace in the world”

Feel old? You do now...

A perspective on the world from members of the class of 2003; most of whom were born in 1985:

- ◆ Cyberspace has always existed
- ◆ Cars have always had eye-level brake lights, CD players and air bags
- ◆ Telephone bills have always been totally incomprehensible
- ◆ A “Hair Band” is a fashion accessory
- ◆ George Foreman has always been a barbeque grill salesman.
- ◆ They've always been able to choose their long distance carrier.
- ◆ Madonna has always been an aging superstar.
- ◆ A southerner has always been president.
- ◆ South Africa's official policy of apartheid has not existed during their lifetime.



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LIST OF SERVICES AMERICOMM PROVIDES :

- ◆ **Phone Systems sales and installation**
- ◆ **Voicemail sales and integration**
- ◆ **Voice and Data cabling**
- ◆ **Site Certification For Cat3/Cat5 Cabling**
- ◆ **DSL installation**
- ◆ **Networking**
- ◆ **On hold messaging**
- ◆ **Maintenance agreements**



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