

June 2005

Special points of interest:

- New: Comic Strip of the Month see page 3
- Bottom Line on Blogs
- Book Review: 2005 Technology Almanac

Aim for success, not perfection. Never give up your right to be wrong, because then you will lose the ability to learn new things and move forward with your life.

[Dr. David M. Burns](#)

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Your Twelve Point Plan For Personal Success

By *Stephan Iscoe*

No one becomes successful by accident. Success requires making a plan and sticking to it. It is simple, but does require commitment; it is not hard to do, but does require hard work. The good news is that once you begin, the results start coming almost instantly. The miracle of successful living is that the smallest step towards success attracts more success! Here is a very brief outline of the key points that will help you achieve the highest levels of success.

1. Look into the nearest mirror - the person staring back at you is the only person responsible for your success. Smile! No one else is the cause of your success or to blame for your short comings. Successful people take full responsibility for their actions.

2. Smile back at your reflection. Successful people are cheerful, optimistic, and forward thinking. If you think you don't have anything to smile about, smile anyway. Positive thoughts drive out negative thoughts. It's hard to have a negative thought while you are smiling!

3. Positive self-esteem is the foundation for success. Feel good about yourself and your abilities, achievements and potential. Don't dwell on your mistakes. Remind and praise yourself on your past accomplishments. Congratulate yourself for taking positive steps toward a more successful future.

4. Believe in yourself. You are here for a purpose. God doesn't make extras just to fill in the scenery. Find your mission and begin working to fulfill it.

5. Desire to be a success. Decide right now that you will be successful. Commit to being successful.

6. Associate with successful people. Do what they do. When faced with choices, make the choice a successful person would make. Blow your bonus check on a gambling trip or invest it?

7. Avoid unsuccessful people. Do not under any circumstances associate with negative people. Negative people are toxic; they destroy, they do not build. They are vampires that can live only by draining the life from others. The odds are greater that they will pull you down faster than you can lift them up. You can choose to stay away from all the negative people in your life. Avoid all the whiners, complainers, blamers and thumbsuckers.

8. Do what you are best at and what you get the most satisfaction from. There is no reason to stay stuck doing things that are frustrating, boring, unhealthy, unproductive, demeaning or unfulfilling.

9. Write down a vision of how you want to live your life. Be specific. Where you want to live, what kind of carpet, who your friends are, the pony's name, what the new church rec hall you donated looks like, etc. Make a Future Scrapbook; paste in pictures, drawings, essays, clippings. Make up news headlines about your achievements. Every day visualize yourself as you would like to be - and then act that way!

10. Write down your biggest goal, the one you most

want to fulfill. Write it in the present tense, "I am...", "I have...", "I contribute...". Success is the result of a personal decision, so start your goal with "I". Read your goal aloud every morning and night. Tell people your goal. Make a plan to achieve your goal and stick to it.

11. Study the science of success. Read books, listen to tapes, watch videos and positive TV programming. Talk to successful people and ask them how they became successful. Fill your mind with positive thoughts and give yourself positive self-affirmations.

12. Every day do something that brings you closer to your goal. Never give up. You can only fail if you quit trying. Keep on keeping on and you will succeed. Achieving success requires following a system. Begin today by putting these 12 points into daily practice.

Everybody experiences fear of failure, uncertainty, insecurity, low self-esteem, indecision, depression, nervousness and embarrassment. Successful people master these temporary conditions by taking positive action, by sticking to their plan, by maintaining their vision of the future, by learning from setbacks and by rededicating themselves to the pursuit of their mission. By following these simple steps you will become successful and achieve all that you desire.

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Officer Spotlight Interview: Donna Smoak, Newsletter Editor



Donna Smoak is entering her first year as the Tampa Chapter's Newsletter Editor. Donna has been employed by Cox Target Media since 1982 and has held various positions within the company. Donna started off in the production area where she hand stuffed coupons into envelopes (long before there were machines invented to perform this process). After 9 months of working in production she was hired into the shipping department. It didn't take her boss long to learn that she had great customer service and typing skills and was then asked to take on the role of receptionist/secretary to the owner and the Vice President of the company. From there she held many different positions within the Customer Service arena. She has been in the Help Desk field now for over 8 years and has been in her current position as Lead Corporate Support Representative for over 3 of those years. As the lead rep, Donna develops and implements all processes and procedures for the Corporate Support Center at CTM. She ensures that all documentation for the

Procedures and Training Manual are kept up to date and distributes new copies of the manual to her team on a quarterly basis. Donna is responsible for providing second level support to internal customers as needed and provides advice and support to first and second level support personnel as well.

She holds HDI certifications as Customer Support Specialist, Help Desk Analyst, and Help Desk Senior Analyst. She has received MOS 2000 certifications at the expert level in Word, PowerPoint & Outlook.

Donna accepted the role as Newslet-



Donna with Daughter Rikki

ter Editor the day it was presented to her by the HDI Tampa Chapter President, Cheryl Bierworth, on the way over to a Chapter meeting. The role sounded like something that was right up her alley as Cheryl, who is also Donna's boss, knows first hand what Donna could bring to the table performing this role.



Beethoven aka "Buddy"

Outside of work, Donna is a full time mom of a 16 year old daughter and has a black and white tabby cat named Beethoven or aka "Buddy".

Donna enjoys listening to Country or Classic Rock music and loves movies of all kinds.

5 Tips for Relieving Stress

1. Ask for Help with Jobs you dislike.
2. Break large tasks into bite size portions.
3. Look at problems as challenges
4. Un-clutter your life (and your closets).
5. Smile.



IT Infrastructure Management Conference & Expo

Integrated. Optimized. Fortified. Aligned. Mobile. Virtual. Agile. More than just the latest buzzwords — they're the crucial challenges we face and the technological/organizational goals we strive to reach in order to be competitive in today's fast-paced and constantly evolving business environment. Join HDI for the 2005 IT Infrastructure Management Conference & Expo and see learn to learn new solutions, network, and have fun while exploring a variety of issues. The conference will be held at the Gaylord Palms Hotel & Resort in Orlando from October 2-5. For more information or to register, visit the following site: <http://www.thinkhdi.com/ITIM2005/default.aspx>

Website of the Month

TechRepublic is a highly resourceful site for IT personnel. Membership is free and enables you to join their webinars and discussions. It is full of valuable White Papers and has a Technical Q&A section. It's Topic Centers include Security, Data Storage, Support, Development, and many more.

www.techrepublic.com



Comic Strip of the Month



"Next time, call the help desk before you try to change the toner cartridge."

The Bottom Line on Blogs

Blogs are self-published chronicles of ideas, news, facts, opinions and inspirations that are frequently updated. The term, which stands for "Web log," was coined in 1999 and has caught on like wildfire. There are now about 4 million Blogs on the Internet. Blogs can be used in several different ways. Many companies use them for communication and collaboration among distributed colleagues, partners, suppliers, customers and others. That's the most popular use. They also can be used as a unique, informal way to establish a company or individual's reputation or brand. Setting up a blog is incredibly easy. There's nothing to install and no technical knowledge required. If you can get online, you can blog. Start by signing up with a blogging service, many of which are free. The most popular are www.blogger.com, spaces.msn.com, www.livejournal.com and www.xanga.com. Unless you intend to become a serious blogger, there's no need to pay for your blog. Blogger.com, owned by Google, is simple and offers a number of templates to customize your blog's look. If you can imagine it, there's probably a blog on it. If not, start your own. You can search for blogs that might interest you on sites like www.technorati.com, www.feedster.com, www.blogpulse.com and www.bloglines.com.

Why Virus Writers Still Do What They Do

By Robert Vamosi
Senior editor, CNET Reviews
May 6, 2005



May traditionally marks the beginning of what I call the virus season, which lasts until August or September, coinciding more or less with the traditional summer break at most high schools and colleges. For example, this past week marked the fifth anniversary of the I Love You virus. So the appearance of [Sober.p](#) didn't really surprise me; what did, however, is that this is the 16th variation of Sober, not something original and new (like I Love You). "Historically," writes Mikko Hyponen, director of antivirus research at F-Secure, in a recent blog, "Sober variants have often made a pretty big hit, especially in central Europe. We'll see what happens with this one." So, half a world away, as my e-mail server ground to a crawl, overloaded with Sober.p, it got me thinking: Why *this* particular virus? Why keep hacking away at some modestly disruptive viral code instead of producing something new?

In recent years, we've seen full-on attacks from e-mail viruses such as Sober and [Sobig](#), and backdoor Trojan horse-carrying worms such as MSBlast and Sasser. E-mail viruses should be virtually extinct, right? We all know not to open attached e-mail files and to always keep our antivirus apps updated, right? And worms, they should be stopped at your personal firewall, right? Well, it's not that simple. The most successful e-mail viruses have long relied on social engineering, and in this case, e-mail promising World Cup Soccer tickets (for German speakers) or implying that your e-mail didn't go through (for English speakers) was enough for Sober to break through and cause worldwide e-mail headaches last week.

The why of e-mail viruses: \$\$\$

Not long ago, e-mail viruses were essentially dead. I said as much in [August of 2003](#). Then spammers seized upon their hidden value: active e-mail addresses. Active e-mail addresses are worth good money to spammers, who previously bought and traded discs of addresses, most of which were horribly out of date. A successful new virus, on the other hand, could automatically harvest hundreds of thousands of active e-mail addresses in only a matter of hours. There's no definitive proof that the author of [Sobig worked under the employ of spammers](#), but when a virus steadily improves over time, it suggests that someone was perfecting harvesting skills. Sobig wasn't merely the by-product of a geeky ego trip; this was business. The same could be said of Sober, a relatively minor virus, except that now it's managed to clog up e-mail servers worldwide.

The worm writers' agenda: \$\$\$

Worms, on the hand, are useful for building *botnets*, which are "Own3d" computers, unprotected computers in homes and offices worldwide compromised with secret backdoor Trojans remotely controlled by a few people. Botnets, like active e-mail addresses, have economic value. They can be bought, traded, or sold. By cobbling together a botnet of, say, 10,000 owned computers worldwide, you could then sell control to someone else who'll use it to shut down a midsize e-commerce site, unless that site pays out protection money. Such extortion has already occurred. TCP, one of the main protocols used on the Internet, uses a three-way TCP, one of the main protocols used on the Internet, uses a three-way handshake to connect

your browser to the Web site you want. Your browser initiates the process by sending a Syn data packet to synchronize and establish communication with the server hosting the Web site you want to visit; the Web server then sends back an Ack packet in acknowledgement of having received the Syn packet, and, finally, your browser returns an Ack packet to the server opening the connection. In a distributed denial-of-service (DDoS) attack, however, those 10,000 owned computers in a botnet all try to connect to one specific site at once, then keep trying to connect—before the site can acknowledge the original request, creating a Syn flood. Pretty soon the e-commerce site is so busy trying to acknowledge all the requests, which remain open for several long seconds, that no new requests can be processed. You'll see a 404 error on your browser instead, and the site, unable to service users, starts to lose money.

In 2004, the original MyDoom worm attempted to shut down Microsoft's Windows Update site (the site was moved before the appointed hour); however, subsequent MyDoom worms successfully shut down SCO Linux and several peer-to-peer music networks. Online betting sites have been targeted for extortion prior to World Cup soccer finals or American football or baseball play-off games. Numerous mom-and-pop e-commerce sites have also been victimized, some of which just pay and don't even bother to report the extortion.

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Note from the Newsletter Editor:

If you have any articles, book reviews, comics, office humor, etc., that you may come across that you think would be great to share in our newsletter, please email them to me @ donna_smoak@coxtarget.com

Thanks,

Donna

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Virus writers now legit or underground

I think the really good virus writers, the creative ones who challenged the antivirus community with innovative ways of stealing control of a remote computer, have turned their attention elsewhere. There was a definite lull in virus activity during 2003, and I think that period marked a clear transition from random pranksters writing code to dedicated professional virus writers. Virus writers without a criminal record have since taken lucrative security jobs or have simply gone underground, still writing code for each other. A few, though, appear to be getting paid to tweak the latest variation of MyDoom and perhaps Sober.

I say this because when I first started writing about computer viruses back in 1999, there was a new type of virus hitting every week or so. Now, original viruses--Sober, Netsky, MyDoom, Sobig--occur infrequently, and even then resurface ad nauseam as variations on a theme. But virus writers may be tripping themselves up with this approach. Where original viruses are unique, repeat viruses give law enforcement more clues about their author or authors. Coding is somewhat like a fingerprint, with certain programming tics or embedded comments identifying individuals.

Now that the hobbyists have left the virus-writing arena and the criminals (interested in making money) have started taking over, law enforcement, relying on traditional patterns of criminology, should be able to arrest those responsible. Until then, however, get ready for a few more iterations of Sober, MyDoom, and perhaps even Sobig. Virus season 2005 has just begun.

Book Review: 2005 Technology Almanac Leo Laporte



Millions of geeks and proto-geeks suffered major withdrawal pains when Leo Laporte disappeared from the old TechTV, just as that network was fading into history. Now G4TechTV has risen from the ashes, resurrecting Leo's legendary computer help program, *Call for Help*. But, in 2005, you can have Leo every day -- without worrying about the vicissitudes of the cable TV business. Just get *Leo Laporte's 2005 Technology Almanac*. Here's a whole year's worth of Laporte's best new tech advice in one place: authoritative advice, quick tips, downloads, and cool stuff you never knew you could do. All organized

into bite-sized entries and sprinkled with history (did you know what day *The Simpsons* premiered?). For example, Laporte's "January" entries are designed to help you break in your new PC. Santa's not bringing one? No sweat: Laporte's tips on ergonomics and power protection are just as useful to you. Even more valuable is his guidance on security and privacy. (Do you know how to encrypt your files and email or keep folks from tracking the web sites you're visiting? Did you know every newsgroup message you sent in the 1990s is still searchable by Google? (Hope you're not

running for Congress!)

Laporte, a notorious gadget hound, also offers up 52 "Gadgets of the Week." Here, you'll find everything from the world's tiniest camcorder to the Wacom Cintiq for Mac, a touch-sensitive graphics pad that doubles as an 18-inch LCD. Our fave is a web-connected pet communication and feeding system: Call your pets from anywhere on earth, release food, and watch them chow down via Webcam. Only \$500. Such a deal. And where else would you hear about it?

Bill Camarda - Barnes and Noble