



CREATIVE COMPUTER SOLUTIONS  
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Essential Stream



- December 2009**  
In this issue. . .
- ▶ Welcome
  - ▶ Replace Your Old Technology
  - ▶ Upcoming Expiration
  - ▶ Thank You Notes
  - ▶ Ways to Thrive
  - ▶ Like Waves on an Ocean

**Three Ways to Thrive in an Uncertain Economic Upturn**  
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Signs of a possible upturn are reenergizing businesses. However, this recession isn't ending in a sharp economic upturn.

"We know that the fall has stopped, but we are not yet sure whether the economy is going to grow again fast," said Olivier Chatain, assistant professor of management at The Wharton School at the University of Pennsylvania. Because consumers have lost money and are still worried about their jobs, "it's not clear that demand will bounce back very fast."

The hopeful outlook is overshadowed by a projected slow recovery riddled by ups and downs. So, businesses are struggling to adapt to a new normal: uncertainty. Experts offer advice in three key areas for operating in a hopeful, but uncertain, economy.

[Read more](#)

## Welcome

Greetings to you on this cold December morning. I hope that this newsletter finds you well and staying warm. With temperatures in the single digits, it certainly feels a lot like Christmas! The decorations, the lights, the delicious smells, it is all so wonderful.

CCSI has had a fantastic year in great deal to you. . . our clients, our community, our friends. This year at CCSI, we have had some super fantastic things happen like the addition of Justin Hayden to our family, the birth of Todd Johnson's new baby boy, and even during uncertain economic times, we had growth. This year has not been without its challenges as well. Shelly Way recently learned that her husband has cancer, Jennifer O'Neil last night had to take her son in for emergency surgery due to a blockage in his liver, CJ Mayville's wife and son were in a car accident and recovering well, and Sean Guerrero's daughter had an allergic reaction to a medication earlier in the spring that put her in a coma for over 30 hours. Despite the challenges, we are stronger and more of a family at CCSI than ever. We have the most amazing team and I'd just like to say thank you to each of them for making CCSI the company it is today!

There is no more fitting time then the holidays to express to you my sincerest gratitude. We are truly blessed and feel privileged to serve you. As clients, as our neighbors, as our partners. THANK YOU FOR THE HONOR.

In lieu of holiday gifts this year, CCSI chose to make donations to various charitable organizations. It fills our hearts to be able to help those within our community. Our team worked hard this year participating in a variety of events for our communities. I couldn't be more proud of the constant involvement this team has in helping those in our own backyard. Again, thank you team!

I hope that 2010 brings you great success and further strengthens our relationships with each and every one of you. Until the next time. . . Merry Christmas, Happy Hanukkah, Feliz Navidad, and Joyeux Noel.

Mele Kalikimaka,

Scott Huotari



## Like Waves on an Ocean

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## Unconsciously, you are influencing the lives of those around you

Four of the greatest physicists in the world came from a small town in Germany. Tracing their lives, someone discovered that all four were taught by the same high school physics teacher. Obviously, that teacher touched each of these men in a special way, when they were just boys.

Without knowing it, he touched the entire world.

It's the same with you. You may not be aware of it, but you too touch the entire world. Your influence flows out from you, often imperceptibly, like waves on an ocean.

[Read more](#)

*We would accomplish many more things if we did not think of them as impossible.*

*- Vince Lombardi*

## Laugh a Little

## Replace your Old Technology Now and Save

reprinted with permission from the HP Small Business Center

It can be tempting to avoid new purchases when dealing with a tight budget or a need to cut costs. When it comes to your office's computer equipment, however, delaying a PC refresh can actually increase your operating expenses. Maintenance and support costs go up significantly over time, and productivity goes down.



Learn about the major costs associated with maintaining and supporting PCs and the six ways in which a PC refresh can benefit your business.

### 1. Save on repair costs

For most businesses, it's best to replace aging equipment rather than repair it. Maintenance costs on PCs more than three years old can run nearly two and half times higher than on a new PC [1]. From software crashes to hard drive failure, a lot can go wrong as a computer ages.

[Read more](#)

## Upcoming Expiration of the 2009 ARRA and Section 179

The Economic Stimulus Act and Section 179 "The American Recovery and Reinvestment Act of 2009" has been officially extended. The Section 179 Deduction increases made available in the Economic Stimulus Act of 2008 through December 31, 2009, if you have purchased and installed the equipment.

With the current news that is all around us it is sometimes hard to justify opening our pocketbooks and investing in our companies. We all know that the best way to improve ourselves and our businesses is to invest time, energy and money in accomplishing our goals. As the year draws to a close you need to take a look and see what can be done to improve your business. The decision to improve may save you money.

With the changes to the Section 179 Deduction made by the Economic Stimulus Act signed in February 2008 there are some exciting benefits for business.

[Read more](#)

## The Importance of Thank You Notes

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The importance of writing thank-you notes was reinforced to me years ago when I was on a Delta Airlines flight to New Orleans. I fly a lot, usually a couple flights a week -- so when it comes to the service provided by flight attendants, I'm sort of an expert.

On that particular day I received exceptional service from the moment I boarded the plane. The flight attendant hung my coat up, got me some lemon water, which is what I always drink, and provided excellent meal service. She smiled easily, had a positive attitude and just seemed so happy to be of help.



And it wasn't just towards me. She treated all the passengers the same way. So, I took out a piece of paper and wrote a thank-you note to the president of Delta Airlines. His name was listed in the inflight

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DEAR TOMMY,  
NORMALLY I'D LEAVE  
A LUMP OF COAL,  
BUT I'M REDUCING  
MY CARBON FOOTPRINT



magazine. In the note, I was very specific. I referred to the flight attendant by name, which happened to be Linda Williamson, and I described exactly what she had done. Then, before sending it in to Delta, I gave it to Linda to read.

Why did I do that? Because it's important for people to know what they did right, so they can do it again. [Read more](#)



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