

FOXFIRE

M A N A G E M E N T

OUR SERVICES

- **Administrative Management**
- **Convention / Trade Shows**
- **Financial Management**
- **Marketing / Communication**
- **Meeting / Event Planning**
- **Membership Services**
- **Leadership Development**
- **Strategic Planning**

Foxfire Management is a full-service association management company offering a complete package of services to keep associations at the forefront of today's competitive markets. Our services include business solutions by providing specialized professionals to execute the important details of your association in a cost-efficient method. We offer outstanding customer service for your membership and governing body while maintaining the budget and integrity of the association.

Message from the President

Are You Prepared?

Life today is unpredictable. On any given day newspapers will carry an article about SARS, bird flu, killer bees, new flu strains, terrorism, natural disasters, bad weather, or black-outs. We receive news reports, alerts, gossip, and misinformation about how challenging these threats are. And yet, there's a lack of good information about what should be done should a disaster strike at the office or home.

Research has shown that, given a disaster, most people's first concern is for their family and coworkers. And because your family may not be together when a disaster occurs, each of you should keep vital emergency information on your person at all times. Such information should include your name, date of birth, blood type, social security number, any special medical conditions, telephone numbers, home and work addresses, and insurance policy information.

The next thing you should do is have a designated evacuation location where the family can meet in the event of an emergency. This might be as simple as a tree in your front yard should the house catch on fire; or as complex as a specific street corner in the event of a terrorist attack.

Much has been said about having an evacuation kit, but most people who do not live in a terrorist-prone targeted area don't generally think it applies to them. But a forest fire threatening your home, or an approaching hurricane, or a sudden tornado also require you to have basic essentials near at hand. At the very least a "Go Bag" should include a radio, flashlight (with extra batteries), whistle, medical supplies (first aid and medications), food and water for up to 3 days for each person and/or pet, personal identification information, money, and a survival blanket.

It's easy to assemble these things in a lightweight tote bag or backpack. Keep it by your front door. You may never need it, but you'll have the peace of mind knowing it's there.

Joyce Perhac
President
Foxfire Management, Inc.



Foxfire Management

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Cool Ideas!

“Outlook” Add-Ins (www.sperrysoftware.com)

If you use Microsoft Outlook as your e-mail program, Sperry Software offers 36 very cool ‘Add-Ins’ to help you manage your contacts, appointments, reminders, distribution lists and much more! Do you forget to attach the attachments when sending an e-mail? They’ve got a program that will scan each e-mail before it’s sent and remind you to attach the file. Or, if you send a lot of e-mail and then forget which ones are waiting for a reply, you can use the “Follow Up Reminder” program to have those e-mails waiting for a response right at your fingertips.

TV advertising IS possible on a small budget

Regardless of your budget, TV advertising is now possible, thanks to an innovative new start-up. Spot Runner (www.spotrunner.com) makes a 30-second ad spot available to marketers of all sizes at prices starting at just \$499. Using Spot Runner’s Web-based technology, you create an advertising spot from their library of thousands of professionally produced television commercials, complete with photography, music and graphics. Once you create a media piece, check the up-to-the-minute inventory of time blocks available (some slots cost less than \$100), and lay out an entire ad campaign with just a few mouse clicks.

Now that’s cool!



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OUR HALLMARK IS THE PROFESSIONALISM AND ATTENTION TO DETAIL WE PROVIDE IN ALL ASPECTS OF THE SERVICES WE OFFER.

- ### Technology Tip
- #### Passwords
- Passwords are the keys to unlocking your computer, accessing your email, checking your bank account, paying your electric bill, or participating in online forums. The objective is to prevent hackers and thieves from gaining access to your personal information. The simpler your password, the easier it is for others to guess it, or for hackers to use specialized programs to crack it. Here are some tips:
- Don't use words from the dictionary
 - Don't use common names, birthdays, phone numbers or information about yourself
 - Don't use the same password for all of your logins
 - Do use a combination of at least 8 upper and lower case letters, numbers and special characters
 - Consider making your password like a vanity plate, such as ILLK2CR8
 - Consider choosing a line from a poem, song or statement and using the first letter from each word
 - Do change your passwords regularly