TECHNOLOGY TIMES

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"
presented to you by MACRO Systems LLC

Macro Systems, LLC.

"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine*! Call us and put an end to your IT problems.
One call does it all!"

Howard F. Cunningham, Jr.
President and Founder

SERVING THE METRO DC AREA FOR OVER 20 YEARS

Volume 12, Issue 10,
October, 2012
Fairfax, Virginia

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5 Simple Steps To More Productive Employees

Most business owners would agree that your most valuable assets (and possibly your most time-intensive resources) are your employees. No business owner is an island and in order to run a successful company, we need to rely on quality, ñA playerò people to help us get to our goals and beyond. So, how do you make sure that you get the most out of your star players? This easy to implement list can provide you with some noticeable differences in your employeesô performance.

1. **Offer Incentives**. To help drive your team toward important company objectives, you can structure a bonus program around meeting or exceeding those objectives. Though some incentives are monetary, you can also offer other rewards such as trips, days off, restaurant gift certificates, movie passes, or free parking for a month. Just the recognition for extra efforts can often be enough to motivate an employee to push beyond their previous performance.

2. **Tell 'Em That You Love 'Em**. Make sure your employees know they are important. Business owners sometimes forget the power of sincere compliments. And, whenever possible, praise your employee publicly in front of their co-workers, spouses, or friends. If they know you will pat them on the back and notice their hard work and results, they will be more inclined to produce.

3. **Include Them In Company Decisions.** Though most business owners are used to calling all the shots, there is definite power in allowing your employees to have some control. Make your employees feel like they are on the same level as you and that their opinions and feelings matter. It will have a big impact on how much they care about your organization and, ultimately, how much effort they put into making it successful.

4. **Give Them More Responsibility.** This one probably sounds like the easiest to do. If your people are top-notch folks, they will feel a sense of pride when you give them higher-level challenges then what they currently face. Typically, people will rise to the level of expectation you set for them.

5. **Show Them The Way.** If you want your employees to act a certain way, respond to customers with certain flair, or support each other as a team, then you need to do the same. Do what you say you will do and expect the same from them. Let them feel that you are there for them through your leadership to keep them inspired.

MACRO is a computer science term that specifies a short or simple input sequence which is mapped according to a defined procedure to create a more complex output sequence.
WHEN YOU CALL ON MACRO Systems LLC. ONE CALL DOES IT ALL

Fall Referral Contes
²Yœu Can Win a Fre
Visa Gift Card!

We love having you as a customer and, quite honestly, wish we had more like you! So]v•š }(iµ•š Á]•Z decided to hold a special ^Œ -ä- (ŒE] v _ }vš • the end of November.

Even if your referral doesn [š Z]Œ µ•U šZ Ç[oo having a third-party conduct an audit of their systems. Normally we charge for this • ŒÀ] U µš Á [oo them free since you referred them.

The prize is a $100 gift card for the individual who provides the most quality leads. A quality lead for MACRO is a business owner with 5-50 computers that might result in an assigned managed service contract.

Call us at 703-359-9211 or email treyc@macrollc.com with the name of a fellow business owner or two you know who could benefit from }µŒ • ŒÀ] •X dZ (obligation for them to buy anything.

Howard joins the National Board of Directors of QCWA

Macro Systems president and founder Howard F. Cunningham, Jr. was recently elected to the Board of Directors for the National Association of Quarter Century Wireless Association Incorporated (QCWA).

QCWA is an organization of Amateur Radio operators who have been licensed for a minimum of 25 years, or a "quarter of a century", and promotes friendship and cooperation. Founded in 1947, QCWA has over 5,500 active members spread all over the globe, though primarily in US and Canada. QCWA also offers a number of cash scholarships for college each year to worthy radio amateurs. There are 220 local chapters of QCWA.

Howard belongs to the Vic Clark, Chapter 91 which has served the DC Area since 1975. Howard was licensed by the FCC in 1975 as WD5DBC and has been active since then in emergency communications.

Once again, Howard will lead the communications team at the annual Marine Corps Marathon (MCM) on Sunday, October 28th. This will be the 37th time the annual 26.2 mile race of 30,000 participants takes place, beginning on the streets of D.C., taking a new direction through Crystal City, and finishing at the Marine Corps War Memorial in Rosslyn, VA.

Established in 1976, the MCM is currently the fifth largest marathon in the United States and the ninth largest in the world. Nick named ñThe Peopleôs Marathon,ò the race is open to all runners 14 years of age or older and is the largest marathon not to offer prize money. The course is certified by USA Track and Field.

Howard will continue helping make the race as safe as possible by coordinating 127 Amateur Radio Operators from the Marathon Course Operations Center. His assistance helps these Operators provide real time runner injury information from the course and aid stations. Semper FI!