



The Latest News from More Power Computers



More Power Computers, Inc.
Serving The Lower Columbia
Region Since 1994.

Special points of interest:

- > Longview/Kelso Business Expo 2009
- > The Belle Of The Ball At The Expo Was The ASUS Eee PC Netbook.

More Power Computers Visits Business Expo 2009

More Power Computers attended the "Outsideln" Business Expo sponsored by the Kelso Longview Chamber of Commerce and met many wonderful people representing exciting businesses in the local area. Thank you to everyone that stopped by and visited with us at our table!

Many who visited us signed up



for a drawing to win a free 22" widescreen LCD monitor. It was won by Nadine Lemmons. Congratulations on winning the monitor!

One of the things we enjoyed most was being able to walk around the Expo Center, meet people, and have them sign

onto our website. However, the most popular item we showcased at the Expo was not really a "netbook" com-



puter. Netbook computers are designed for working on the internet, hence the name netbook. It weighs about half of what a typical laptop weighs, yet has an ample 160 GB hard drive, so games, applications, pictures, and more can be stored on the netbook. Its battery can last up to 5.9 hours depending on configuration, and it only costs \$399 so its very affordable for most people and small businesses. Whenever an open internet hotspot is available it can connect wirelessly, but it can also connect by ethernet cable to a DSL

or cable modem. To see one, just stop by our store, located at 107 First Street, Rainier, Oregon.

One of the connections we made was with the company Current Home Technologies. They are a state certified electrical contractor that specializes in low-voltage systems design and installation in the SW Washington and Portland Metropolitan area. If you're building or renovating and want to integrate technology into your home, Current Home Technologies offers consulting, design, engineering and installation services that include: Integration, Home Theater, Multi-Room Audio, Security, Structured Cabling, Lighting Control, Surveillance Cameras, Intercom and Energy Conservation systems. For more information, visit them at: currenthometechnologies.com

- > Is Your Competition Sitting And Waiting? Don't You Want To Be Ahead Of Your Competition?

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Moving Ahead While The Competition Waits

People and businesses have to make tough decisions everyday, but the impact of those decisions are felt more when the economy is rough. There are those who are cautious and want to wait and see, hoping things will return to what they were. But how long can you afford to wait? Then again, why wait?

Is your competition sitting and waiting? Don't you want to be ahead of your competition? Consider that the Small Business Administration (SBA) praises the Stimulus Bill, saying it "will truly help small business owners affected by the credit crunch, and will provide financing opportunities." These opportunities

include a new loan program to help small businesses pay off debts as well as money for technology and staffing. Could you benefit by improving your business technology? Consider getting a technical benchmark done. That way you'll know what is working well and what you need to improve to be competitive.



Your TOTAL IT solution since 1994!

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A Paradigm Shift Without A Clutch

In the Fall of 2008 there was fear. The economy was tanking, or at least that's what the media was selling, and so people were not buying. People became more cautious, a natural and logical response, but it led to some self-fulfilling prophecy affects on the economy. For about 6 to 8 weeks or so we had a slow down. But people still have to get services or things that they need, and business picked up again. People suddenly are making different choices than before. People re-evaluated what they needed. In a way this may be a good thing for some companies and a bad thing for others. It is an opportunity to look at what value means. For some, it means people are looking at their technology and asking it to perform longer. That means either fixing it, upgrading it, or

when purchasing new equipment they are asking for higher quality so it lasts longer. At other times people have made choices based only on up-front cost. But low up-front cost equipment can often result in consequences later. For example, let's say you need a new monitor. You could get a monitor with a 3 year warranty for \$180, or a monitor with a 1 year warranty for \$100. But if the cheaper monitor fails shortly after the 1 year warranty and you have to buy another and another, that means in about 3 years you've actually spent \$300. That's \$120 more than if you bought the better monitor, plus the hassle of reconnecting equipment and the downtime when you can't use your computer. Real value must be perceived by what products really cost over their lifetime of ser-

vice. This has always been true, but people are looking more closely for it. That is a sudden paradigm shift from the disposable view we've had for so long. And as people are becoming more attuned to perceiving value and thinking long-term it means there are opportunities to meet those needs. Here at More Power Computers we've been busy servicing computers, upgrading them, and making them last longer. When a customer has wanted to buy a new computer they have repeatedly expressed the desire to get something that will last a long time. If you want to do well and even grow your business in this economy think of the best value for your customer, take time to explain the benefits, and you will succeed. A shift toward value is really a good thing.