E-mail Under Siege: Ground Rules For Surviving National Epidemic Of Spam

(NAPS)—E-mail, the “killer app” that has transformed the electronic revolution to millions of businesses and individuals around the world, is facing a challenge of its young existence. Unwanted e-mail solicitations or “spam” in hosting services—such as the huge increases in performance enhancement to phony appeals by individuals and mass appeal of a user base—making it clear that spam has become a ubiquitous morning ritual for almost everyone.

Recently, a customer survey by Hostway Corporation, a leading Web hosting provider that serves over 300,000 business clients and more than two million business e-mails boxes worldwide, revealed that, on average, its customers who do not use the spam filtering service spend 20 minutes a day deleting spam from their inboxes. That’s five days a year people are wasting—a staggering amount of lost productivity.

People’s reaction to spam ranges from passionate anger to resignation, yet the fact is, spam has become a national epidemic, however, and it will not go away without a unified action plan. “The industry can no longer simply rely on individuals to take responsibility to protect themselves against spam,” stated John Lee, director of marketing at Hostway. “Spam should be eliminated in a way transparent for Hostway. “Spam should be something that, on average, its customers can concentrate on the big picture, knowing that for Hostway at www.hostway.com or call 1-888-290-5170.

Effective Filters: Every Internet service and Web hosting provider should offer this feature on the server level to filter out spam. Hostway provides its customers with CleanMail™, a system that filters out spam and viruses. This solution still allows companies to set a master filter, as well as letting individuals set their own filters along with a white list (e.g., never block anything from the people in the white list). This gives customers a powerful tool that is easy to use and flexible.

Cooperation Among Internet Infrastructure Providers: According to Lee, most of the world’s e-mail systems are concentrated in the big hosting providers like Hostway and a vast majority of the Internet traffic flows through a handful of backbone providers. It is these players who should be working together to come up with a solution. They have the most to lose if the greatest killer app of the Internet age collapses under the weight of spam. Internet infrastructure players should get together and set up an early warning system and a way to track down the worst offenders.

All of this requires agreement by key Internet players and governments to combat software piracy. Basically, it amounts to the old fashioned poor pressure of war and, potentially, to the community, which translates to letting individuals set their own filters along with a white list (e.g., never block anything from the people in the white list).

For more information about spam and e-mail, contact Hostway at www.hostway.com or call 1-888-290-5170.

When you get to the end of your rope, tie a knot and hang on.
—F. Scott Fitzgerald

Vitality shows in not only the ability to persist but the ability to start over.
—William James

I may not have gone where I intended to go, but I think I have ended up where I intended to be.
—Douglas Adams

The best use of life is to spend it for something that outlasts life.
—William James

Small software developers cannot afford piracy.

When did you buy your last non-energy product—ones that have proven results in reducing global warming, pollution and greenhouse gases? When did you buy your last car without a visible engine? When did you last buy an appliance without a visible motor? When did you last buy a computer without a visible innards?

Identifying Good Investment Advice

(NAPS)——Today’s African-American students are the history makers of tomorrow. Helping these deserving young people get the education they need to achieve: a new program at a popular fast-food chain that makes it easy to graduate from college scholarships and 529 plans, or the Tom Joyner Platter. The focus is on buying into hot markets, but about time in the market. The focus is on buying into hot markets, but about time in the market.

Research, “Good advice should be durable, sound and tailored. Ultimately, good advice should be in peace of mind for investors.”

For more information about getting good investment advice, visit the Schwab Center for Investment Research at www.schwab.com or call 1-800-750-9203.

(NAPS)—Advice on how to invest your hard-earned money comes in all shapes and forms. Brokers, television experts, financial advisors, friends and relatives—they all have opinions on the best way to invest. The challenge is to find consistent and useful guidance that you can rely on.

The best investment advice varies depending on each individual investor’s situation and comfort level. But first, you should help break down the numerous investment options into a plan that best suits each investor. It should take into account your investing goals and style.

But how do you evaluate the advice that you receive? In order to be fully informed, what advice is right for your investing style, there are some keys to identifying good advice and some of the warning signs for bad advice.

Good investment advice uses time-tested strategies that are designed to help you meet specific long-term goals. The one constant is risk; tolerance and time horizon are all personal—just like you. You should develop an investment strategy that fits your needs and style and will help you reach your goals.

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Good investment advice offers buy and sell tips geared toward your unique situation and encourages a diverse portfolio that will survive market ups and downs, as well as take advantage of good opportunities as they arise. It focuses on the long-term, recognizing the fact that successful investing isn’t about timing the markets, but about time in the markets.

Questionable investment advice provides the same, small selection of recommendations to all investors regardless of size, portfolio or performance. The focus is on buying into hot stocks and market momentum rather than focusing on undiscovered opportunities.

When evaluating advice, ask yourself how it stacks up to these guidelines. The bottom line is that getting good investment advice should help you understand the potential risks you are taking and what you can do to build and maintain a flexible portfolio. It should help you to remain disciplined in your investing and make decisions based on time-tested strategies that will benefit over time—not from quick gains. Above all, investment advice should help develop an investment strategy that fits your needs and style and will help you reach your goals.

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