Free to low cost technology solutions to run your small winery

Panelists:

Mike Blom (Owner, Napa Barrel Care)

Dani Forsey (Business & Marketing Specialist)
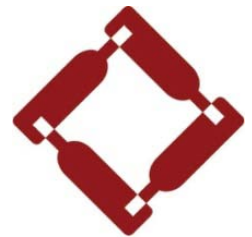
Brad Gates (Director, Technical Infrastructure

  Services, Foster's Wine Estates Americas)

Moderator:

Beau Redstone (IT Strategy, BI & CPM Consultant)

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The big picture

President Barak Obama's use of Social Networking
and other internet websites to market his product
during the 2008 Presidential election campaign.

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Now down to our world

COO's are not IT Managers

Supporting all IT systems internally is cost-prohibitive for a small company

There are hundreds of low-cost and free tools available on the internet and elsewhere to help the bottom line and keep folks doing the jobs they were hired to do.

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Panel Protocol

The panel will be asked a series of questions throughout the session.

Questions are encouraged and will be addressed throughout the session.

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Mike Blom – Napa Barrel Care

Racking, Topping, Blending; Fining and SO2 additives

Internet based transactional database software solutions to run your shop floor.

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Dani Forsey-Brown – Business & Marketing Specialist (formerly with the St. Helena Chamber of Commerce)

Hosted a class at Napa Valley College on free and low

cost software solutions to help business.

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Dani Forsey-Brown – Business & Marketing Specialist (formerly with the St. Helena Chamber of Commerce)

Dani's top Eleven

Conversion/Sharing Tools

Survey Tools

Meeting/Collaboration Tools

Productivity/Search Tools

Fax & e-mail Tools

Networking/Telecommuting Tools
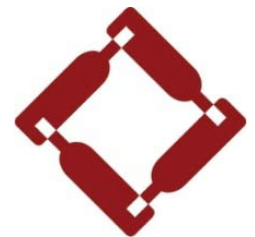
Blogging and Wiki Tools

Anti-virus/Computer Maintenance Tools

Messaging Tools

Multimedia Tools

Reference Tools

Other resources to be provided at the end of the presentation.

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Brad Gates - Director, Technical Infrastructure Services, Foster's Wine Estates Americas

Low cost Consumer-Direct customer management and shipping software solutions

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Mike Blom – Napa Barrel Care

Racking, Topping, Blending; Fining and SO2 additives

Internet-based computer backups

Internet-based Microsoft Outlook Solutions

Internet-based tools for legal reporting

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Brad Gates - Director, Technical Infrastructure Services, Foster's Wine Estates Americas

Google docs / Google apps

OpenOffice.org from Sun Microsystems

On-line offering of Microsoft Office 2010 will be

available in the first half of 2010

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Dani Forsey-Brown – Business & Marketing Specialist (formerly with the St. Helena Chamber of Commerce)

Additional low cost/free tools for helping to manage your small business…

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Q&A

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Additional Resources

The Jing Project: Best screen captures and screencasts

2. www.FreeConferenceCall.com : No, really – free conference calls!

3. Live Mesh: Synchronizes my files when I travel

4. istockphoto: Are you kidding? Great stock photos for a buck?

5. Picnik: Easy online photo editing in minutes

6. Elance: Affordable place to find a freelancer for your every need

7. dafont: Free fonts for every occasion

8. Pixie: Shows the color codes you need to personalize your graphics

9. WordPress: The best blogging tool ever

10. Adobe's Buzzword is an online word processor that lets you document files from anywhere, collaborate with others and control versions.

11. http://99designs.com for logo design. For a small fee, you set up a contest for your logo, and thousands of designers can take a stab at winning your prize money.

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Additional Resources

Conversion/Sharing Tools

1. PDF conversion software – try www.123FileConvert.com and www.pdf995.com 1-2-3 FileConvert has a free trial then a low cost. PDF995 lets you have the converter for free if you'll watch an ad. www.cutepdf.com creates PDF documents on the fly.

2. More PDF help…if you have Office 2007, a free plug-in makes it even easier.

3. People love www.yousendit.com for transferring large files. The Lite version is free and allows files up to 100MB. *It worked beautifully…and it's FREE. For small or solo staffers that have a small server limit.*

4. Promising to host videos, documents and pictures forever, for free, www.Divshare.com can also act as a file-sharing resource.

Additional Resources

Conversion/Sharing Tools

1. PDF conversion software – try www.123FileConvert.com and www.pdf995.com 1-2-3 FileConvert has a free trial then a low cost. PDF995 lets you have the converter for free if you'll watch an ad. www.cutepdf.com creates PDF documents on the fly.

2. More PDF help…if you have Office 2007, a free plug-in makes it even easier.

3. People love www.yousendit.com for transferring large files. The Lite version is free and allows files up to 100MB. *It worked beautifully…and it's FREE. For small or solo staffers that have a small server limit.*

4. Promising to host videos, documents and pictures forever, for free, www.Divshare.com can also act as a file-sharing resource.

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Additional Resources

Survey Tools

 1. Many of us rely on the free version of www.surveymonkey.com . You're limited on the number of questions and responses, but it frequently gives you all you need.

2. Try the sister product, www.pollmonkey.com . *Nice for a website that you can change often, or link in an email to members.*

3. Readers added www.zoomerang.com to the low-cost list with its own free version.

4. www.Wiggio.com helps you send mass text and voice messages, poll groups in real-time, store files and set up conference calls.

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Additional Resources

Meeting/Collaboration Tools

1. For online collaboration, try www.pelotonics.com , a collaborative work environment, great for working with outside vendors, committees, telecommuters and more. One or two projects/communities are free, with low-cost options for more. Other options: www.basecamphq.com , www.grouploop.com, www.collanos.com.

2. One of the best free things out there is www.freeconferencecall.com for telephone conference calling. If users are dialing into a typical (not toll-free) number, the service is free. Toll-free conference calling is $.10 per minute per incoming phone call.

3. You can use www.evite.com for business applications as well as your social obligations. *Evite helps with scheduling meetings, especially committee meetings, because you can send multiple times/options and all parties can see other's availability/preferences. It can also poll for times, send reminders, thank yous, etc.*

4. Another meeting scheduling aid is www.meetingwizard.com, which also offers a free version.

5. GoToMeeting and GoToWebinar are great do-it-yourself tools for online meetings and webinars, starting at $49 a month: www.gotomeeting.com . Need a truly free alternative? Try www.dimdim.com.

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Additional Resources

Meeting/Collaboration Tools

6. Create your own message board for a group discussion at www.QuickTopic.com. You can post and receive messages via email.
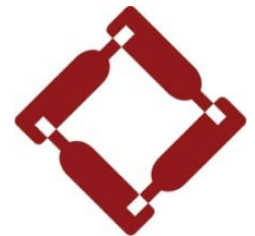Adobe's Buzzword is an online word processor that lets you document files from anywhere, collaborate with others and control versions.

8. The ultimate *anti*-meeting tool, sign up to receive a call at a predetermined time to help you "get out of any sticky social situation." Don't ask me… try www.getmooh.com.

9. Doodle is another free tool for setting up polls and meeting times. http://www.doodle.ch

10. Toggl is an inexpensive time-tracking program that can track your time along with your team's hours. A free version gives you unlimited projects and team members, tasks and workspaces.

11. TimeBridge is designed to help busy people find a time to meet – fast! It also integrates with Google and Outlook calendars. *Similar to Doodle, TimeBridge lets you find best meeting times between participants. The downside: it only gives you only five choices (Doodle's seem infinite). The upside: it integrates with both your Outlook and participant's Outlook calendars!*

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Additional Resources

Productivity/Search Tools

1. How much time do you spend checking your email? How many blogs do you visit on Friday afternoons? You need this tool, but you're not going to like it. J Download WorkTime from www.NesterSoft.com for $29.95. It monitors where you spend time when the computer is on.

2. Award-winning Remember The Milk reinvents the To-Do List for the web. An A+ productivity tool!

3. When you need another day to deal with an email, just forward it to 24@hitmelater.com, and you'll get it back in 24 hours. You can replace the "24" with another number or a day of the week (4@hitmelater.com will send it back in four hours; Wednesday@hitmelater.com gets it back the upcoming Wednesday). No registration needed, but visit www.hitmelater.com. Also try www.emailfuture.com to send yourself emails in the future.

4. Use www.xpenser.com to track expenses for free. Record your expenses as soon as you incur them from email, text, Twitter and more.

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Additional Resources

Productivity/Search Tools

5. Paper Tiger creates a searchable database for your paper files, promising to help organize your office quickly and efficiently. *We all spend way too much time searching for files that we know are around, but can't put our hands on. Once it is set up, Paper Tiger means a quick trip to the filing cabinet to get exactly what you need.*

6. By far my favorite search tool is free at desktop.google.com . It searches your entire computer at once, easily finding all instances of the word "potato" in emails, spreadsheets, Word documents, etc.

7. Have writers block? Go back to the basics with this simple text writer. DarkCopy gives you a black screen with green type – a distraction-free environment.

8. Need a little motivation to reach a goal? Use www.stickK.com to make a public commitment and receive support. Or pay $20 a year to organize your personal goals with www.lifetick.com.

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Additional Resources

Fax and E-mail Tools

1. Sites like www.efax.com and www.maxemail.com provide low-cost and free solutions for sending and receiving faxes that integrate with email.

2. For $24 a user, you can stop putting all the real recipients of your emails into the BCC field: download a free trial of Send Personally (http://www.mapilab.com/outlook/send_personally/).

3. Constant Contact and iContact are inexpensive email management tools that allow you to send mass emails and track open rates and clickthroughs.

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Additional Resources

Networking/Telecommuting Tools

1. If you access your office from home or the road, you probably connect through a VPN that encrypts all the traffic between your PC and the office network. Similarly, LogMeIn Hamachi creates an encrypted tunnel between individual PCs.
http://www.logmein.com/products/hamachi

2. Live Mesh is fantastic! You create an account and link as many computers as you want. Then you designate which files you want to synchronize among the computers and your Live Mesh site. https://www.mesh.com. Dropbox works the same way. www.getdropbox.com

3. www.gotomypc.com also provides remote access to your own computer. *I use it all the time to telecommute from home to my office, and I also allow my remote staff to access my computer to grab stuff since we don't use a server.*

4. On the road? Don't rely on the wake-up call. Try the free online alarm clock:
www.kukuklok.com.

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Additional Resources

Blogging and Wiki Tools

1. In the world of blogging, no one beats the one, the only, the free
http://www.wordpress.com. *The first version of my blog took one hour to create - I scrapped that and redid it - 10 minutes. I can't imagine needing more than it offers, or even using all that's currently available.*

2. PBwiki: Create your own organization wiki for free.

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Additional Resources

Desktop Application Tools

1. I've fallen in love with Evernote, the free version of Microsoft's OneNote software. With EverNote 2.1 you can easily capture, store and quickly access typed and handwritten memos, webpage excerpts, emails, phone messages, addresses, passwords, brainstorms, sketches, documents and more. www.evernote.com .

2. www.OpenOffice.org offers an open-source (read: FREE) version of a MS Office-type suite of products.

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Additional Resources

Anti-virus/Computer Maintenance Tools

1. AVG Anti-Virus Free Edition (http://free.grisoft.com) comes highly
recommended. www.avast.com. *No more Norton subscriptions coming due and increasing in price every year, and this product works really well.*

2. Keep your browsing history and habits to yourself with Spybot Search & Destroy 1.3 and Ad-aware 6.181. These two free applications can keep your computer clean and spy-free.

3. Always looking for the installation disk to find the driver you need? DriverFiles.net solves that problem. This easily searched, no-frills site can bring you up to speed with a wide range of device drivers (including unofficial and beta versions) for most peripherals and components. Check Windows Update Driver Catalog for Windows-certified drivers for your hardware components.

4. Mozy.com: Got backup? This online backup system updates
during your computer's idle moments or whenever you choose. Private (vs. business) subscriptions are about $4.95 a month. Give Carbonite a try as well. www.carbonite.com. *Quick easy-to-use my system is ALWAYS backed up. Unlimited space, secure – additional months for referrals!*

5. Are you an IT department of one? CrossLoop brings together computer experts with people who need

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Additional Resources

Messaging Tools

1. Skype is by far the most popular PC-based VoIP service. Many of its services and add-ins are completely free. The Version 3.0 beta adds click-to-call to dial regular phone numbers from your PC, and Skypecasts—moderated discussions with up to 100 people. www.skype.com

2. Use PowerGramo Skype Recorder to produce your own podcasts, record important conversations, etc. www.powergramo.com. The free version will save the audio for your records, but you'll need to upgrade to PowerGramo Pro ($19.95) to record each person on a different track, which is useful if you use Skype to do interviews for podcasts.

3. If you telecommute, you'll have to get out of your pajamas to use www.sightspeed.com. SightSpeed provides the best in free video calls over the Web. It uses a proprietary VoIP/VoIM (short for voice over IM) system and Web service to carry full-motion 30-frame-per-second video calls, as well as voice, chat, conference calling, and more. You'll need a webcam that supports up to 30 fps and a broadband connection.

4. Ever try to type while driving? Ever record to-dos and ideas on a voice recorder and dread having to listen to them and write them down? No more. JOTT (www.jott.com) allows you to

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Additional Resources

Messaging Tools

5. Ever try to type while driving? Ever record to-dos and ideas on a voice recorder and dread having to listen to them and write them down? No more. JOTT (www.jott.com) allows you to call from your mobile phone and record a 30-second voice message for yourself or anyone else, which is then transcribed and emailed or texted to the recipient(s).

6. Do you get inquiries from your website that you need to enter into your database? Save tons of time with AddressGrabber Standard at www.egrabber.com.

7. "Warning, this message will self destruct in 10 seconds..." Your message might not give that warning, but you can use www.privnote.com to send an email that will self-destruct after being read.

8. Use www.textReminders.net to send yourself or your friends text messages now or when you need them.

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Additional Resources

Multimedia Tools

1. Create your own rich media segments by synchronizing audio or video with PowerPoints using the free add-in from Office. MS PowerPoint Producer.

2. Download Audacity (audacity.sourceforge.net) to put audio editing into your own hands. This is a powerful audio editing/recording software package that doesn't require much training. It's perfect for quick recordings and editing long files.

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Additional Resources

Reference Tools
1. Ensure your citation is picture perfect with http://www.noodletools.com/.
2. Searching for just enough HTML code to make you dangerous? Use http://www.ncsu.edu/it/edu/html_trng/basic_commands.html.

3. Ever get a member email in German? Pop over to http://www.appliedlanguage.com/free_translation.shtml *I only use this when I need a basic understanding of something. I find that translation services are well worth paying for before using in an 'official' manner.*

4. Other good resources: And not so much a tool, but a good resource - http://www.visual-literacy.org/. Thi*s page is particularly cool:* http://www.visual-literacy.org/periodic_table/periodic_table.html

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Additional Resources

Other Resources

1. www.TechSoup.com provides low-cost to free software to non-profit organizations (with certain criteria, of course).

2. Bob Harris and The Non-profit Center is a wealth of information: http://rchcae.com/ *It's one of the first places I look for ideas and templates.*

Other Free Software Lists

From Download.com
http://www.download.com/Best-Free-Software/1200-20-5154518.html From PC Magazine
http://www.pcmag.com/article2/0,1759,2260070,00.asp From PC World
http://pcworld.about.com/magazine/2208p080id116456.htm The Complete Web 2.0
Directory
 http://www.go2web20.net/

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