

RESOURCE GUIDE: CHEAP TRICKS 2008 !
Simple Technology Solutions to Big Business Problems
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Links are in (more or less) alphabetical order within categories.



TABLE OF CONTENTS:

ADDITIONAL RESOURCES FOR THIS SESSION 2

NOTES AND LAST-MINUTE ADDITIONS:..... 2

“CHEAP TRICKS” PRODUCTS AND SERVICES..... 3

ACCOUNTING AND FINANCIAL UTILITIES..... 3

FILE MANAGEMENT..... 4

ONLINE BACKUP AND ONLINE FILE STORAGE..... 4

FILE UPLOAD, DOCUMENT SHARING, SYNCHRONIZATION..... 5

BLOGS, BLOGGING, AND SOCIAL NETWORKING SITES 6

EXAMPLES OF BUILDER AND INDUSTRY BLOGS 6

BLOGGING PLATFORMS – HOSTED AND INSTALLED..... 6

POPULAR SOCIAL NETWORKING SITES..... 6

CELLPHONE APPLICATIONS AND PHONE SITES 7

COLLABORATION..... 8

CRM, UNIFIED INBOX, COMMUNICATION, SALESFORCE AUTOMATION 9

DIAGRAMMING, PROCESS MAPPING, TECHNICAL DRAWING, AND CAD..... 10

PERSONALIZED HOMEPAGES / START PAGES..... 11

PRESENTATION, MARKETING, AND PROMOTION TOOLS: 12

PHOTO-IMAGE EDITING, MANIPULATION, AND STORAGE..... 13

PRODUCTIVITY AND ‘OFFICE’ REPLACEMENTS 14

PROJECT MANAGEMENT..... 15

REMOTE ACCESS, REMOTE CONTROL, REMOTE MEETINGS..... 16

SEARCH AND RESEARCH..... 17

SECURITY / SPYWARE / ANTI-VIRUS 18

VOIP (VOICE OVER IP) APPLICATIONS AND PROVIDERS 18

WARRANTY - SERVICE MANAGEMENT 18

WEB 2.0 APPLICATIONS - OTHER..... 18

ENGINEERING SITES AND RESOURCES 20

FAX SOLUTIONS 20

GENERATION “Y” (WHY) RESOURCES..... 20

IT MANAGEMENT AND PURCHASING HELP 20

MOBILE OFFICE..... 21

MICROSOFT OUTLOOK™ ADD-INS..... 21

PDF TOOLS 21

WEB HOSTING, SHAREPOINT HOSTING, DOMAIN REGISTRATION..... 22

MORE NOTES AND EVEN MORE LAST-MINUTE ADDITIONS 22

BIOGRAPHY 23

ADDITIONAL RESOURCES FOR THIS SESSION



There's too much to print and ship to the show, and besides... that's not very "green". But go to the sites below and you'll be treated to additional resources, "the rest of the story" and electronic versions of everything in this session, including the PowerPoint slides I used during the presentation!

SHAREPOINT™ PowerPoint Presentation/Slides, SharePoint™ Demo, This Guide, and more
<http://www.dynamishare.net/CheapTricks08/> (password required – e-mail Joe for access)

Joe Stoddard's Blog : Separating the Bytes from the B.S.
<http://moucon.blogspot.com>
Daily (sometimes) musings on the housing industry, technology, and life in general

Dynami Benefit Calculator
<http://www.dynamisolutions.com/> (click on the calculator link)
See how much every day of cycle time and every lost opportunity is costing you

NAHB's Business Management and IT Resources - BizTools!
www.nahb.org/biztools
Hundreds of business management and IT tools and resources for builders of all sizes

NOTES AND LAST-MINUTE ADDITIONS:

“CHEAP TRICKS” PRODUCTS AND SERVICES

This resource guide grows every year – it’s all the stuff I talked about... and a lot of stuff I didn’t get to. This list is updated all the time, and you can download the latest version at <http://www.dynamishare.net/CheapTricks08/> (password required – e-mail me for access)



ACCOUNTING AND FINANCIAL UTILITIES

CashView

<https://www.cashview.com/marketing/index.htm>

A true online accounting application for small business

Expensable

<http://www.expensable.com>

Easy-to-use expense reporting software. Interfaces with QuickBooks

NAHB Chart of Accounts

<http://www.nahb.org/generic.aspx?genericContentID=29577>

Everyone talks about it – here’s where you can get it.

Simplify This Invoicing

<http://www.simplifythis.com/>

Great online invoicing application. Great for small shops and one-man operations.

The Mint

<http://www.mint.com/>

Online Money Management Tool

FILE MANAGEMENT

This is one of the fastest growing categories of Web 2.0 applications. Whether backing up and storing files online in a hosted environment, or using new web-based applications to ease the hassle of transferring and synchronizing files between computers, using the Internet has a lot of advantages. Online backup and file storage have the advantage of moving your critical data “offsite”.



Online Backup and Online File Storage

Box Net

<http://www.box.net/>

Online file storage and sharing

Carbonite

<http://www.carbonite.com>

Automatic “in-the-background” backup service. Only \$50/yr for unlimited storage

Connected.Com Online Backup

<http://www.connected.com>

Stop messing around with backup tapes. Connected.com backs up your data at night over the Internet, to a secure data center.

Digital Bucket

<http://digitalbucket.net/>

Online file storage and more

dot.MAC

<http://www.apple.com/dotmac/>

Online storage from Apple, and more. Works for both Mac and PC users

Mozy

<http://www.mozy.com>

2GB/mo free, cheap after that

X Drive

<http://www.xdrive.com>

Another good Online Backup solution. Gives you a “hard drive in the sky”.

File Upload, Document Sharing, Synchronization

FlyUpload

<http://www.flyupload.com/>

Let's you upload large files without FTP hassles. (use caution – privacy)

FolderShare

<https://www.foldershare.com/>

Microsoft's Service lets you keep folders synchronized between linked computers.

GoodSync

<http://www.goodsync.com>

Synchronization Software – similar to PeerSync. Free “starter” version

Share (Adobe)

<https://share.adobe.com/>

Share documents without eMail – embed documents online in webpages

BeInSync

<http://www.beinsync.com>

Web-based application to keep a laptop and desktop in sync. Highly recommended. Free to start.

PeerSoft Save-N-Sync and PeerSync

<http://www.peersoftware.com>

Another way to synchronize files and folders between your laptop/desktop

Pando

<http://www.pando.com>

New Peer-to-Peer file sharing solution.

Send This File

<http://www.sendthisfile.com>

Transfer Big Files

<http://www.transferbigfiles.com>

BLOGS, BLOGGING, AND SOCIAL NETWORKING SITES

Thanks to the Internet, everyone is now a publisher. Witness the publishing and communication engines of your next generation of homebuyers and employees, wiring the world together in a way that has never been experienced in the past. So what are you doing to participate? This list offers both examples of industry blogs, and the tools you need to get involved in the “Blogsphere” today!



Examples of Builder and Industry Blogs

Joe Stoddard's Blog: Separating the Bytes from the B.S.

<http://moucon.blogspot.com>

Daily (sometimes) musings about the housing industry, technology, and more

House Bubble Blog/Portal

<http://housebubble.com/> and <http://housebubble.com/bubbledef.html>

Good “Bubble” site - the second link is to a page of too-true quotes.

The Housing Bubble Blog

<http://thehousingbubbleblog.com/index.html>

Blogging Platforms – Hosted and Installed

Blogger (by Google)

<http://www.blogger.com>

Free Blog Engine – set up your own blog now !

BlogSource

<http://www.blogsources.com/>

Free, Simple Blogging service

EasyJournal

<http://www.easyjournal.com>

Another free blogging resource

Wordpress

<http://wordpress.org/>

Open source content creation and blogging software

Popular Social Networking Sites

MySpace

<http://www.myspace.com>

First of the mainstream social networking sites.

FaceBook

<http://www.facebook.com>

Surpassing MySpace in 2008 as the GenY hang-out.

YouTube

<http://www.youtube.com>

Ubiquitous web video site, now owned by (you guessed it...) Google

CELLPHONE APPLICATIONS AND PHONE SITES

A couple years ago, this category didn't even exist. Now, mobile phones and other handheld gadgets are the future of mobile computing, with today's "SmartPhones" being as capable as desktop computers just a few years ago. And what project manager or salesperson doesn't know how to use a phone? It's a platform that requires very little re-learning. Applications like QiPit and ScanR turn your phone into an input device for your website or blog.



Ceedo

<http://www.ceedo.com/>

Desktop virtualization – take your desktop with you – on your phone!

GotVoice

<http://www.gotvoice.com/>

Converts your voicemail to text and sends to your phone or email !

Grand Central

<http://www.grandcentral.com/>

Latest Google Acquisition- Unified inbox and more – very cool!

QiPit (Keep It)

<http://www.qipit.com>

Copy documents, whiteboards and handwritten notes with your camera phone or digital camera and convert to publish!

ScanR

<http://www.scanr.com/>

Similar to QiPit – convert phonecam pictures to usable files

SoonR

<http://www.soonr.com>

Insanely clever remote access application – access your PC desktop/Outlook/Search/Files and Folders... from your PHONE

Advanced Call Center and CallSoft

<http://www.voicecallcentral.com/>

<http://www.mycallsoft.com/>

Turn an old computer into a voicemail system for your small business.

PhoneScoop

<http://www.phonescoop.com>

The latest buzz on mobile phones, SmartPhones, and other handheld devices

COLLABORATION

While many (maybe most) of the web-based products and services in this resource guide have a collaboration aspect, the services on this page are specifically about providing distributed teams of people a way to work together without actually being together. While all will do the job, I think the most hassle-free at this point is Microsoft's offering SharePoint™, especially if you use Microsoft Office.



DotNetNuke

<http://www.dotnetnuke.com/>

Open source collaboration engine – build-from-scratch alternative to SharePoint™

Central Desktop

<http://www.centraldesktop.com>

Alternative to SharePoint™. Offers both collaboration site and web meetings.

HyperOffice

<http://www.hyperoffice.com>

Online collaboration suite – another SharePoint™ alternative

Microsoft SharePoint Services: [JOE'S FAVORITE!]

<http://www.microsoft.com/sharepoint>

The newest collaboration platform from Microsoft: Integrates with Microsoft Office to let builders and remodelers share documents, photos, meetings, and more on the web.

Wynwood Associates – Yankee Ingenuity on the Web!

<http://www.wynwood.net>

Builder Todd Wacome has his whole business on the Internet using off-the-shelf tools. An example of how much you can do with a little imagination.

Yahoo Groups

<http://groups.yahoo.com>

Free collaboration site. Good way to stick your toe in the online collaboration water

CRM, UNIFIED INBOX, COMMUNICATION, SALESFORCE AUTOMATION

Customer Relations Management, or CRM, is arguably the most important piece of software your business will employ. Why? Because while accounting, estimating, purchasing, and scheduling are certainly made easier with technology, you *could* do them manually if you had enough people and enough time. A CRM database, on the other hand, REPLACES and EXTENDS human capability. It's like having all the memory of all your people in one place, all at the same time! That's something that would be nearly impossible to do without technology. "Old-Fashioned" CRM systems like ACT! are being replaced by web-based systems. CRM is perfect on the web, because everyone can have the same information, no matter where they are.



Dynami Builder

<http://dynamisolutions.com>

Revolutionary Web 2.0 system that enforces the principles behind Jagoe Homes' Success

FreeCRM

<http://www.freecrm.com>

Free or cheap ACT! alternative

Microsoft Business Contact Manager 2007

<http://office.microsoft.com/en-us/contactmanager/default.aspx>

A viable ACT! alternative that ships free with some versions of Office 2007

HighRise

<http://www.highrisehq.com/home>

Web 2.0 simplified CRM and task manager. "Solo" plan is \$29/mo.

SalesForce.com

<http://www.salesforce.com>

One of the first, and best-developed online applications. CRM functionality like ACT!

Sugar CRM

<http://www.sugarcrm.com>

Commercial open-source alternative to ACT! or salesforce.com

SwiftPage Mail

<http://www.swiftpage.com>

eMail marketing tool for ACT! and other databases

The Builder Newsletter

<http://www.thebuildersnewsletter.com/>

Dennis DuRoff's turnkey builder newsletter. A painless way to stay in touch with buyers.

uReach Unified Inbox

<http://www.ureach.com>

Get a phone number that will follow you anywhere, as well as e-mail, fax, and text-to-speech. Forward your calls to any number, or save them as .wav files on your computer.

ZoHo CRM

Inexpensive open-source CRM application – another viable ACT! replacement

<http://crm.zoho.com>

DIAGRAMMING, PROCESS MAPPING, TECHNICAL DRAWING, AND CAD

A picture is worth 1000 words. The open-source , shareware, and online tools in this list may never replace Visio, but for most builders they'll get the job done for things like basic process mapping, creating an org chart or network diagram, and even doing basic space planning. Then, there's SketchUp, one of the most "magical" software applications ever developed. SketchUp (now owned by Google) offers a free version that is perfect to learn on. For those of you serious about process mapping – check out AllClear. You type, it draws.



AllClear

<http://www.allclearonline.com>

The easiest flowcharter for those process improvements (NOT cheap...)

Best 4 Chart

<http://www.best4c.com/>

Online technical diagramming product – Free for now .

Gliffy

Draw and share diagrams and floorplans online with this Web 2.0 product. Free basic account. Visio replacement.

<http://www.gliffy.com>

FloorPlanner

<http://www.floorplanner.com/>

Create and Share 2D floorplans online . More than a toy – useful!

WiseMapping

<http://www.wisemapping.com/c/home.htm>

Create “mind maps” online – visual thinking diagrams. Great for brainstorming sessions.

Skemma

<http://www.skemma.com/>

Brand new online business process management diagrammer - still in Beta (invitation only)

SketchUp (Google)

<http://www.sketchup.com>

The greatest 3D rapid modeling software ever created – it rocks!

PERSONALIZED HOMEPAGES / START PAGES

Use these new Web 2.0 pages to organize your information, websites, RSS Feeds, and personal productivity tools. Many utilize handy web “widgets” – tools like calendars, RSS readers, weather and more you can modify to suit how you work.



iGoogle [JOE'S FAVORITE !!]

<http://iGoogle.com>

Google's multi-tabbed personalized homepage – drag and drop Goggle ‘gadgets’

Microsoft's Live.Com

<http://www.live.com/>

Microsoft's entry in the personalized page space.

My Yahoo

<http://my.yahoo.com/>

Yahoo's version – same thing!

PageFlakes

<http://www.pageflakes.com/>

You guessed it - same thing! Customizable homepage built with “Widgets”.

PRESENTATION, MARKETING, AND PROMOTION TOOLS:

Use these tools to create presentations for your clients, create e-marketing campaigns, and to promote your business. A new crop of Web 2.0-based tools is taking this category to a new level! Check out



BlogTalk Radio [JOE'S FAVORITE !]

<http://www.blogtalkradio.com/default.aspx>

Start your own radio show to promote your business.

BuildingOnline's Production Agency [JOE'S FAVORITE !]

<http://www.buildingonline.net/>

Allan Wickstrom's agency. one of the few consultants in this business who understand "pay per click" and can make it work for you on the web.

Constant Contact

<http://www.constantcontact.com>

e-Mail Marketing Campaign Manager – widely used.

NewsBerry

<http://www.newsberry.com/>

Another e-Mail Marketing Campaign Manager to compare

Scribd

<http://www.scribd.com/>

Publish your e-book online and share it with your customers and prospects

SoonR [JOE'S FAVORITE !]

<http://www.soonr.com>

Insanely clever remote access application – share a PowerPoint Slide ... using your phone !

VoiceThread [JOE'S FAVORITE !]

<http://voicethread.com/>

Remarkable new Web 2.0 application that lets you create interactive multi-media presentations and e-Learning, and update them from your cell phone !

VCASMO

<http://www.vcasmo.com/>

Free application that combines PowerPoint slides and Video

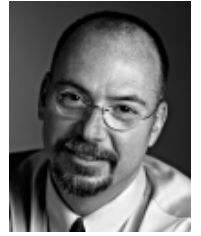
VIRB

<http://www.virb.com/>

Free collaborative online storage for multi-media and video

PHOTO-IMAGE EDITING, MANIPULATION, AND STORAGE

Film is just about dead. Today's Internet and desktop publishing is all about digital pictures— for your website, from your jobs, of your clients. A couple years ago, you either bought Photoshop™ or Paintshop Pro™ and struggled through the learning curve, or you “made do” with inferior quality images. Today, there are so many free or cheap image tools we can't list them all here! Some will no doubt go away as the web consolidates, but for now – have fun experimenting. **The best deal on this page, by far, is Paint.Net – (<http://www.getpaint.net>)** it's just as good as PaintShop Pro was a version or two ago. I also like Google's Picasa and Kodak's EasyShare software. Both started life as “for pay” software. And check out Resizr – it's a quick way to knock down the file size for images going to your website.



Gimp

<http://www.gimp.org/>

Open-source image editing package.

IR Fan View

<http://www.irfanview.com/>

Site with tons of photo editing and manipulation tools

Paint.Net [JOE'S FAVORITE !]

<http://www.getpaint.net>

Totally free image editing software – open source, similar in capability to PaintShop Pro or Photoshop Elements

PicNik

<http://www.picnik.com/>

Another Web 2.0 photo editor - will grab photos from Flickr, FaceBook, etc. – not just your hard drive.

My PictureTown

<http://www.mypicturetown.com/>

Nikkon's Picture Sharing and Storage Service.

Picasa (Google)

<http://www.picasa.com>

Free image/organizing software from Google (used to sell for \$80)

PaintShop Pro

<http://www.paintshoppro.com>

Another good choice for any builder using digital images, but why buy this when paint.net is free ?

Rsizr (Re-sizer)

<http://rsizr.com/>

Handy utility to re-size and convert digital images for the web

ShutterFly Studio

<http://www.shutterfly.com>

ShutterFly, like Kodak, provides decent free image editing software with its online gallery

SplashUp

<http://www.splashup.com/>

Another excellent online photo/image editor. Formerly “FauxTo” (Photo... get it ?)

Screen Capture Utilities:

See the “ Utilities Everyone Needs to Know About ” section of this resource guide (toward the end)

PRODUCTIVITY AND 'OFFICE' REPLACEMENTS

Microsoft Office 2007™ is arguably the best productivity software ever created (and no, I'm not on Microsoft's payroll either). It's incredibly capable, yet also quite easy to use – a masterpiece. However, it's also \$300-700 per user, and in 9 out of 10 cases, the typical builder only uses 5-10% of the available features. So, there is definitely a market for less expensive solutions. Some of these, like Google Docs, are online-only, and as such offer collaboration capability not available elsewhere at any price. Can they replace Microsoft Office? Many times – the answer is “absolutely”.



HyperOffice

<http://www.hyperoffice.com/>

Free Microsoft Office alternative, along the lines of OpenOffice.org

Google Docs [JOE'S FAVORITE !]

<http://docs.google.com>

Word processor, Spreadsheet, and Presentation applications – all online!

Google Pack

<http://pack.google.com>

Google's foray into an installed package of applications – includes StarOffice

Office Online

<http://office.microsoft.com/>

Microsoft's Office Portal. Not an Office “replacement” but definitely a productivity tool

Oracle Small Business Suite

<http://www.netsuite.com/portal/products/nsb/main.shtml>

Internet based alternative to QuickBooks and other applications.

Palm Desktop

<http://www.palmone.com/us/software/desktop/>

Personal Information Management software from PalmOne. Functionally similar to Microsoft Outlook. Simpler to use, and free - even if you don't have a PDA.

Zoho

<http://www.zoho.com/>

Another open-source “office”/ collaboration suite. Zoho is coming on strong in feature/functionality.

PROJECT MANAGEMENT

Online project management makes perfect sense because it solves the single biggest issue of sticks/bricks project management... getting everyone on the same page. If the project “lives” online to begin with, you no longer need to worry about how you’ll do your transmittals or get schedule changes to the various players... they’ll already have them, and in near-real time!



Action This!

<http://www.actionthis.com/home.aspx>

Simple online project management and workflow system. Good for small biz.

Dynami Builder

<http://dynamisolutions.com>

Revolutionary Web 2.0 system that enforces the principles behind Jagoe Homes’ Success.

eProject

<http://www.eproject.com/>

Internet based project management. Similar functionality to Microsoft Project.

Field2Base

<http://www.field2base.com>

Revolutionary Field/Office document control system utilizing the TabletPC. Field2Base eliminates the learning curve by turning your paper clipboard documents into digital forms.

Gantt Project

<http://ganttproject.biz/>

Free open-source Gantt chart scheduler

Listigator

<http://www.listigator.com/>

Online Web 2.0-based list management tool - handy!

Remember the Milk!

<http://www.rememberthemilk.com/>

Another simple but useful online list/task manager

TaskBin

<http://www.taskbin.com/>

Online simple task manager

REMOTE ACCESS, REMOTE CONTROL, REMOTE MEETINGS

The Internet has made it possible to hold productive meetings without travel. These screen sharing and remote access, remote control tools can be used for everything from client meetings to jobsite-to-office collaboration, slashing days of cycle time that would be wasted with “windshield time” .



GoToMyPC.com

<http://www.gotomypc.com>

The most reliable way to gain remote access and control of another computer

GoToMeeting.com

<http://www.gotomeeting.com>

An easy, reliable, and inexpensive way to conduct meetings online

Hamachi (and LogMeIn)

<http://hamachi.cc/>

Virtually painless VPN solution utilizing the Internet .

LogMeIn is a lower-cost alternative to GoToMyPC. Some folks like it better, I’ve found it to be slower.

RealVNC

<http://www.realvnc.com/>

Works very much like commercial products, but is commercial open-source. Totally free versions are available online but require considerable “geek factor”

UltraVNC

<http://www.uvnc.com/>

Totally free version of VNC platform. Requires considerably more “geek factor” than commercial versions.

SEARCH AND RESEARCH

The web has changed how builders can gather and process information. Next to the collaboration and social networking aspects of a global network, research has to be next on the list of “killer web applications.” Think about this – today you can do in fifteen minutes online what would have taken you three weeks of dedicated effort just a few years ago... whether solving a building science issue, or researching demographics in a new market area. Here are some of the most useful sites we’ve found for builder-related search and research.



BlogDigger

<http://www.blogdigger.com/>

A search engine to research what is being posted on blogs about your business. Is it good... or not so good?

City-Data [JOE’S FAVORITE !]

<http://www.city-data.com>

Stats and demographics for most areas of the United States. Great for researching market potential

City Rating

<http://www.cityrating.com/>

Cost of Living, School Ratings, Crime stats, Weather, Occupational Outlook™ and more for all US towns and cities.

DataCatch

<http://www.datacatch.com/>

Not free, but DataCatch makes tools that extend Google (and other) desktop search tools to include external drives, network drives, and other hard-to-search areas.

HitWise

<http://www.hitwise.com/>

Website traffic analysis Engine

Journal of Light Construction Online [JOE’S FAVORITE !]

<http://www.jlconline.com>

Home of Joe’s Computer Solutions forum, and one of the best building science research sites on the Internet

Google [JOE’S FAVORITE !]

<http://www.google.com/downloads>

Forget complicated web directories and product databases. Learn to use Google and you can research anything you need to research on the web.

Wikipedia [JOE’S FAVORITE !]

<http://www.wikipedia.org>

Online human knowledgebase/encyclopedia. Use it to gather demographic data about your market and buyers

Web 2.0 Consultant Directory

<http://www.econsultant.com/web2/>

Online directory of 1200+ “Web 2.0” projects

ZoomInfo

<http://www.zoominfo.com/>

Specialized search engine for people, job-seekers, and jobs. Handy for researching candidates for hire.

SECURITY / SPYWARE / ANTI-VIRUS

AVG Free Antivirus and Anti-Spyware

<http://free.grisoft.com>

The best and most transparent anti-virus products – still free for personal use

CastleCops [JOE'S FAVORITE !]

<http://www.castlecops.com>

One of the best security, anti-spyware, anti-spam, anti-virus/trojan/worm sites on the Internet. Download trusted security tools, and have expert volunteers diagnose your problems for free.

VOIP (VOICE OVER IP) APPLICATIONS AND PROVIDERS

Packet8

<http://www.packet8.com>

Enterprise-capable VoIP solution

Vonage

<http://www.vonage.com>

Consumer/Small Biz VoIP solution

WARRANTY - SERVICE MANAGEMENT

Ticketish

<http://ticketi.sh/>

Designed for software developers, but could be used as a simple warranty ticket system as well.

Kayako

www.kayako.com

Another software trouble-ticket system that could be used for warranty service work

WEB 2.0 APPLICATIONS - OTHER

App2You

<http://app2you.com/site>

Web 2.0 system that lets anyone create online software without programming!

Dynami Builder

<http://dynamisolutions.com>

Web 2.0 system for production builders that enforces the principles behind Jago Homes' Success

DotNetNuke

<http://www.dotnetnuke.com/>

Open source collaboration engine – alternative to SharePoint™

LessHR

<http://lesshr.com/>

Online Human Resource Management System

ZimDesk

<http://www.zimdesk.com/>

Your computer – on the web! ZimDesk takes the place of a conventional computer with its own “WebOS”

UTILITIES AND SITES EVERYONE NEEDS TO KNOW ABOUT

Consider the following sections the “Junk Drawer” – Items I thought you should know about and things I use myself on a daily basis. I’m especially happy with some of the utilities like IzArc (which replaces WinZip -\$40) and PDFCreator, an open-source PDF printer... and I use these daily instead of their commercial equivalents.



46 best Free Software Utilities

http://www.techsupportalert.com/best_46_free_utilities.htm

Site compares and reviews free software in nearly every category.

Bookmark Manager Pro

<http://www.wakproductions.com>

The best way to organize and find your bookmarks and “favorites”

Free Downloads

<http://www.free-downloads.net/>

Great site reviewing hundreds of free and cheap downloads and trial software.

IzArc Zip Utility [JOE’S FAVORITE !]

<http://www.izarc.org>

Free open-source replacement for WinZip !

PDFCreator [JOE’S FAVORITE !]

<http://www.pdfforge.org/products/pdfcreator>

Totally free open-source PDF creation and editing tool. Replaces Acrobat in many applications.

Router Passwords

<http://www.routerpasswords.com/>

How many times have you forgotten the default username and password to your router? - Here you go !

SnagIt [JOE’S FAVORITE !]

<http://www.snagit.com>

The best screen capture utility on the market today - \$40

Webware

<http://www.webware.com>

Site compares and reviews the latest Web 2.0 offerings – many free. Check out the “top 100”

WinSnap

<http://www.ntwind.com/software/winsnap.html>

Open-source screen capture utility/alternative to SnagIt - \$19

Engineering Sites and resources

Engineer's Edge

<http://www.engineersedge.com/>

Good site with all kinds of engineering tools

Span Tables

<http://www.americandreamconsulting.com/SpanCharts.asp>

Website has multiple span tables. Use at own risk !

GreenSpace Reasearch

<http://greenspaceresearch.com/> and <http://greenspaceresearch.com/demeter.html>

Great "Green Building" site, along with SketchUp add-ins for green design.

Fax Solutions

Faxes are a dinosaur in other industries, but we can't seem to get away from them, so here are some resources to help you deal with them. I'm a fan of the e-Fax service because it allows you to send an attachment from your email account and have it wind up on someone's paper fax machine.

e-Fax and Fax-Away

<http://www.efax.com> , <http://www.faxaway.com>

Inexpensive and reliable web-based faxing solutions

Fax Providers.com

<http://faxproviders.com/index.html>

Good index of Internet/Email fax providers. Getting dated, but still a good resource by David Berger

Packet8

<http://www.packet8.com>

VoIP Phone and Fax, Unified In-box provider

Generation "Y" (Why) Resources

CNET's (BNET) Gen Y Resources

<http://search.bnet.com/search/Generation+Y.html>

Three great articles/resources about hiring and keeping a Gen Y workforce

Reaching Generation Y (Microsoft Small Business Site

http://www.microsoft.com/smallbusiness/resources/marketing/market_research/tough_customers_how_to_reach_gen_y.aspx

Understanding Generation Y – Oberlin University

http://www.oberlin.edu/stupub/ocreview/2006/12/08/features/Understanding_Generation_Y.html

IT Management and Purchasing Help

SlickDeals

<http://www.slickdeals.net/>

Site tracks multiple coupon and discount deals on IT gear

Software Surplus

<http://www.softwaresurplus.com/>

Discount Software Site. Be careful – make sure your licenses are legal!

Shopify

<http://shopify.com/>

Very easy online shopping cart service

Mobile Office

Jotto Desk (Mobile Office)

<http://www.jottodesk.com>

The best vehicle laptop/technology stand we've found.

GPS Magazine

<http://gpsmagazine.com/>

Reviews and information about GPS devices

GPS Review

<http://www.gpsreview.net/>

Another site dedicated to GPS system review

Microsoft Outlook™ Add-Ins

These tools claim to make the ubiquitous Outlook™ easier to use or more efficient.

Xobni (Zobe-Nee)

<http://www.xobni.com>

Yes, it's "inbox" spelled backwards. Enhanced search and sort for your inbox.

PDF Tools

PDF Zone and Planet PDF

<http://www.pdfzone.com/>, <http://www.planetpdf.com/>

Everything about the .PDF file format

PDFCreator [JOE'S FAVORITE !]

<http://www.pdfforge.org/products/pdfcreator>

Totally free open-source PDF creation and editing tool. Replaces Acrobat in many applications.

BIOGRAPHY

A former homebuilder and general contractor, Joe Stoddard has been pursuing (and capturing) technology for the building industry for 25 years, from DOS 1.0 in 1981 to “Web 3.0” in 2008 and beyond. Joe is widely regarded as the “go-to guy” when it comes to evaluating and deploying technology in the building industry.



His “top-down” philosophy focuses entirely on where technology can *add value* to a builder’s clients, operation, and product line...and his “crawl-walk-run” implementation approach makes it possible for builders to have immediate success, enjoy a return on their investment right away – while still “building bridges” between the high-tech and low-tech pieces of their operation.

As a “regular” contributing editor in the pages of the Hanley-Wood family of publications, Joe is read in print by tens of thousands of builders, remodelers, designers, and general contractors monthly, and as an industry analyst and consultant he has personally helped hundreds of clients get more from their technology dollars and dramatically improve their operations and profitability as a result.

Joe serves as the Director of Builder Operations for Dynami Solutions, LLC (<http://www.dynamisolutions.com>) a provider of innovative web-based operations management software and services for production homebuilders. He is an active participant in NAHB’s Business Management and Information Technology initiatives, a professional member of the American Institute of Building Design (www.aibd.org), he moderates the popular “Computer Solutions” online forum at the Journal of Light Construction Online (<http://www.jlconline.com>), and is a founding partner and principal of Mountain Consulting Group, LLC.

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FREE FOR THE ASKING!

Don’t forget to request “Processing Your Company”, the manual of how Jagoe Homes, Inc used technology and workflow/process improvements to grow from local builder to regional powerhouse. Make sure Joe has your business card before you leave, or go to <http://www.dynamisolutions.com/> and click “About You” to request your copy.

Enjoy these technology sessions? Speak up! Let the show organizers know. The squeaky wheel gets the grease, and your voice is the only thing that will keep technology on the program for 2009 and beyond.