RESOURCE GUIDE: CHEAP TRICKS 2011
Simple Technology Solutions to Big Business Problems
Presented by: Joe Stoddard, Mountain Consulting Group, LLC
Links are in (more or less) alphabetical order within categories.

TABLE OF CONTENTS:

FREE! FREE! FREE!   Just what the doctor ordered… even more <u>Cheap Tricks</u> at our password-protected
SharePoint™ site.   Send your name, company name, and your e-mail address to info@mountainconsulting.com

ABOUT THE CHEAP TRICKS RESOURCE GUIDE, 2011:

2010 was another bad year for builders, with just a glimmer of activity out on the horizon…but wow, what a year for personal technology! It has never been cheaper or easier to put technology to work in your business, which is a good thing because in this new market reality, the intelligent application of technology might very well be the last, best chance builders will have for survival. What can technology do for you? *What can't it do?* Just name it – there's a software application, a web-based site or service, or an inexpensive piece of hardware that can help you achieve your objectives.

TIP: The first site or service in each category is marked with a "[JOE'S FAVORITE]" *– so check those out first!*

I've hand-picked every link in this guide and tried to make sure they all work as of the printing deadline, but that's not a recommendation by any stretch. Many of the sites, software, and services are still in public or private beta which means they could change, be purchased, or go out of business at any time with no warning. Many are very generic in approach, many are too simple for tech-savvy builders or too complicated for the tech-challenged. So use common sense – try them out and see for yourself how they might fit in your business.   Better yet – use our *Top-Down Strategic Method* to dial in exactly the best technology for your business:

MISSION and GOALS (Why are you in business?)
> **OBJECTIVES - Requirements (What is it you want to accomplish?)**
> ⟹ **STRATEGIES - Software Selection (How will you accomplish it, specifically?)**
> > **ACTION – (Who, When, Where) Your implementation plan, like any other project plan/schedule**

Notice that software is way down the hierarchy. In other words, you need to know 'Why' and 'What' you're trying to achieve before you can figure out 'How' to do it… selecting the software.   I've included the basic Top-Down method on the SharePoint site - but if you don't feel you can tackle it in-house, we'd love to help your company the same way we've assisted 100s of other successful builders and remodelers select and implement the best technology for their business.

 BUT WAIT…THERE'S MORE… actually a LOT more
The entire *Cheap Tricks 2011 Resource Guide* has hundreds of additional links and categories, plus the other articles and features. Because of tradeshow printing and shipping requirements we can only bring 10 pages (20 front and back) so I've culled the cream of the crop in each category for this hand-out.   No worries, there's no space restrictions online… you can get "the rest of the story" by logging on to the SharePoint site I created for this session at:

The SharePoint™ Site ⟹   **http://IBS2011.moucon.net/**

Just be sure I have a valid e-mail address for you and I'll send you the username and password after the show.   To get your username and password to the SharePoint™ site,   just contact me at:
- E-mail (info@mountainconsulting.com) …   PLEASE – put "**Requesting IBS Hand-Out**" in the subject line.
- JLC Business Technology forum http://bit.ly/JLCBizTech
NOTE: If you don't hear back from us within 48 hours – there's a very good chance we did not receive your message – or you did not receive our reply. We use multiple spam filters to manage our mail. Please use "Requesting IBS Hand-Out" in your subject line, and make sure mountainconsulting.com is whitelisted in your e-mail program.

Why use SharePoint™ instead of one of the many builder-specific collaboration sites? Because it's flexible, inexpensive, and integrates with Microsoft Office 2010™. It's also an excellent platform to build your "starter" system and learn what you really need before jumping into a more expensive or complex industry-specific application . We're experts at these kinds of sites, so if you'd like some help setting up yours (on SharePoint or some other platform) just let us know.

And now…on with the show…

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SOCIAL MEDIA AND MOBILE -- THE BIG TRENDS FOR 2011:

Almost everything in this year's resource guide would qualify as "new", but the biggest trend of all since last year has to be the explosion of social media and social networking sites for builders, and the fact that half of social media users are accessing those sites on their phones – not their computers. . We're actually moving beyond "Web 2.0", the collaborative Internet… and into "Web 3.0"… an era where everyone is a publisher and a news-gathering organization, as well as a being a consumer of everything the Internet has to offer.

Builder and Industry Blogs:

BuildIntel http://buildintelblog.com/   [JOE'S FAVORITE!]
Baltimore marketing firm with finger on the pulse of our industry via Twitter and their blog. Great blog roll on the left of their site is a complete list of the top bloggers in our industry if you don't see them here.

Builder Social Blog	**Do You Convert**	**Top Builder Blogs**
http://www.buildersocialblog.com/	http://www.doyouconvert.com/blog/	http://www.topbuilderblogs.com/
Good overview of social networking	Sales Guru Mike Lyon's blog	Sort of a builder blog portal…

Blogging Platforms:

WordPress   http://www.wordpress.com   [JOE'S FAVORITE!]   HIGHLY RECOMMENDED
In the past couple of years WordPress has morphed from a simple blogging platform, to one of the most extensible and complete content management systems CMS) on the planet… mostly because of its open framework and thousands of third-party developers writing add-in applications. From a simple blog to a complete website and e-commerce solution, you can build it with WordPress.

Blogger (by Google)	**BlogSource**	**EasyJournal**
http://www.blogger.com	http://www.blogsource.com/	http://www.easyjournal.com
Free Blog Engine from Google.	Free, Simple Blogging service	Another free blogging resource

E-mail Marketing

MailChimp [JOE'S FAVORITE !!]   http://www.mailchimp.com   Modern e-Mail Campaign Manager
We've used half a dozen of these in the past year and I must say my overall favorite is MailChimp because of how easily it integrates with other online applications . But select one based on your specific image hosting, list size, and budget.

		iContact / iConnect
		http://www.icontact.com/
		Another popular choice

Personal Information Systems

You no longer have to go hunting for information- it will come to you! 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'   I've been using this for several years now and have to say I've come to totally rely on it for personal organization.

	PageFlakes	**My Yahoo**
	http://www.pageflakes.com/	http://my.yahoo.com/
	Customizable homepage w/"Widgets"	Yahoo's version – same thing!

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Photo and Image Storage Online

FlickR http://www.flickr.com [JOE'S FAVORITE]
One of the first social photo sharing sites is still the best – connects to other social media for easy sharing.

Picassa Web Albums		ShutterFly Studio
http://picasaweb.google.com/		http://www.shutterfly.com
Google's online photo storage		ShutterFly has free image hosting

Social Media and Social Networking Sites:

Wikipedia's List of Social Media Sites [JOE'S FAVORITE !] HIGHLY RECOMMENDED
http://en.wikipedia.org/wiki/List_of_social_software This category is so hot and growing so fast I can't keep up – but Wikipedia can! Here's an absolutely current and up-to-date list of just about every Social Media website imaginable.

FaceBook	Twitter	LinkedIn
http://www.facebook.com	http://www.twitter.com	http://www.linkedin.com
300,000,000 Active Subscribers!	Micro-blogging will be everywhere!	Business-to-business

Social Networking Tools and Add-ons:

We all know what Twitter.com, Facebook.com, and LinkedIn.com can do for us, but how can we make that experience even better? By using these handy add-ins that extend the functionality of our social networking sites.

TweetDeck http://www.tweetdeck.com   [JOE'S FAVORITE !] HIGHLY RECOMMENDED
A much-better interface for keeping track of your Twitter campaigns.

		Ping.FM
		http://ping.fm/
		Update all your sites at once

Social Bookmarking:

Instead of trying to sync bookmarks between computers, why not keep them "in the cloud" where you can share them with co-workers, clients (how about a list of manufacturers' sites for selections?) and more ?

Delicious   http://www.delicious.com   JOE'S FAVORITE] The #1 social bookmarking site. Create groups of links you an share with clients, subs, or suppliers to organize your jobs and streamline selections.

Digg	StumbleUpon	ReddIt (read it)
http://www.digg.com	http://www.stumbleupon.com/	http://www.reddit.com/
Tracks the popularity of your links	See what others are looking for	Another save and share site

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Web Survey Tools

Note – there are a ton of free and cheap web survey tools… do a Google search for "Free Web Survey" and you'll find at least a dozen – most are very similar. I've included a few here that we've tried with good success.

SurveyMonkey http://www.surveymonkey.com   [JOE'S FAVORITE]
Build and send your own customer satisfaction surveys, poll your subs/suppliers, and more. Free version available.

QuestionPro	Poll Daddy	Free Online Surveys
http://www.questionpro.com/	http://polldaddy.com/	http://www.freeonlinesurveys.com/
Similar to Survey Monkey	Web survey and polling service.	Portal site for more survey services

Web-Casting and Podcasting

BlogTalk Radio http://www.blogtalkradio.com/default.aspx   **[JOE'S FAVORITE !]**
Start your own radio show to promote your business.

	VIRB	
	http://www.virb.com/	
	Free storage for multi-media and video	

Web Video, Video Sharing, and Web-TV Sites:

YouTube http://www.youtube.com [JOE'S FAVORITE]   Ubiquitous web video site, now owned by (you guessed it...) Google. Creative builders and remodelers are using YouTube to post everything from good construction practices for subcontractors, to marketing videos for clients. YouTube consistently ranks in the top five in search traffic

Justin.TV	Viddler	Vimeo
http://www.justin.tv	http://www.viddler.com	http://www.vimeo.com/
Start your own TV channel	More storage space than YouTube	HD Video Hosting

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CELLPHONE AND PORTABLE 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 Jott, QiPit and ScanR turn your phone into an input device for your website, blog, or project management software. Handhelds are so important that some larger companies are no longer distributing laptop computers to some employees… just a SmartPhone. The next trend will be phones with a projector embedded, allowing you to project a clear 3-4' image on the wall using just your phone. Finally, there's the trend of putting an entire computer on a thumbdrive or other removable media – see the "portableapps.com" link below .

Job Management - Phone

Jott: http://www.jott.com   [JOE'S FAVORITE!]
Voice-to-text conversion that lets you talk into your phone to send to-dos, email reminders, add schedule tasks, and a number of other tasks useful to builders. Jott is really taking off in the building community.

ScanR	GotVoice	Google Voice
http://www.scanr.com/	http://www.gotvoice.com/	https://www.google.com/voice
Convert phone-cam pictures to files	Converts your voicemail to text	Unified inbox and more – very cool!

Augmented Reality and Virtualization –Phone

Layar   http://www.layar.com
One of the first "augmented reality" applications. Point your Android-enabled phone at a Layar-enabled place and receive all kinds of additional information overlaid on your phone's screen.

SoonR   http://www.soonr.com
Insanely clever remote access application – access your PC desktop/Outlook/Search/Files and Folders… from your PHONE

Ceedo http://www.ceedo.com/   Take your desktop w/ you – on phone!

Resource Sites - Phone

QR CODES –   http://searchengineland.com/what-is-a-qr-code-and-why-do-you-need-one-27588
Intro article to QR "2D" bar codes

Crackberry.com - http://www.crackberry.com
News and gossip blog/site for users of RIM Blackberry phones. Features 'leaked' operating system updates sometimes months before their formal release.

PhoneScoop   http://www.phonescoop.com
The latest buzz on mobile phones, SmartPhones, and other handheld devices. WHEN is the iPhone going to be available on Verizon? *(Summer 2011…really..)* This site will know.

Portable Apps   http://portableapps.com/
Just like it sounds, this site features dozens of lightweight apps that will install on a USB thumbdrive or memory card. Carry your entire computer on your keyring !

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ALTERNATIVE, WEB-BASED, AND OPEN-SOURCE APPLICATIONS

More and more conventional applications are moving in to "the cloud" and being delivered over the Internet. This year is the first time there have been a selection of web-based accounting applications available, and even some CAD programs now have one foot in the cloud. This year we've kept the links to free or cheap applications. (trying to stay under $30/user/mo). There are dozens more where these came from on our SharePoint site at http://www.moucon.net/IBS2011

Alternatives –General:

Alternative To: http://alternativeto.net/   [JOE'S FAVORITE] – Start here.
This website has free and open-source alternatives to most commercial software – highly recommended

Accounting and Financial Management:

Xero   http://www.xero.com   [JOE'S FAVORITE]
Full-featured online accounting system – similar to QuickBooks in scope, and starting at only $19/mo. This is one of the few web-based systems that will allow you to import the NAHB chart of accounts .

FreshBooks	Gnu (new) Cash	Less Accounting
http://www.freshbooks.com/	http://www.gnucash.org/	http://lessaccounting.com/
Time tracking and invoicing software	FREE open-source accounting	Simple online acct. system –

CAD and Bulding Design:

SketchUp (Google) http://www.sketchup.com [JOE'S FAVORITE !]
SketchUp is becoming to design what Word™ is to writing - everyone needs to learn the basics.
Free version for casual use, $495 for the "Pro" version which adds the LayOut presentation module and Ruby scripting

Softplan Studio	FloorPlanner	3D Warehouse
http://studio.softplan.com/main.php	http://www.floorplanner.com/	http://sketchup.google.com/3dwarehouse/
FREE 3Ddesign /visualization	FREE 2D space planning	Companion site for SketchUp

Customer Relations Management (CRM)

Microsoft Dynamics CRM 2011: http://crm.dynamics.com/en-us/Default.aspx
This is the ultimate ACT! Replacement and we've finally convinced Microsoft to make it available to single users (old licensing used to require 5 or more users) .

ZoHo CRM http://crm.zoho.com [JOE'S FAVORITE]
Inexpensive open-source CRM application – a viable ACT! Replacement, very similar in feature/function to Salesforce.com but a fraction of the price.   Also, check out HEAP, below.

HEAP	Sugar CRM	FreeCRM
http://heap.wbpsystems.com/	http://www.sugarcrm.com	http://www.freecrm.com
Web 2.0 CRM - Modern!	Commercial open-source.	Free or cheap CRM alternative

Diagramming and Process Mapping:

DIA - http://dia-installer.de/index_en.html [JOE'S FAVORITE !] FREE!
Great little free technical, diagramming utility – not web-based, DIA installs on your PC. Replaces Visio.

Creately	Gliffy	WiseMapping
http://www.creately.com	http://www.gliffy.com	http://www.wisemapping.com/c/home.htm
Web-based alternative –modern!	Web-based. Free basic account	Create "mind maps" online

*What the world needs is an open-source replacement to **AllClear** (www.allclearonline.com) - so far, there isn't one.*

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Photo and Image Editing

Gimp and GimpShop, GimPhoto and GimPad   [JOE'S FAVORITES !]
http://www.gimp.org/ , http://www.gimpshop.com , http://www.gimphoto.com
Open-source image editing package. Theser free hacks to Gimp create FREE photoshop-like replacements

Paint.Net	Picasa (Google)	PicNik
http://www.getpaint.net	http://www.picasa.com	http://www.picnik.com/
Totally free image editing software	Google's image/organizing software	Web 2.0 photo editor

Presentation and Publishing

VoiceThread   http://voicethread.com/ [JOE'S FAVORITE !]
Web 2.0 application that lets you create interactive multi-media presentations and e-Learning, updated from your phone !

Scribd	VCASMO	WordClay
http://www.scribd.com/	http://www.vcasmo.com/	http://www.wordclay.com/
Publish your e-book online	Combines PowerPoint and Video	Publish yourself

Productivity and 'Office' Replacements

Google Docs http://docs.google.com   [JOE'S FAVORITE !]
Word processor, Spreadsheet, and Presentation applications – all online, and all inter-connected Web 2.0

OpenOffice	Oracle Small Business Suite	Zoho Application Suite
http://www.openoffice.org	http://www.netsuite.com/	http://www.zoho.com/
MSOffice Alternative - FREE	Not free- but complete	Free/Cheap Office replacements

Project Intranets:

I have several favorites in this category, all very different, but all accomplish the same things, allowing you to share documents, photos, task and contact lists, and much more.   This is just a sampling of the very good services available – we've left out the more expensive paid services such as BaseCamp from 37signals only because of price.

Microsoft SharePoint Services: http://www.microsoft.com/sharepoint [JOE'S FAVORITE!]
Microsoft's collaboration platform integrates with Microsoft Office to let builders and remodelers share documents, photos, meetings, and more on the web. Microsoft's free/cheap "OfficeLive" is also built on the SharePoint™ platform http://www.officelive.com/

Remindo FREE
http://www.remindo.com
The folks in India are starting to get good at this stuff… Remindo is a very 'Facebook-like' collaboration/company Intranet site, making it instantly usable by 300,000,000 people who live on Facebook. Very smart.

Central Desktop	GroupSite	HyperOffice
http://www.centraldesktop.com	http://www.groupsite.com/	http://www.hyperoffice.com
Alternative to SharePoint™	Collaboration /Social networking	Online collaboration suite

Project Management:

This category competes with builder-specific services and is so generic that I don't have a favorite, but am including some of the more modern/lean/collaborative project management services for you to check out. These are all inexpensive and/or free for a single project.

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ManyMoon http://www.manymoon.com   A thoroughly modern web-based project management app – this one works with Google docs, and is very GenY in approach – more like a social networking site.

Remember the Milk!	Zen Project Management	Action This!
http://www.rememberthemilk.com/	http://www.agilezen.com/	http://www.actionthis.com/home.aspx
A simple useful online list/task manager	Lean project management	Simple online project management/workflow

UTILITIES AND OTHER MUST-HAVE TOOLS
 Even though the web is the next computing platform, we still have to keep our laptops, netbooks, and smartphones running and our data backed up and safe. This category is a petting zoo of useful tools for maintaining your IT gear.

Document Templates
DocStoc http://www.docstoc.com/   [JOE'S FAVORITE]
Over 8 million documents and templates uploaded by users –available free or cheap

DocShare   http://www.docshare.com/
A new way to share documents online

Online Backup
Carbonite [Joe's Favorite]
http://www.carbonite.com   Automatic "in-the-background" backup service. Only $50/yr for unlimited storage. Now with multiple iterations/version control. I think this is the best and easiest online backup solution for small-volume builders .

MozyPro	Elephant Drive	BackBlaze
http://www.mozy.com	http://www.elephantdrive.com/	http://www.backblaze.com/
2GB/mo free, then $5/mo	Backup with permanent storage $10/mo	Great new online backup $5/mo

File Sharing and Synchronization
There are so many players here it's hard to keep up with them, for good reason. Almost everyone has at least a desktop and a laptop they need to keep in sync, and the Internet is by far the easiest way to handle it.

DropBox http://www.dropbox.com   **[JOE'S FAVORITE!]**
Great new technology - sets up shared folders between you and peers that can be accessed either like local folders… or from a password-protected website.

FolderShare	BeInSync	Send This File
https://www.foldershare.com/	http://www.beinsync.com	http://www.sendthisfile.com
Microsoft's Free Service	Web-based sync application	Free large file transfer service

Remote Access, Remote Control, Remote Meetings

GoToMeeting.com http://www.gotomeeting.com
An easy, reliable, and inexpensive way to conduct meetings online. To be honest, I've tried all the cheaper or free alternatives and if you're on a budget – there's no shame in using those. But if you want near-perfect reliability and ease-of use… GoToMeeting is still your best bet.

Almost Meet http://almostmeet.com/
A newcomer to the online meeting genre – FREE for now.

Crossloop http://www.crossloop.com/
Looks like a support site – and it is… but the software tool is FREE, and lets you share desktops with other users just like GoToMyPC and other commercial solutions.

DimDim http://www.dimdim.com/
Another FREE alternative to GoToMeeting… gives you a whopping 20 attendees for free.

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"

TeamViewer http://www.teamviewer.com/index.aspx
All-In-One Solution for Remote Access and Support over the Internet. FREE accounts available

UltraVNC http://www.uvnc.com/
Totally free version of VNC platform. Requires considerably more "geek factor" than commercial versions.

Yugma: http://www.yugma.com   Free for personal use (limited features) or only $10/mo for 10 participants (GoToMeeting is 4-5X the price). Yugma is a great alternative to GoToMeeting, and their tech support is fantastic.   I had a little trouble with one of the required Java add-ins and they got back to me and solved it literally in a couple of minutes. Sort of like Avis, they're #2 but trying harder.

YuuGuu http://www.yuuguu.com/   Another remote meeting/access solution.

Search and Research

 All of Craig's http://www.allofcraigs.com/
Search all of Craigslist sub-sites at the same time.

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

ZoomInfo   http://www.zoominfo.com/
Specialized search engine for people, job-seekers, and jobs. Handy for researching candidates for hire.

Training

12 Tools for Creating Screencasts – from Mashable
http://mashable.com/2008/02/21/screencasting-video-tutorials/
Here's a list of tools you can use to create training videos and presentations… for your subs, for your clients, for whoever needs to know more about how you operate.

Web 2.0 Applications, web design tools , AND SEO

App2You
http://app2you.com/site
Web 2.0 system that lets anyone create online software without programming!

Google for Webmasters and presentation [JOE'S FAVORITE] – HIGHLY RECOMMENDED
http://services.google.com/breeze/webmasters
 http://services.google.com/breeze/webmasters/googleforwebmasters/
Search Engine Optimization is all the rage, and is often just snake oil. Google will tell you straight up what it takes to get ranked in their search engine, and you don't need to pay anybody big bucks to do it for you.

List of the Best FREE Web Design Apps
http://windowssecrets.com/reviews/6-Programming/191-Best-free-web-design-apps
From Windows Secrets Magazine online – a ton of free-or-cheap applications for web design – great!

LessHR http://lesshr.com/
Online Human Resource Management System

QR CODES – What are they and why do you need one?
http://searchengineland.com/what-is-a-qr-code-and-why-do-you-need-one-27588
Intro article to QR "2D" bar codes, which can be used to beam product information, installation videos, and just about everything else to your cell phone and/or PC

ZimDesk   http://www.zimdesk.com/
Your computer – on the web! ZimDesk takes the place of a conventional computer with its own "WebOS"

WEB DEVELOPMENT AND HOSTING

There are literally thousands of places to register and host your web domain. It's confusing and frustrating. For that reason, we recommend sticking with GoDaddy for general domain registration and basic site hosting, including basic e-Commerce and WordPress blogs. No, we are not sales agents - don't make a dime if you go there – we recommend them because they get the job done for us, and will for you as well.

Domain Registration – General Hosting

GoDaddy Domain Registration http://www.godaddy.com
Register and manage all your domain names at GoDaddy. Great management tools and a wide range of domain products, including low-cost hosting. We host most of our own sites and client sites with GoDaddy – they offer free installations of WordPress, Drupal, and dozens of other content-management and web-based applications for your site.

SharePoint and Exchange Hosting

Apps4rent.com   http://www.apps4rent.com
Apps4Rent has hosted SharePoint accounts starting at less than $10/mo. We use them ourselves.

FrontPages-Web	**Sharepointhosting.com**	**1and1 Web Hosting**
www.frontpages-web-hosting.net/	http://www.sharepointhosting.com	http://www.1and1.com
Another good USA SharePoint host	Claims some big-name clients	One-size-fits-all - $29/mo

Pay-Per-Click and SEO

BuildingOnline's Production Agency http://www.buildingonline.net/   [JOE'S FAVORITE !]
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. Also experts on Search Engine Optimization – something everyone needs but almost nobody understands the way Allan does.

Site-Builders- Specialized

Wordpress http://wordpress.org/ (hosted) and http://www.wordpress.com (software) **[JOE'S FAVORITE!]**
Open source content creation and blogging software, in the past couple of years WordPress has morphed from a simple blogging platform, to one of the most extensible and complete content management systems on the 'net… mostly because of its open framework and thousands of third-party developers writing add-in applications for it.   From a simple blog to a complete website and e-commerce solution, you can build it with WordPress. GoDaddy and other hosts offer free installation
HIGHLY RECOMMENDED

Squidoo	**Yola**	
http://www.squidoo.com/	http://www.yola.com/	
build a page (a lens)and share it	Build a complex website- no-coding	

FREE! FREE! FREE!   Just what the doctor ordered… even more <u>Cheap Tricks</u> at our password-protected SharePoint™ site.   Send your name, company name, and your e-mail address to info@mountainconsulting.com

MORE CHEAP TRICKS

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.

10-Minute Mail   http://10minutemail.com/
10-minute mail gives you a working throw-away address for all those sites requiring an email address for your opt-in.

46 best Free Software Utilities http://www.techsupportalert.com/best_46_free_utilities.htm
Site compares and reviews free software in nearly every category.
A free music/podcast alternative to iTunes.

Bookmark Manager Pro   http://www.wakproductions.com
The best client-side (installed on your PC) way to find your bookmarks and "favorites". Quickly becoming a buggywhip because of social sites like www.Delicious.com

DD-WRT (Router Hacks) http://www.dd-wrt.com/
Ok, for the geeky among you… here's a site that provides hacked firmware for your Internet router, allowing it to do all kinds of new stuff. Proceed with caution!

DIMIO SOFTWARE - utilities   http://dimio.altervista.org/eng/
All kinds of FREE utilities – synchronizing, back-up, controlling your computer's shut down process.

FileZilla http://filezilla-project.org/
Free open-source FTP (File Transfer Protocol) software. If you're building any kind of a website, sooner or later you'll need to upload files to it.

Free Downloads   http://www.free-downloads.net/
Great site reviewing hundreds of free and cheap downloads and trial software.

Folder Size http://foldersize.sourceforge.net/
XP and Vista 32-bit users only…this utility adds columns to Windows explorer that show the size of your folders

Giveaway of the Day http://www.giveawayoftheday.com
Like the name suggests – this site offers a free copy of commercial software, a new title almost every day.

IzArc Zip Utility [JOE'S FAVORITE !] and 7-Zip   http://www.izarc.org   **7 Zip** http://www.7-zip.org/
Free open-source replacement for WinZip !

iScribe   http://www.memecode.com/scribe.php
Free lightweight e-mail client - replaces Outlook and many others.

Lean Enterprise Institute http://www.lean.org/
Everything you ever wanted to know about "Lean" – start here.

MagicIso   http://www.magiciso.com/ Utility that emulates a DVD optical drive, making it possible for you to open and install software from .iso files even when you don't have the actual CD or DVD.

Magic Jelly Beans Keyfinder   http://www.magicaljellybean.com/keyfinder/
Software locates and retrieves your various software product keys -FREE

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PDFCreator [JOE'S FAVORITE !] http://www.pdfforge.org/products/pdfcreator
Totally free open-source PDF creation and editing tool. Replaces Acrobat in many applications.

Rocketdock http://rocketdock.com/
Cool custom "dock" that turns your PC into a Mac sort of… Free but if you like it, please donate or buy a shirt.

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
Even though there are freebies, SnagIt is worth the money, it's the best screen capture utility on the market today - $40

SoonR http://www.soonr.com
Insanely clever remote access application – share a PowerPoint Slide … using your phone !

TWiT-TV (The Week in Tech) http://www.twit.tv/   Do you remember TechTV? The ScreenSavers show? Well TWiT is Leo LaPorte and all the old TechTV gang, alive and well on the Internet and podcasts, and they tell me with a larger audience than they had on cable.

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

Construction Calc http://www.constructioncalc.com/
Online store featuring many construction engineering and calculator titles.

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 [JOE'S FAVORITE]
http://www.efax.com , http://www.faxaway.com
Inexpensive and reliable web-based faxing solutions

Fax Providers.com
http://faxproviders.com/index.html

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

Generation "Y" 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

Pew Social Trends
http://pewsocialtrends.org/
Pew is an organization that tracks all kinds of social and demographic trend info, much of it free.

Reaching Generation Y (Microsoft Small Business Site
http://www.microsoft.com/smallbusiness/resources/marketing/market_research/tough_customers_how_to_reach_gen_y.mspx

Understanding Generation Y – Oberlin University
http://www.oberlin.edu/stupub/ocreview/2006/12/08/features/Understanding_Generation_Y.html

IT Management and Purchasing Help

DealNews http://www.dealnews.com
Still a great site for uncovering deals on big-screen TVs, laptops, and more.

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 and GPS

AccuTracking
http://www.accutracking.com/
Inexpensive at under $10/user for a basic plan…AccuTracking utilizes your cell phones to locate and report on your service fleet. Featured in our JLC article.

Jotto Desk (Mobile Office)   http://www.jottodesk.com
The best vehicle laptop/technology stand we've found.

GPS Magazine and GPS Review http://www.gpsreview.net/   and   http://gpsmagazine.com/
Reviews and information about GPS devices

Microsoft Outlook™ Add-Ins

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

Xobni (Zob-Nee) http://www.xobni.com
Yes, it's "inbox" spelled backwards. Enhanced search and sort for your Outlook inbox.

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

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SharePoint™ site.   Send your name, company name, and your e-mail address to info@mountainconsulting.com

BIOGRAPHY

A former (and still once-in-a-while – one or two projects a year whether he needs them or not) homebuilder and general contractor, Joe Stoddard has been knee-deep in technology for the building industry for 25 years, from DOS 1.0 in 1981 to "Web 3.0" in 2011 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.

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.

Mountain Consulting assists builders, remodelers, and allied industry professionals improve their business processes and automate their operations through the careful application of technology.   Clients have included top-400 homebuilders, "big-50" remodelers, other management consultancies and software providers.

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http://www.mountainconsulting.com

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 2012 and beyond. Be sure to turn in your evaluation and tell 'em what you think!

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