

in this issue >>>*Tom's Thoughts**Believe in Yourself**Is That QR Code Safe?**April Fools 101**Make Cell Phone Batteries Last**New Client Spotlights**Featured Client Redesign*

The Big Sky and Aggieland Report

Tips, Thoughts, Trivia and Fun

Brought To You by Big Sky Internet Design and Aggieland Website Design

Tom's Thoughts >>>

Customer vs. Client

Do you know the difference between a Customer and a Client?

Embarrassingly, I had always used them interchangeably. But that is not the case at all!

According to Webster a *Customer* is one that purchases a singular commodity or service. While a *Client* is one that engages the professional advice or services of another.

For example, a mechanic or a store owner, typically have customers. A lawyer or a landscaper, typically have clients.

This got me thinking that all our website owners are *Clients* of ours, not customers. Why does it make a difference?

It is a different mindset. As our clients, you trust our advice to help you build your business, now and for years to come. We do not just build you a website and hand it over and say 'Good Luck with that!'. We are there with you anytime you have any issues, questions or need help or advice. You are our client.

With that in mind, do you have customers or clients?

See You in May! Tom

Do You Believe in Yourself?

There was a professor who made a unique offer to his college students. As he was about to administer the final exam, he bragged on how proud he was of the class. Because they had done so well, he wanted to offer them something.

"Anyone who would like to receive an automatic C grade on the test, raise your hand." He explained they would not be tested whatsoever. Just lift your hand, no pressure, no failing grade, you will pass with flying colors.

One hand went up then another and another until about half the class got up and walked out of the room. They were so relieved. No stress, no worry, no failing grade.

The professor went on to pass out the test to the rest of the students, but he placed them face down on their desks. For the next few minutes, he encouraged them on how they were going to go so far in life, because they believed in themselves. And that they should always strive to do their best in life.

Then he instructed them to turn the test over and get started. When they turned over the paper, it read "Congratulations! You just made an A!"

The students who stayed, believe they had what it took to get an A. Why settle for a C when you can get an A? Why settle for less simply because of your belief system? When you allow negative thoughts to remain in your mind, you are settling for a C!

What you believe about yourself on the inside is what you will manifest on the outside. Whatever you tell yourself becomes your reality. Closely monitor what you say to yourself, because when you fill your mind with positive thoughts, your life will line up with them.

"Whether you think you can, or think you can't, either way, you're right." - Henry Ford

Paraphrased from Day 43 of 'Live Your Dreams' by Terri Saville Foy

Watch Out >>>

Is that QR Code Safe?

Recently, the FBI warned that QR codes are being altered to send users to malicious sites to steal their financial information. It's not always easy to spot a scam, but here is guidance and tips from the FBI to help you verify a QR code and avoid phishing attempts.

Tips to Protect Yourself:

- Once you scan a QR code, check the URL to make sure it is the intended site and looks authentic. A malicious domain name may be similar to the intended URL but with typos or a misplaced letter.
- Practice caution when entering login, personal, or financial information from a site navigated to from a QR code.
- If scanning a physical QR code, ensure the code has not been tampered with, such as with a sticker placed on top of the original code. **Especially at Restaurants.**
- Do not download an app from a QR code. Use your phone's app store for a safer download.
- If you receive an email stating a payment failed from a company you recently made a purchase with and the company states you can only complete the payment through a QR code, call the company to verify. Locate the company's phone number through a trusted site rather than a number provided in the email.
- Do not download a QR code scanner app. This increases your risk of downloading malware onto your device. Most phones have a built-in scanner through the camera app.
- If you receive a QR code that you believe to be from someone you know, reach out to them through a known number or address to verify that the code is from them.
- Avoid making payments through a site navigated to from a QR code. Instead, manually enter a known and trusted URL to complete the payment.

Source: FBI (Shortened URL): <https://bit.ly/35ji5oz>

April Fools' Day 101

Historians speculate that April Fools' Day dates to 1582, when France switched from the Julian calendar to the Gregorian calendar. In the new calendar, the year began with the spring equinox around April 1. People who failed to recognize the start of the new year became the butt of jokes and hoaxes and were called "April Fools."

Classic April Fools' Day Pranks

1957: BBC reported that Swiss farmers were experiencing a **record spaghetti crop** and showed footage of people harvesting noodles from trees.

1985: Sports Illustrated ran a story about a rookie pitcher named Sidd Finch who could throw a **fastball over 168 miles per hour**.

1996: Taco Bell announced it had agreed to purchase Philadelphia's Liberty Bell and intended to rename it the **Taco Liberty Bell**.

1998: Burger King advertised a **Left-Handed Whopper**. Clueless customers requested the fake sandwich.

Google hosts an annual April Fools' Day prank that has included everything from "telepathic search" to the ability to play Pac Man on Google Maps.

Tech Tips >>>

How to make your Phone Battery Last

From charging all night to using cheap cables, common habits could be shortening your phone's battery life. We all HATE that!

1. **Charge smarter, not longer:** Charging your phone to 100% and letting it dip to 0% ages the battery. Instead, keep the charge between 30% and 80% by plugging your device in for smaller chunks of time.
2. **Avoid Plugging in Overnight:** Enable the optimized charging setting, if available, or plug your phone in for short spurts instead. Unplug before the battery is full.
3. **Steer Clear of Extreme Temperatures:** Lithium-ion batteries are very sensitive to heat and cold. Don't leave your phone sitting on the dashboard on a sunny day. If you're out skiing, for instance, let your device warm up before plugging it in.
4. **Only Use Certified Chargers and Cables:** These types of chargers and cables use the latest charging technology and alternatives may lack safety mechanisms that protect your device.

Source: Asurion



© Brian Crane.

word search puzzle

spring



B U B L O S S O M I R L W E
 L E B U T T E R F L Y X N Q
 O R U G U K L Y C X R I R T
 O H Q A L P F W C X H D A V
 M G G Z I J R T P S D A I A
 M T R R P E F B N G H E N P
 T B V A E G D U X R J Q O R
 J K G S S E S A H O T D K I
 X L E S T S N Y F W R H X L
 R A I N B O W V F F M F A A
 T T I R O B I N S I O Y X W
 K Y B M L E V X A T T D Q S
 P T U I G B D J I O W A I C
 Z R D U M B R E L L A F B L

APRIL
 RAINBOW
 BLOOM
 GROW
 BUTTERFLY
 BLOSSOM
 DAFFODIL
 BUD
 GRASS
 ROBIN
 GREEN
 THAW
 TULIP
 UMBRELLA
 SUNSHINE
 RAIN



2021-2022

Stallion Auctions Results

Record Year!

Each year the numbers for the stallion service auctions held by our clients increase. In 2022, there were 23 auctions, the same as 2021. The total dollars raised is up 11% and the number of bids is up 27%!

Year	Raised	Bids
2020-21	\$1,349,283	7623
2021-22	\$1,518,452	10,487
Increase	\$169,169	2864

Congratulations to All our Stallion Service Clients!

Back by Popular Demand...



New Clients Spotlight – Welcome!

YOUR TRUSTED PLUMBING SERVICE IN BRAZOS VALLEY!
BOOK SERVICE

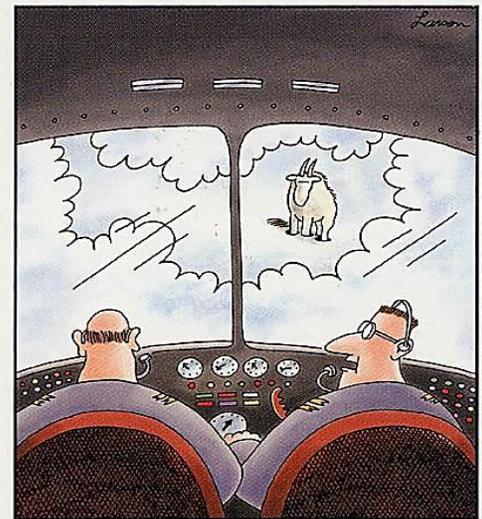
Bailey Plumbing is a family owned business that has been providing professional plumbing services in the Brazos Valley and surrounding areas since 1986. Our experienced and qualified technicians are committed to doing the job right with integrity and professionalism.

We offer a wide range of residential and commercial plumbing services. If you need reliable and professional plumbing installations or repairs, give us a call today.

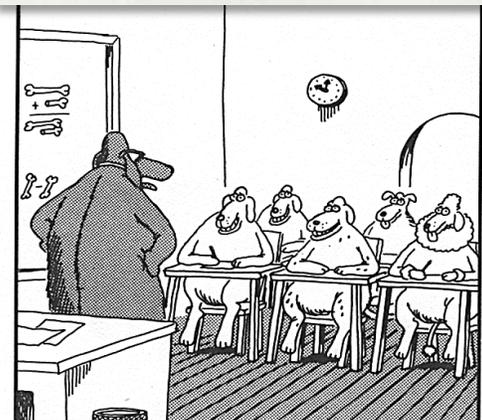
Bailey Plumbing
 BaileyPlumbingBCS.com
 College Station, Texas

The Covered Arena Experts
 We Specialize in Constructing Equestrian Facilities.
Get A Quote

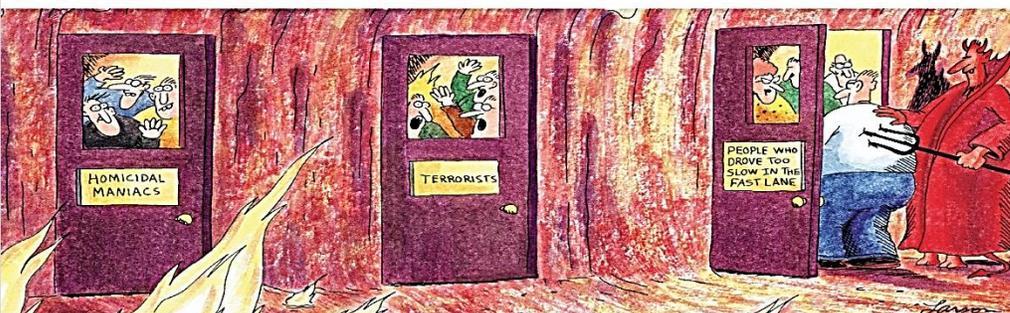
Ranch Covered Arenas
 RanchArenas.com
 Houston, Texas



"Say ... what's a mountain goat doing way up here in a cloud bank?"



"Well, here we go again. ... Did anyone here not eat his or her homework on the way to school?"



32 Raven Drive - Bryan, Texas 77808



Share us with your friends and
Customers and receive a
\$100 Amazon Gift Card!

NOTICE!

GoDaddy Email Scams
are on the Rise!

Scammers use your name, email
address and your domain name to
make them look VERY authentic.
**DO NOT CLICK ON ANYTHING IN
THOSE EMAILS.**
When in doubt, PLEASE ASK!

Contact Tom | 979-217-1544

BigSkyInternetDesign.com / AggielandWebsiteDesign.com

Featured Client Redesign Sonny Rice and the Hall of Famers SonnyRiceAndTheHallOfFamers.com



We have worked with Sonny and Gloria Rice for many, many years. Sonny's band, "The Swingin' On Band", had a web page that was integrated with the All Around Cowboy Church website. Well, they decided on the new name and a redesigned website was in order!

They are keeping the tradition of swing music alive for the generations to come! Sonny Rice and The Hall of Famers band members have played with such greats as The River Road Boys, George Strait, Johnny Rodriguex, and Herb Remington. Plus, ALL the band members are in the Western Swing Music Society Hall of Fame! Legends!

Keep it Updated!

Get the most out of your website.
Google and your customers will love
you for it!

Use this QR Code to easily send an
update email to Debbie at
Updates@BigSkyInternetDesign.com.



Newsletter Archives:
BigSkyInternetDesign.com/Newsletters

**1040 Deadline
Offer!**

**20% Off
Website Redesign**

**Expires April 15
Midnight!**