

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 >>>



**Merry
Christmas!**

I LOVE CHRISTMAS MEMORIES!

I do love Christmas and always have!
We have our Christmas tree up and lights on the house and are ready.

We made some awesome memories last year. My kids (both in their 30's) were home for Christmas, and we got out my Aurora slot car set from the 60's. We had a blast racing on 'Toms Martini Motor Speedway'!

We had friends over and held race nights with race heats and the whole nine yards. Really brought back awesome memories from when I was growing up. Back then we set up the track on our ping pong table. What can I say, I'm a kid at heart. Sometime I will have to show off my garden trains that deliver drinks to the pool!

May you too make awesome memories this Christmas Season!

God Bless and Merry Christmas –
Tom & Carrie

Who is Updates@?

It's been speculated that "Updates" is some *Mythical Being* that never sleeps and is constantly connected to a computer because website changes are completed so quickly and at all hours. Well, I can assure you, she IS human, and she DOES sleep.

Despite what her email address implies, Debbie (aka "Updates") is responsible for a lot more than just updates. While she does handle most of the daily changes to our customers' websites, she also manages and delegates tasks to others, maintains our Facebook page, and has created most of our websites. In the 20 years Debbie has been with us, she has designed and built more than 500 websites.

Debbie created her first website in 1999 while working as a veterinary technician. Her employer at the time wanted a website for his small animal practice and was quoted a ridiculously high price. Debbie, who knew absolutely NOTHING about building a website, said "I can do it much cheaper than that!" She borrowed the book "HTML For Dummies" from the library and coded her first website from scratch. The site was a hit, and she received a substantial lifetime discount on veterinary bills for her hard work.

Back in 2001, after becoming a mom and moving an hour away from the veterinary clinic, she decided she wanted to spend more time with her family and avoid the long commute. We offered her the opportunity to come work for Big Sky Internet Design. She's been with us ever since! Fun fact – Debbie first met us in 1991 when we hired her to clean stalls, baby sit while we were showing, and help out at the horse farm where we were training and boarding horses. We have been like family ever since.

Debbie lives in Northeast Ohio and has been "WFH" (working from home) since way before COVID made it mainstream. The flexible hours allows her to be there for her two sons and allowed her to volunteer for their many sports, band, and school functions. Now that her youngest is in college, Debbie would love to travel more, but she says, "But don't worry, I'll still be there for your updates in 24 hours or less!"

Debbie is awesome and we are incredibly fortunate to have her!

Watch Out >>>

Facebook Quizzes Can Be Dangerous

You may be sharing personal data without even realizing it—know the risks.

It's a question you can't help but answer: *Which Hogwarts house do you belong in, Slytherin or Gryffindor?* While it may look like another harmless social media quiz, it is one of many phishing tactics hackers use to steal your personal information and turn it against you.

The Questions.

Ever wondered why quiz questions are so specific? They're often the same ones you answer when setting up online accounts and security steps. If the question looks too familiar, skip it.

Your Answers.

The information you provide on these quizzes can be mined and sold to advertisers. The best-case scenario: You get a targeted ad to your favorite store. The worst: Your answers wind up in the wrong hands—those of scammers and hackers. Be careful filling in the blanks on your next quiz.

Your Online Account

Taking a quiz while logged in to your social media profile allows hackers to potentially use the platform to learn more about you, gain control of your account (and others linked to it), and steal your identity. So, avoid giving any quiz app “access” to your login information.

Source: Asurion



**Debbie, with her sons,
Sean and Dillon**

Tips >>>

Social Media – Be A Thought Leader

How to become a thought leader.

Social media is a great way to get your message out to the most people, but it is crucial to do so in the right way.

One good tip to become a thought leader is to create social media profiles that are very professional. Personal social media should only be for family and friends, and a professional profile is where you can show your followers your professional authority, expertise, and reputation. A professional profile should help your credibility with a professional headshot and branding guide.

Another good tip is to try to be as real as possible. Authenticity attracts people, so sharing real-life struggles can be a good idea as everyone, including followers, can relate to those. People can always relate to someone who is willing to admit they are not perfect, because no one is.

Thought leaders should never worry about pleasing everyone. Messages will only ever resonate with a certain group of people, making it important to identify the audience you are targeting and talk directly to them.

Did You Know?

December is National Fruitcake Month?

In 1935, rural southern states had a surplus of cheap nuts. So lots of nuts were added to fruitcakes, and the expression “**nutty as a fruitcake**” was coined. Go Figure.

Happy Holidays Word Search

WORD PUZZLE GAME

1. Decorations 2. Wreath 3. Gingerbread 4. Snowflakes 5. Stock
6. Snowman 7. Gift 8. Pinsetta 9. Mittens 10. Bell 11. Clock

2021-2022 Stallion Auction Dates

Check out StallionAuctionsOnline.com for the most up to date list!

List updated 12/1/2021.

Auction	Begin	End
Heritage Days Classic	10/8/21	Buy Now
Southern Cutting Futurity	11/1/21	1/31/22
National Youth Cutting Horse	11/15/21	1/15/22
National Stock Horse Assn	11/22/21	2/7/22
Cascade Cow Cutters	12/1/21	1/10/22
Cowboy State Stallion Incent.	12/1/21	1/29/22
Texas Quarter Horse (Race)	12/2/21	1/12/22
QH Racing Assn. of Indiana	12/10/21	1/9/22
National Reined Cow Horse Assn	12/11/21	1/8/22
Utah QH Racing Assn.	12/11/21	1/8/22
Alberta Reined Cow Horse Assn	12/15/21	3/15/22
Oklahoma QH Racing	12/16/21	1/28/22
Louisiana QH Breeders Assn.	12/17/21	1/21/22
Colorado Classic Stallion Incent.	1/1/22	1/22/22
Arizona QH Racing Assn.	1/1/22	1/31/22
Western States CHA	1/1/22	1/31/22
Triple Crown 100 Stallion Incentive	1/1/22	2/15/22
Valley Girls Barrel Racing Incentive	1/2/22	2/5/22
Pacific Coast Cutting Horse	1/5/22	1/19/22
Texas Quarter Horse (Barrels)	1/14/22	2/14/22

New Customer Spotlight – Welcome!



NRCHA Stallion Auction
NRCHAStallionAuction.com
Pilot Point, Texas



Birch Creek Village HOA
BirchCreekVillage.com
Somerville, Texas

What Tom Said.

- “I’d like to stop by the mausoleum,” Tom said cryptically.
- “We just struck oil!” Tom gushed.
- “Get to the rear of the ship!” Tom said sternly.
- “I have no flowers,” Tom said lackadaisically.
- “I forgot what I needed at the store,” Tom said listlessly.
- “I want my money back, and then some,” Tom said with interest.
- “I decided to come back to the group,” Tom rejoined.
- “I love hot dogs,” Tom said with relish.

(These are call ‘Tom Swifties’. Groaning out loud is permitted and encouraged!)



Thank you for your Referrals!

*Thank you, Sarah McKibben, from McKibben
Performance & Versatility Horses -
MozaunMcKibben.com for your referral!*

*Sarah received a **\$100 Amazon Gift Card** in
Appreciation ~ Thank You Sarah!*

Referrals are Awesome!

*Share us with your friends and you can get a
\$100 Amazon Gift Card too!*

Contact Tom - 979-776-5160

BigSkyInternetDesign.com / AggielandWebsiteDesign.com

Featured Customer Redesign – FalesRanch.com



Ralph and Carrie Fales are longtime customers dating back to 2012! Their operation is a family affair with Matt Fales training as well.

The website we built for them back then was a very pretty website, and while it still looked great, Carrie thought it was time to modernize it. Specifically, making it responsive so it worked GREAT on any device. Plus, we added in the Blog/News package that is perfect to post all the articles written about them. Please check out FalesRanch.com! - Thank you, Ralph and Carrie!

Get Ready for the New Year With Your New Website!

'I am offering incredible discounts for long time customers through the month of December. Let me know how I can help you!' - Tom

Got Updates?

No one wants to see old, outdated information on your website. Ask yourself this, would you come back?

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

And remember, she will ALWAYS email you when the updates are complete!

