



2TouchU—2TouchPOS University

Enter to Win **FREE Support— Deadline Extended****

Volume 4, May & June 2012

Back in February, I announced a special video contest. Well, the clock is ticking...

All you need to do is create a captive and exciting video explaining one or all of the following:

- Why you chose 2TouchPOS
- Your positive experience with 2TouchPOS
- Why you love 2TouchPOS



For full contest details, please [click here](#).

****Deadline for submission extended through 7/31/2012!**

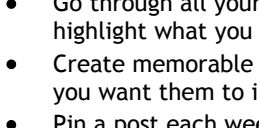
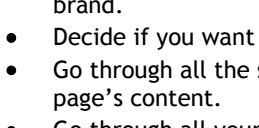
Dirty Electric? Electric Quality is Vital to the Reliability of Your 2TouchPOS System...

Summer is here and I've witnessed some awesome thunderstorms so far this season. I've also talked to a few customers who have lost hardware because of these storms.

That got me thinking... Did you know that surges produced by large equipment, i.e. coolers, ice machines, blenders, etc., cycling on and off also affect devices on the same circuit? Dirty electric causes equipment failure!

Here are steps you can take to protect your 2TouchPOS hardware:

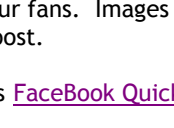
- Ensure your electrical circuits are up to code.
- Ensure the proper polarity and grounding.
- Use separate circuits to isolate your 2TouchPOS equipment.
- Install Smart Power Systems' "Smart Cords" on your router, terminals and printers. They add value and performance features that minimize the failure of components, which will ultimately contribute to cost management and profitability. The best part? They have a lifetime warranty!



Beware—Common surge protection devices (SPD) and off the shelf UPS' only protect you from lightning strikes. Be careful of devices that emphasize joule ratings and attenuation specs, neither offer "let-through" voltage results which is the true measurement of power protection products that work best to enhance you and your establishments reputation.

A Checklist for Facebook's Timeline Format

I recently received an email with a checklist for successfully setting up your establishment's page in Facebook's Timeline format.



Most of us hate change, especially when we don't understand the reason for it. So, I thought I would pass along their checklist, to hopefully make your transition to Timeline as easy as possible!

- Have a cover image professionally designed for your business. (851 x 315px)
- Upload a profile picture that clearly brands your business. (180 x 180 px)
- Update your "About" section to include a clickable link & an enticing description of your business.
- Change the pictures of your apps so that they are more compelling & better represent your brand.
- Decide if you want to allow messaging from your fans.
- Go through all the sections in the Activity Log to get used to this new way of viewing your page's content.
- Go through all your past posts, pictures, videos, etc. & hide what you don't want displayed & highlight what you do.
- Create memorable "Milestones" for your company & date them so that they appear where you want them to in your new "Timeline."
- Pin a post each week with links & engaging content.
- Star your most memorable posts so that they attract attention & keep fans engaged.
- Keep track of your page's "Insights" on a weekly basis (through your Admin Panel) - increase what's working & get rid of what's not.
- Post daily to your page with relevant information to help & entertain your fans. Images are proven to be 2x as effective, getting a lot more interaction than just a post.

To get more information on this list, you can get Carl White & Mike Crosson's [FaceBook Quickie Training](#).

New 2TouchPOS Family Members

We would like to welcome the following customers to the 2TouchPOS Family:

- Corner Pub— Cincinnati, OH
- 3CDC Washington Park—Cincinnati, OH
- Mullen's— Lakewood, OH
- Vibe Bar & Grill— Euclid, OH
- Fat Guys Bar & Grill 2—Cleveland, OH
- Mr. Dominic's— Rochester, NY
- Burrito Fresco— Brockport, NY
- Red Onion Lounge— Phoenix, AZ
- Bonzai— Rochester, NY
- Rumors— Milwaukee, WI
- Bucktown Pub— Chicago, IL
- Ray Ray's Bar & Grill— Rochester, NY
- Empire Pizza 2—Webster, NY
- Sips Specialty Coffee House— Tampa, FL
- CPG— Buffalo, NY
- Steel River BBQ— Rochester, NY

I Need Your Feedback...

I need to know:

- What topics do you want to see in future newsletters?
- What training videos would you like to see added to our YouTube library?

Questions or comments? Email me at ahedqes@xeniosllc.com or call (866)227-8682.