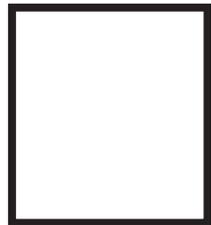
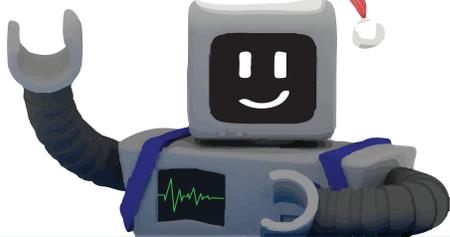


# BURK I.T.

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## Do IT 4 the Kids

We are now on a season break for News.exe, so look out for new episodes starting this January! We are very excited for the changes and improvements coming next year, and we will continue to strive to make News.exe as entertaining and informative as possible. In lieu of a new episode this month, we wanted to discuss Do IT 4 the Kids, our twelve-hour charity livestream that ran from 9:30 to 9:30 back on November 19th.

We held this stream with the intention of raising funds for Coalition for Kids, a fantastic charity in our area that helps kids all throughout the Tri-Cities. The stream itself was a lot of fun, and featured Michael Trotter-Lawson and Noah Parker playing a bunch of different video games and making total and complete fools of themselves. While playing games, people could donate to force them to stop mid-action, often resulting in hilarious hijinks and typically failure within the game itself.

From 6 to 8 that evening, we had "happy hour", where physical exercises for Michael and Noah were swapped out for exercises of the liver, as watchers could donate

to have the pair drink alcohol thoughtfully provided by Tennessee Hills Distillery. While this may sound like many people's idea of a fun Saturday night, Noah and especially Michael are not accustomed to frequent drinking, and though they stayed safe in their alcohol consumption, it was nonetheless much more than they would typically consume.

By the end of the event, we had raised \$3,486.98 for C4K, making the stream a great success! All the best moments from the stream have been edited and posted in two separate videos up on the Burk I.T. YouTube channel, as well as two stand-alone videos posted for reaching certain milestones during the stream. We hope you enjoy these videos, and stay tuned for more events like this in the future!



WATCH THE BEST  
FROM THE STREAM!



# THE BURK Bulletin

## Merry Christmas from Burk I.T.!!!

This holiday season, the team here at Burk wanted to take opportunity to wish everyone a very Merry Christmas and happy holidays! With the difficulties of the past couple years, it can be easy to lose sight of all the good in the world. Last month, we had the awesome opportunity to raise over three thousand dollars for Coalition for Kids, and they are using that money to do a tremendous amount of good for kids throughout our region. While Do IT 4 the Kids is over now, the spirit of giving endures year-round, so we'd like to encourage everyone to give what they can to help your community, wherever that is.

This part of the newsletter is typically reserved for some product or service we want our clients and potential clients to be aware of. Instead, in the spirit of the season, we are listing off several charities with the mission of making this season bright for everyone; from those who are abused or neglected to individuals and families struck by hard times.

There's no pressure or incentive to give here, we're just using the opportunity to share some resources for those in the giving spirit this season. The QR code in the bottom-right will take you to a list of links where these charities can be easily accessed.

**Coalition for Kids** (after-school outreach to local children)

**Action Against Hunger**

**Doctors Without Borders** (medical humanitarian assistance to the people who need it most)

**American Foundation for Suicide Prevention**

**Tunnel to Towers Foundation** (to honor our fallen military and first responders)

**CancerCare**

**Unbound** (empowering families in poverty)



## Client Spotlight

The people of Burk I.T. have been the biggest benefit for us. A familiar face and family feel are priceless when you have something bad happen. The family atmosphere is hard for others to compare to. You don't often get to deal with a company that treats you like part of their family.

If you're going to hire an IT team, take an hour and go personally visit Burk I.T. Go sit and talk to the staff and employees. These folks are as honest and professional as you will ever find.

**Matt Lewis**

Vice President of Information Systems  
Citizens Bank



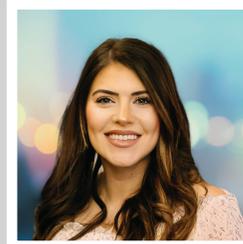
## What's New



Meet Hunter Roberts, one of our newest engineers, who's been working on the support desk for several months now.

He obtained associate degrees from Northeast State in Networking and in System Administration. He chose a career in I.T because of his Uncle Brian; he was an I.T specialist at the VA hospital for nearly 20 years which sparked his interest in this field. His hobbies include playing video games, cooking, and watching football.

## December 2022



This monthly publication provided courtesy of Stephenie Griffith and the Sales & Marketing Team at Burk I.T.

## Our Mission

To create trusted relationships while providing Practical, Secure IT Results  
That's the **Burk I.T. Way**

## 4 Common Technology Budgeting Mistakes

Are you planning to include your IT needs in your annual budget this year? If so, that's fantastic! You're doing something vital to ensure your small business' success.

Budgeting for technology can be tricky. On the one hand, you want to be ready for anything, but you also don't want to overspend and waste valuable resources. It's a delicate balance that many fail to achieve.

We've compiled a list of the most common technology budgeting mistakes you should avoid. We also know that you may be wary of taking advice from an IT company on technology budgeting, but here at Burk, we prioritize finding the right solution for each of our clients. That is NOT always the highest price or largest profit margin for us.

By avoiding these mistakes, you can ensure you're making the best use of your resources and getting the most bang for your buck.

### Mistake #1: The cheapest option is always the best

In this modern digitized era, technology can no longer be an afterthought. Investing in high-quality technology can significantly improve your bottom line. Streamlining workflows, increasing employee productivity and morale, and improving customer satisfaction are all excellent reasons to invest in quality technology.

Just as you would not attempt to run a marathon with inadequate preparation, you should not try to run your business with subpar technology. Invest in high-quality technology and watch the difference it makes in your business.

Unsure of what the best technology options are for your company? Talk to experts in the field of IT. Even when they don't work in your field, these...

