

## Introduction

You would not trust your valuables to a stranger and there is no reason for you to trust your business and personal computers to an unqualified amateur. So let me introduce myself and make clear several points: Pocono PC Pro is reliable, qualified and professional.

Pocono PC Pro is owned and operated by me, Albert G. Lotito. I have been working with computers personally and professionally since 1977. I have worked in many types of business ranging from mom and pop shops to the Fortune 50 companies. Through it all I have been guided by a simple group of ideas.

- No matter how fancy or excellent or expensive a solution is, if the users don't or can't use it then it is a failure.
- Just like a driver does not need to understand internal combustion engines to drive a car, computer users should not have to be concerned with how a computer works to use them.
- For each task there is an appropriate tool and sometimes the best tool is a computer.
- Set expectations appropriately. If the users do not know what they want the computer to do and do not have realistic expectations then there is no way to have a successful outcome
- Listen first. If you cannot hear the user then your software will not address his needs.

Working from these fundamental ideas makes me the professional you want on your team. As you will see from my résumé (<http://PoconoPCPro/ReadMaterial/Index.html>) my expertise is based on knowledge and experience. I have a proven track record of successful outcomes. In addition, as you will find out by checking my references (available upon request), I am reliable, successful and my customers are satisfied and continue to call me with new needs, and projects.

Best Regards,

Albert Lotito