



# Innovations

Review Twice, Implement Once. Doing IT Right the First Time.



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## The Lighter Side....

You come from dust and you will return to dust. That's why I don't dust. It could be someone I know.

One minute you're young and fun. And the next, you're turning down the stereo in your car to see better.

There's nothing scarier than that split second when you lose your balance in the shower and you think "THEY ARE GOING TO FIND ME NAKED."

I started out with nothing...  
I still have most of it.

This 'killing them with kindness' is taking way longer than I expected.

The quickest way to double your money is to fold it over and put it back in your pocket.  
~ Will Rogers

I think the worst time to have a heart attack is during a game of charades. ~ Demetri Martin

Error 404:  
Your haiku could not be found.  
Try again later.

What do you call a snobbish criminal going down the stairs?  
A condescending con descending.

I think my neighbor is stalking me as she's been googling my name on her computer. I saw it through my telescope last night

My therapist says I have a preoccupation with vengeance. We'll see about that.

Money talks ...but all mine ever says is good-bye.

## Why Your Business Is The PERFECT Target For Hackers...

### *And What You Need To Do NOW To Protect Yourself*

Everybody gets hacked, but not everything makes the evening news. We hear about big companies like Target, Home Depot, Capital One, and Facebook getting hacked. What we rarely hear about are the little guys – the small businesses that make up 99.7% of employers in the United States, according to the Small Business Administration. It's these guys who are the biggest targets of cybercriminals.

Basically, if you run a business, that business is a potential target. It doesn't matter what industry you're in, what you sell or how popular you are. Cybercriminals go after everybody. In 2018, a cyber security survey by the Ponemon Institute found that 67% of small and midsize businesses in the U.S. and U.K. were hit by a cyber-attack.

For the cybercriminal, casting a wide net makes the most sense because it gets results. It puts them in a position where they are able to extort money, steal sensitive information and ultimately profit off of destroying the property, prosperity and reputation of others.

Why do cybercriminals love to target small businesses? There are a handful of reasons why small businesses make sense to attack.

- 1) **Small Businesses Are The Most Vulnerable.** Business owners, entrepreneurs and executives aren't always up-to-date on network security, current cyberthreats or best practices in IT. They have a business to run and that's usually where their focus is. Unfortunately, that means cyber security can take a back seat to other things, like marketing or customer support. This also means they might not be investing in good network security or any IT security at all. It's just not top-of-mind or they may feel that because it's never happened to them, it never will (which is a dangerous way of thinking).
- 2) **Small Businesses Don't Take IT Security Seriously.** Coming off that last point, it's true that many businesses don't properly secure their network because they feel that they aren't vulnerable. They have the mindset of "It hasn't happened to me, so it

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won't." Along those same lines, they might not even take password security seriously. According to research conducted by Trace Security, upward of 80% of ALL breaches come down to one vulnerability: weak passwords! Even in 2020, people are still using passwords like "12345" and "password" to protect sensitive data, such as banking information and customer records. Secure passwords that are changed regularly can protect your business!

- 1) **Small Businesses Don't Have The Resources They Need.**  
Generally speaking, medium to large companies have more resources to put into IT security. While this isn't always true (even big companies skimp on cyber security, as the headlines remind us), hackers spend less time focused on big targets because they assume it will take more of their own resources (time and effort) to get what they want (money and sensitive data). Many small businesses lack the resources like capital and personnel to put toward IT security, so hackers are more confident in attacking these businesses.

**“67% of small and medium-sized businesses in the US and UK were hit by a cyber-attack.”**



Just because you haven't had any major problems for years – or at all – is a bad excuse for not maintaining your computer systems. Threats are growing in number by the day. While many small businesses might think, "I don't have the time or resources for good security," that's not true! You don't need to hire IT staff to take care of your security needs. You don't need to spend an arm and a leg securing your network. IT security has come a LONG way in just the last five years alone. You can now rely on IT security firms to handle all the heavy lifting. They can monitor your network 24/7. They can provide you with IT support 24/7.

That's the great thing about technology today – while many hackers are doing everything they can to use technology against us, you can use it against them too. Work with a dedicated and experienced IT security firm. Tell them your business's network security needs, and they'll go to work fighting the good fight against the bad guys.

**FREE CYBER SECURITY HEALTH AUDIT**  
***Reveal Where Your Computer Network Is Exposed  
And How To Protect Your Company Now!***



At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security health audit to uncover loopholes in your company's IT security.

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.

**To get started and claim your free assessment now,  
email Scott Bernstein at [sbernstein@bssi2.com](mailto:sbernstein@bssi2.com)**

## HAND SANITIZER LOSE ITS EFFECTIVENESS IN A HOT CAR

The problem with leaving a bottle of hand sanitizer in a hot car is that it loses potency. Alcohol evaporates very quickly in air. As it evaporates, the relative concentration of the alcohol goes down, as does its germ-killing ability.

The situation is further complicated by a second ingredient that's common in some hand sanitizers: hydrogen peroxide. UV light reacts with hydrogen peroxide and converts it to water, as a result, both active ingredients are lacking from your hand sanitizer, which completely removes any benefit. For this reason, hand sanitizers should not be stored in direct sunlight, nor left out—especially in warm temperatures.

You can use a simple trick to check that your hand sanitizer is still effective: Look at the viscosity of the sanitizer in the bottle. It should be pretty thin, move around the bottle easily, and dry relatively quickly after it's on your hands. But if it becomes thick, or takes longer to dry when you use it than it used to, it's time to replace it. *~Health.com, 5/29/2020*

## Congratulations

to Shannon, our Service Coordinator, and her new husband Mustafa!



## MAKE AN IMPACT

Why did you decide to start your own company? When I ask business owners and entrepreneurs this question, they most often answer, "I wanted to make a positive impact in the world."

The same is true for me. Yes, sure, I wanted to be my own boss, do work that brings me joy, create my own systems, have financial freedom ... but the endgame was that I wanted to make things better through my business. I wanted (and still want) to eradicate entrepreneurial poverty. To make the world a better place for me, my family and my community.

I know – with the current state of things, you may be feeling as though your dreams are too lofty and need to take a back seat. Your business has a crisis to survive, after all. But you can accomplish both surviving (heck, thriving) and making an impact – even during a pandemic.

You are closer to your dreams than you may feel right now. They don't have to fall by the wayside.

The biggest impact you can make right now is through HOW you serve your clients and community in the face of one of the biggest challenges in our lifetime.

But you can't do that if you don't have a solid foundation in your business.

So let's recap what I have been posting about: The Business Hierarchy Of Needs ([mikemichalowicz.com/the-business-hierarchy-of-needs](http://mikemichalowicz.com/the-business-hierarchy-of-needs)) is the key to your business's success right now.

The needs of your customers and clients have likely changed over the last few months and you may feel stuck in, say, the sales level of the Hierarchy. This is why I created the Recession Response ([mikemichalowicz.com/recession-response](http://mikemichalowicz.com/recession-response)), which addresses the HOW – how to take steps to ensure your first three levels of The Business Hierarchy Of Needs are in place, so you can go ahead and make your impact in the world.

I invite you to visit the Recession Response for tips and tangible, actionable resources to help you maintain your SALES, PROFIT and ORDER levels of The Business Hierarchy Of Needs, because you can still achieve your dream and impact your community in a positive way.

You were put on this earth to have an impact. And that impact is not achieved by sacrificing yourself or your business. Nail the first three levels of sales, profit and order. Then you can give back to the world and make your impact.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group. He is also a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next E-Myth!" For more information, visit [MikeMichalowicz.com](http://MikeMichalowicz.com).



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## Shiny New Gadget of the Month

## Weber Connect Smart Grilling Hub



Grilling can feel like guesswork. You throw the food on the grill and keep a close eye on it, hoping for the best. Say goodbye to guesswork and overcooked steaks with the Weber Connect Smart Grilling Hub.

The Weber Connect takes the thermometer and timer into the WiFi era. It monitors your food and sends updates to your smartphone. It lets you know when to flip the burgers or steaks – and then notifies you again when it's time to take them off the grill. You can even have the Weber Connect tell you when your meat of choice has reached your ideal level of doneness. It's great for those who are new to grilling or don't grill often, and it works with every grill! See more at [bit.ly/3eTL69Y](https://bit.ly/3eTL69Y)!

***“We make all of your computer problems go away without the cost of a full-time I.T. staff”***



## Business Tidbit

### 3 E-MAIL PRODUCTIVITY TRICKS YOU NEED TO KNOW

**Turn Off Notifications.** Every time you get a ping that you have a new e-mail, it pulls your attention away from what you were doing. It's a major distraction. Over the course of a day, you might get several pings, which can equal a lot of time wasted. Set aside a block of time for reading and responding to e-mails instead.

**Use Filters.** Many e-mail programs can automatically sort incoming e-mails. You define the sources and keywords, and it does the rest. This helps prioritize which e-mails you need to respond to soonest and which are most relevant to you.

**Keep It Short.** Most of us don't like to read e-mails – and so we don't. Or we quickly scan for relevant information. Your best bet is to just include the relevant information. Keep it concise and your recipients will appreciate it, and as a recipient, you'll appreciate it as well.

~Small Business Trends, April 23, 2020