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June 2021

Celebrating over NINETEEN YEARS of Service and Satisfied Customers!

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"
Fred Holzsager,
IT Director
Holzsager Technology Services
and
Publisher of
The Tech Insighter

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Snapple Real Fact #705
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The Tech Insighter

"Insider Tips To Make Your Business Run Faster, Easier and More Profitably"

Breaking Bad Habits: 4 Ways Your Employees Are Putting Your Business At Risk

Your employees are instrumental when it comes to protecting your business from cyberthreats. But they can also become targets for hackers and cyber-criminals, and they might not know it. Here are four ways your employees might be endangering your business and themselves — and what you can do about it.

1. **They're Not Practicing Safe And Secure Web Browsing.** One of the most basic rules of the Internet is to not click on anything that looks suspicious. These days, however, it can be harder to tell what is safe and what isn't.

A good rule of thumb is to avoid websites that do not have "https" in front of their web address. The "s" tells you it's secure – ***https*** stands for Hypertext Transfer Protocol Secure. If all you see is "http" – no "s" – then you should not trust putting your data on that website, as you don't know where your data might end up.

Another way to practice safe web browsing is to avoid clicking on ads or by using an ad blocker, such as uBlock Origin (a popular ad blocker for Google Chrome and Mozilla Firefox) or Adblock Plus. Microsoft builds Adblock Plus directly into Edge browser for iOS and Android. Hackers can use ad networks to install malware on a user's computer and network.

2. **They're Not Using Strong Passwords.** This is one of the worst IT security habits out there. It's too easy for employees to use simple passwords or to reuse the same password over and over again or to use one password for everything. Or, worse yet, all of the above.

(Continued on page 2)

"We Love Referrals" 2021 Offer

**Keeping with the spirit of helping others,
if you refer a business to us and they become our customer,
we will donate $100 to your favorite charity.**

At Holzsager Technology Services, we believe that referrals are the greatest form of flattery. By recommending your partners, associates, or professional contacts, you can help them enjoy worry-free IT and support a worthy cause of your choice!

For more information, please see our website at www.tech4now.com/we-love-referrals, contact us by phone at 201-797-5050 or email us at info@tech4now.com .

Quotations

"Everyone thinks of changing the world, but no one thinks of changing himself."

—Leo Tolstoy

"I have learned over the years that when one's mind is made up, this diminishes fear."

—Rosa Parks

"Remember that not getting what you want is sometimes a wonderful stroke of luck."

—Dalai Lama

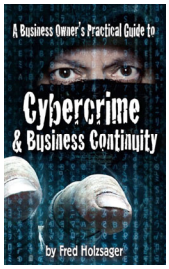
"The only person you are destined to become is the person you decide to be."

—Ralph Waldo Emerson

"When everything seems to be going against you, remember that the airplane takes off against the wind, not with it."

—Henry Ford

Read Fred's Book!



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Breaking Bad Habits

(Continued from page 1)

Cybercriminals love it when people get lazy with their passwords. If you use the same password over and over, and that password is stolen in a data breach (unbeknownst to you), it becomes super easy for cybercriminals to access virtually any app or account tied to that password. No hacking needed!

To avoid this, your employees must use strong passwords, change passwords every 60 to 90 days, and not reuse old passwords. It might sound tedious, especially if they rely on multiple passwords, but when it comes to the IT security of your business, it's worth it. One more thing: the "tedious" argument really doesn't hold much water either, thanks to password managers like Dashlane® and LastPass® that make it easy to create new passwords and manage them across all apps and accounts.

3. **They're Not Using Secure Connections.** This is especially relevant for remote workers, but it's something every employee should be aware of. You can find WiFi virtually everywhere, and it makes connecting to the Internet very easy. A little too easy. When you can connect to an unverified network at the click of a button, it should raise eyebrows.

And unless your employee is using company-issued hardware, you have no idea what their endpoint security situation is. It's one risk after another, and it's all unnecessary. The best policy is to prohibit employees from connecting to unsecured networks (like public WiFi) with company property.

Instead, they should stick to secure networks that

"Education is a powerful tool and, when used right, it can protect your business and your employees."

then connect via VPN. This is on top of the endpoint security that should be installed on every device that connects to your company's network: firewalls, malware protection, antivirus, anti-spyware, anti-ransomware, you name it! You want to put up as many gates between your business interests and the outside digital world as you can.

4. **They're Not Aware Of Current Threats.** *How educated is your team about today's cyber security threats?* If you don't know, or you know the answer isn't a good one, it's time for a change. One of the biggest threats to your business is a workforce that doesn't know what a *phishing e-mail* looks like or doesn't know who to call when something goes wrong on the IT side of things.

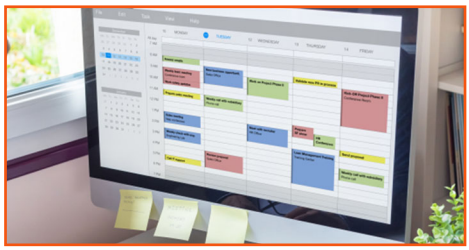
If an employee opens an e-mail they shouldn't or clicks a "bad" link, it can compromise your entire business. You could end up the victim of data breach. Or a hacker might decide to hold your data hostage until you pay up. This happens every day to businesses around the world – and hackers are relentless. They will use your own employees against you, if given the chance.

Your best move is to get your team trained and educated about current threats facing your business. Working with a managed service provider or partnering with an IT services firm is an excellent way to accomplish this and to avoid everything we've talked about in this article. Education is a powerful tool and, when used right, it can protect your business and your employees.

Get Things Done When The Timing's Right!

Eliminate Workplace Distractions To Maximize Your Productivity

While most of us accept that distractions will be a part of our day, if your intention is to get things done and to stay productive and focused, you'll need to minimize those distractions. No, we'll never be able to eliminate them 100%, but we can certainly try. Here's what you can do to cut distractions.



Block Time On Your Calendar (And Stick To It). Use your calendar to its full advantage. Mark time off for e-mails, for all projects, phone calls, Zoom calls, you name it! If it's part of your normal day, put it on your calendar. Even throw on time for miscellaneous stuff. Then share it with all relevant parties and stick to it. If you're working on a project between 1:00 p.m. and 3:00 p.m., that's the word.

Use Sound To Your Advantage. A common source of distraction is sound: it can be office chatter in the background or even neighborhood sounds (for those working from home). Find a sound that complements your workflow. It might be chill music or the sounds of rain or a babbling brook. Find the right sound that helps you zone in and blocks disruptive sounds. —***Forbes***, March 15, 2021

Friendly thought: If the first thing you do in the morning is review your e-mail, keep in mind, you may then begin working on tasks that were not planned. Set

Wordplay

This month, we return to wordplay compliments of my brother, Gary. Enjoy the quips!

A recent study has found that women who carry a little extra weight live longer than men who mention it.

When you are at a checkout line and they ask you if you found everything, say, "Why, are you hiding stuff?"

Have you ever noticed that all instruments searching for intelligent life… are pointing away from Earth?

Earlier today, I was driving and saw a bumper sticker that said, "I am a veterinarian, that's why I drive like an animal." And just like that, I realized how many proctologists are out there on the roads.

I wish more people were fluent in silence.

Today, I learned that the average person consumes 9 alcoholic drinks per week. Today, I also learned that I am above average.

My therapist set half a glass of water in front of me. He asked if I was an optimist or a pessimist. So, I drank the water and told him that I was a problem solver.

Scientists have grown human vocal cords in a petri dish. The results speak for themselves.

My body creaks so much, my doctor just wrote me a prescription for WD-40.

Did you hear what happened when a car took LSD? It went on a road trip and had an auto body experience!

What's the difference between bird flu and swine flu?
One requires *tweetment* and the other requires *oinkment*.

Someone stole my limbo stick! How low can you go?

Then, there was the time Fruit of the Loom took Hanes to court. It was a …brief case.

My fear of moving stairs is escalating.

Irony: When I find it, I don't need it. When I need it, I can't find it.

I phoned my wife earlier and asked her if she wanted me to pick up fish and chips on my way home from work, but she just grunted at me. I think she still regrets letting me name the twins.

If you return a sweater which keeps picking up static electricity, will they give you a replacement, free of charge?

If a drummer were to come out of retirement, would there be repercussions?

Quick Tech Productivity Pointers

As the Covid restrictions begin to lift, we thought it would be beneficial to review a few ideas to help you make your day productive.

1. Take time out first thing. Okay, admittedly taking 'time out' sounds counterintuitive for increasing productivity, but hear us out. By taking a few minutes at the start of every morning, you'll be getting the day off to a calm and orderly start, thereby increasing the chances of you being more productive, as opposed to running around like the proverbial headless chicken for the rest of the day.

Part mindfulness and part preparation, begin by emptying your head of any thoughts. Be in the moment and spend a minute or two breathing deeply. Next, consider the things most playing on your mind in relation to what needs to be done either today or in the near future. Jot them down on a piece of paper, followed with a short outline on how you are going to tackle them. Then, set your mind to going forth and making those resolutions happen, one by one.

2. Quit multitasking. Some reports say that multitasking can negatively impact on your productivity by as much as 40 percent. When we're taking on more than one task at a time, the perception is that we're killing it productivity wise and getting loads done. The reality is that we're spending the majority of the time jumping from one thing to the next and not fully focusing on any of them.

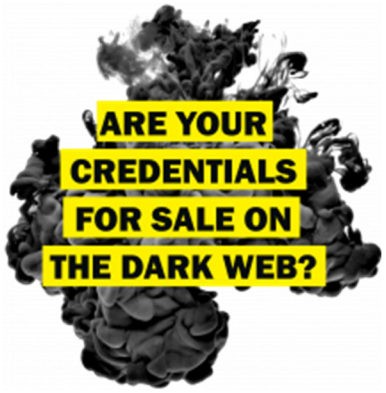
You need to exercise willpower to commit to '*singletasking,*' but before long it should come as second nature. Pick one thing that you are going to work on and stick to it until you have finished, or at least, have done everything you can for the time being. This includes not checking your email during that time – surely one of the biggest productivity sappers of all time. If the temptation is too strong, log out of your inbox on your computer, and set your phone to silent if you have audible alerts configured. If you're worried you're going to overlook something during this time period, use an online or physical notepad to note down spur of the moment thoughts or ideas.

3. Reassess your working hours. It's no secret that the traditional 9 to 5 is on the way out. Being connected and contactable around the clock is putting an end to that, but is being constantly online actually counterproductive? How effective are you really at 11PM at night when you're slumped in front of The Walking Dead with a beer and a spreadsheet full of data?

Take a tip from the latest round of startups that are taking a sledgehammer to the idea that we need to work around the clock, and are instead turning the working week on its head. The CEO of one rising startup has gone as far as to institute a five-hour workday that runs from just 8AM to 1PM, taking into account that studies show people are more productive earlier in the day. The theory goes that making people sit in an office for 8 hours a day, whilst giving them ample time to be productive, equally gives them just as many hours to waste time. A shorter working day could instill a greater sense of urgency in employees, who in turn respect the company's consideration of their personal lives and work harder.

Depending on your business, changing your working hours may not be practical, but it could still be food for thought - and adopting a *singletasking* approach and planning your day ahead calmly and clearly is achievable and will never hurt.

If you'd like to find out how implementing better IT and more efficient procedures can help you beat the productivity blues, get in touch with us today. *We're dedicated to your success!*



Find Out
with a Complimentary
Dark Web Scan

Did you know…?

- Cyber-attacks have continued to grow in cost, size, and impact—causing 60% of SMBs to go out of business within 6 months of a cyber incident.

- Over 80% of data breaches leverage stolen passwords as the principal attack vector—often acquired on the *Dark Web*.

- Far too often, companies that have had their credentials compromised and sold on the Dark Web don't know it until they have been informed by law enforcement—but then, it's too late.

- To help keep your critical business assets safe from the compromises that lead to breach and theft, we are offering a complimentary, one-time scan with ***Dark Web ID***™ **Credential Monitoring**.

If you are interested in learning more about the risks involved in ignoring your password security, give us a call at (201) 797-5050 or visit our website at

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"Utilizing Holzsager Technology Services is a "NO BRAINER", always answers the phone right away and is very detailed in his work. Always takes the time to explain everything. Jumps right on and fixes your computer issues." —**Randy Green**, *Valley Technical Sales, Inc.*, Ho-ho-kus, NJ

June 2021

The Lighter Side...

For Entertainment Purposes ONLY!

The Arrogant FBI Agent
A rancher was minding his own business when an FBI agent came up to him and said, "We got a tip that you may be growing illegal drugs on the premises. Do you mind if I take a look around?"
The old rancher replied, "That's fine, you shouldn't go over there though." As he pointed at one of his fields.
The FBI agent snapped at him, "I'm a federal agent! I can go wherever I want!" With that he pulled out his badge and shoved it into the ranchers face.
The rancher shrugged this off and continued with his daily chores. About 15 minutes later he heard a loud scream from the field he had pointed out earlier. All of a sudden he could see the FBI agent sprinting towards him with a large bull on his heels. The rancher rushed to the fence and yelled, "Your badge! Show your badge to the bull!"

It's A Miracle!
The devout cowboy lost his favorite Bible while he was mending fences out on the range. Three weeks later, a sheep walked up to him carrying the Bible in its mouth. The cowboy couldn't believe his eyes.
He took the precious book out of the sheep's mouth, raised his eyes heavenward and exclaimed, "It's a miracle!"
"Not really," said the sheep. "Your name is written inside the cover."

Celebrating 50 years
An older gentleman goes into a bar and hears the other patrons discussing the ups and down of marriage. "Next week my wife and I will celebrate our fiftieth anniversary," he tells them.
"That's great. What's your secret for a long and happy marriage," one asks.
"Well, you have to do nice things for your wife."
"Such as?"
"Well, for our twenty fifth anniversary I took her to Italy."
"That is nice. What are you going to do for your fiftieth?"
"I'm going back to visit her."

The Clairvoyant
A woman goes to an astrologer to learn more about her husband. The astrologer asks her, "Do you want to know about your husband's future?"
Without hesitation, the wife responds. "I will decide his future, you just tell me about his past."

Doctors In Training
"What would be the first thing you would do if you had hydrophobia?" one resident doctor asked another.
"I'd ask for a pencil and paper," replied the doctor.
"To make your last will?"
"No, to make a list of all the people I want to bite."