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Fred Holzager,  
 IT Director

Holzager Technology Services  
 and

Publisher of

*The Tech Insider*

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#### Snapple Real Fact #1574

“Every minute about a billion tons of water falls on Earth.”

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# The Tech Insider



## How To Prepare For Gen Z In The Workforce

### Be Proactive And Update Your Cyber Security Practices

Technology has evolved leaps and bounds over the last 20 years. In fact, in the next few years, the first generation to grow up with smartphones and social media, will join the workforce. It might seem like Generation Z will be the most cyber-secure generation, considering they’ve always had the Internet and other advanced technologies at their fingertips, but reports are starting to show this is not the case. Many business owners fear Generation Z’s desire to share content online will lead them to accidentally reveal sensitive information which may cause financial, legal and branding damage to their business.

Online scammers have surely taken note of the power social media influencers have over their fans and followers. Steve Durbin, CEO of the Information Security Forum, believes organized criminal groups will begin posing as influencers in an effort to manipulate tech-dependent individuals into giving up sensitive information related to their

employer. He’s not the only business leader who’s concerned either.

According to a study from the UK’s advisory, conciliation and arbitration service, 70% of surveyed managers were concerned about Gen Z entering the workforce. Instant gratification, resistance to authority and poor face-to-face communication were listed as the main concerns. Additionally, Entrepreneur magazine has stated many Gen Zers struggle to differentiate between friends they’ve made online and those in the real world. The National Cybersecurity Alliance’s Annual Cybersecurity Attitudes And Behaviors Report stated that millennials and Gen Zers are more likely to experience a cyberthreat. That report also stated Gen Zers and millennials have had their identities stolen more often than baby boomers. There’s good reason for business leaders to be concerned about the next generation entering the workforce.

*(Continued on page 2)*

### “We Love Referrals” 2022 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 Holzager 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](http://www.tech4now.com/we-love-referrals), contact us by phone at 201-797-5050**



## Quotations

*"Our lives begin to end the day we become silent about things that matter."*

—Martin Luther King, Jr.

*"If you want to live a happy life, tie it to a goal, not to people or things."*

—Albert Einstein

*"Life is not a problem to be solved, but a reality to be experienced."*

—Soren Kierkegaard

*"Life is like photography. You use the negatives to develop."*

—Ziad K. Abdelnour

*"If you want to gather honey, don't kick over the beehive."*

—Dale Carnegie

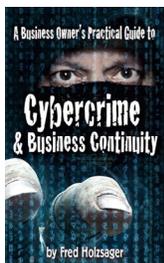
*"The advantage of a bad memory is that one enjoys several times the same good things for the first time."*

—Friedrich Nietzsche

*"All our dreams can come true if we have the courage to pursue them."*

—Walt Disney

### Read Fred's Book!



If you would like to have us speak to your organization and give away some free copies to attendees, give us a call. For more details on the contents and how to get your own copy, please visit our special web page at [www.tech4now.com/cybercrime](http://www.tech4now.com/cybercrime)

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## How To Prepare For Gen Z In The Workforce

*(Continued from page 1)*

If you're a business leader who's worried about cyber security and bringing the digital generation into your workplace, don't fret quite yet. There are plenty of things you can do to prepare your business and ensure it stays cyber-secure. You must be proactive if you want your company to keep up-to-date with the best cyber security practices.

One of the first things you'll want to do is implement or update a cybersecurity training program. You need to have every member of your team buy into a cyber-secure culture, and the best way to get them on the same page is with a training program. That way there will be no questions, and cyber security practices won't change from employee to employee. When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes.

Additionally, you want to ensure all of your software is receiving its necessary updates. Failing to update software can leave your company vulnerable to cyber-attacks since those updates usually fill any holes that hackers can exploit. When a new software update is released, try not to wait. If your

**"When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes."**

employees use smartphones for work, make sure they have the proper security software installed – and that it stays updated.

Another great option to take care of all of your cyber security and IT needs is to hire a managed services provider. With an MSP, your business will have its data backed up, the reliability and quality of your computer systems will be improved and you'll save time which you can reallocate elsewhere in the business. There's no better or more affordable way to



improve your company's cyber security than by hiring an MSP to take care of all of your technological needs.

While the new generation will certainly come with their own set of challenges and obstacles, you don't have to worry about their cyber security practices if you're proactive. Use password managers, hire an MSP and start a training program as soon as possible to jump-start the creation of your cyber-secure culture. We've introduced new generations to the workforce many times before, and Gen Z shouldn't be more challenging than any of the others. There will just be slightly different challenges.

## 4 Reasons Your Marketing Campaign Needs A Landing Page

**Landing pages** are a fantastic way to grasp the attention of multiple potential clients. With just one click of a link, they'll be met with an offer, fantastic information or a call to action that will help bring new customers to your business. If you've been contemplating adding a landing page to your marketing campaign, check out these four great reasons to try it out.

- 1. Landing pages operate as a tool to increase conversion rates for your business.** Most businesses that utilize landing pages see higher conversions than those that don't.
- 2. Landing pages allow you to showcase your offers.** Your offers need somewhere to reside, and there's no better place than a landing page. You're able to highlight the greatest benefits of your offer this way.
- 3. Your cost per acquisition will be lower with a landing page since they no longer cost an arm and a leg to set up.** You can reallocate your resources to other avenues to truly boost your marketing campaign.
- 4. You can test out new ideas on a landing page and judge how popular they will be with your entire customer base.**

## Improving your Password's Strength by Applying Patterns

When your logins prompt you to change the password, do you cringe or do you see it as an opportunity to make your data security more powerful? Hopefully, the latter.

Here are some suggestions to empower you to build a better code for your passwords. Please understand, we DO recommend a Password Manager to generate and store/retrieve your passwords, but if you insist on maintaining this as a manual process, we can help you make it a better one:

1. Start with desired code with a **minimum** of 8 (eight) characters in length (or longer).
2. Make sure to vary the letters with a mix of both upper and lower case letters.
3. For good measure, include numbers and symbols in the password.
4. Don't just place a number or symbol at the

beginning or end, you can put them in the middle, too. If you decide to put more than one, don't just use double or triples of the same number or character, mix it up (e.g., "222" vs "2#7" vs "#!395"). Be creative and introduce variations. Once a pattern emerges for your passwords, they become easier to "break" and become weaker.

5. Substitutions of numbers for letters can do more harm than good if you limit this to a manual process. Let's say you take a 1 or an exclamation point (!) for an "I," as long as you clearly indicate what you want, and describe it in your password 'registry,' you may succeed, but if you have a sans serif font, you won't know a capital "I" from a lower case "L" or a one and that can mess you up.

Take our advice, consider Password Managers. Get a free version to see if it helps or hinders.

# Wordplay

When was the last time you created a daffynition? Well, we have some more for you. Enjoy!

- 🐼 **ARBITRATOR:** A cook who leaves Arby's to sling burgers at McDonald's.
- 🐼 **BERNADETTE:** The act of torching a mortgage.
- 🐼 **BURGLARIZE:** What a crook sees through.
- 🐼 **AVOIDABLE:** What a matador (bullfighter) tries to do.
- 🐼 **COUNTERFEITER:** Workers who put together kitchen cabinets.
- 🐼 **LEFT BANK:** What the bank robbers did when they had a bag full of money.
- 🐼 **HEROES:** What a man sitting in a boat does.
- 🐼 **PARASITES:** What you see from the Eiffel Tower.
- 🐼 **PARADOX:** Two physicians.

- 🐼 **PHARMACIST:** A helper on a farm.
- 🐼 **RELIEF:** What trees do in the spring.
- 🐼 **RUBBERNECK:** What you do to relax your wife.
- 🐼 **SELFISH:** What the owner of a seafood store does.
- 🐼 **SUDAFED:** Brought litigation against a government official.
- HERE ARE SOME NON-DAFFY DEFINITIONS:**
- 🐼 **GLABELLA:** The space between your eyebrows.
- 🐼 **PETRICHOR:** The way it smells after the rain.
- 🐼 **WAMBLE:** Stomach rumbling.
- 🐼 **AGRAFFE:** The wired cage that holds the cork on a bottle of champagne.
- 🐼 **OVERMORROW:** The day after tomorrow.

- 🐼 **PHOSPHENES:** The sheen or light you see when you close your eyes and press your hands on them.
- 🐼 **INTERROBANG:** The combination of a question mark with an exclamation point (!!).
- 🐼 **TITTLE:** The dot over an "i" or a "j."
- 🐼 **GRIFFONAGE:** Illegible handwriting (e.g., Dr.'s prescription).
- 🐼 **DYSANIA:** The condition of finding it difficult to get out of bed in the morning.
- 🐼 **COLUMELLA NASI:** The space between your nostrils.
- 🐼 **CRAPULENCE:** The utterly sick feeling you get after eating or drinking too much.
- 🐼 A new study recently found that humans eat more bananas than monkeys. I can't remember the last time I ate a monkey.  
*How did you do with vocabulary?*

# Quick Tech Productivity Pointers

The National Institute of Standards and Technology published their **Framework for Improving Critical Infrastructure Cybersecurity** [<https://tinyurl.com/2s43s9w4>] (a.k.a. "NIST CSF") to provide a voluntary risk-based Cybersecurity Framework, a set of industry standards and best practices to help organizations manage cybersecurity risks. Its objective is to set a baseline for businesses to control risk in a cost-effective way based on organizational needs without placing additional regulatory requirements on businesses.

The NIST CSF provides classifications and mechanisms for organizations to:

- 1) Describe their current cybersecurity posture;
- 2) Describe their target state for cybersecurity;
- 3) Identify and prioritize opportunities for improvement within the context of a continuous and repeatable process;
- 4) Assess progress toward the target state;
- 5) Communicate among internal and external

**Identify:** Asset Management; Business Environment; Governance; Risk Assessment; and Risk Management Strategy.

**Protect:** Access Control; Awareness and Training; Data Security; Information Protection Processes and Procedures; Maintenance; and Protective Technology.

**Detect:** Anomalies and Events; Security Continuous Monitoring; and Detection Processes.

**Respond:** Response Planning; Communications; Analysis; Mitigation; and Improvements.

**Recover:** Recovery Planning; Improvements; and Communications.

Over time, should you determine NIST CSF holds benefits for your company to implement, you should begin to sense a greater comfort with your use of technology.

The core functions are broken out into "Implementation Tiers" - think of them as degrees of rigor and sophistication. They range from "Partial" (Tier 1) to "Adaptive" (Tier 4), but are not intended to represent maturity. Tier selection considers an organization's current risk management practices, threat environment, legal and regulatory requirements, business/mission objectives and organizational constraints. The Tier should meet organizational goals, be feasible to implement, and reduce cybersecurity risk to critical assets and resources to levels acceptable to the organization.

Hopefully, you find this to be a readily digestible overview to get you started using NIST CSF in your own businesses. By doing so, you enable yourselves to secure, fortify, stabilize and document the technology structure in your organization. This is an ongoing process which, albeit voluntary, moves you toward better business practices and a greater level of trust with your clients. We do the same.



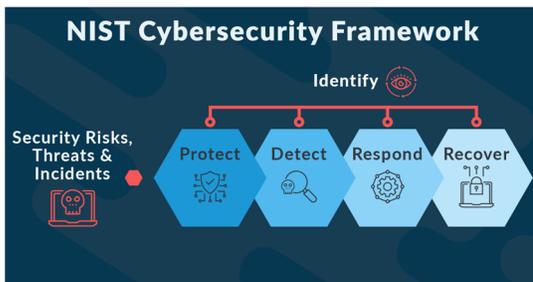
Find Out with a Complimentary Dark Web Scan

## 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

<https://www.tech4now.com/dwid> or [www.tech4now.com/bullphish](https://www.tech4now.com/bullphish)



stakeholders about cybersecurity risk.

As shown in the graphic, there are five concurrent and continuous functions at its **Core** — Identify, Protect, Detect, Respond, and Recover. Each FUNCTION has unique CATEGORIES. For related examples of each:

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*"Utilizing Holzager 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 2022**

**The Lighter Side...**

*For Entertainment Purposes ONLY!*

**At the Bar**

A kangaroo hops into a bar and orders a scotch. The bartender is surprised, but serves the drink and says "that'll be \$10."

The kangaroo pays up, then drinks silently. Finally, the bartender can't stand it anymore and says in the most conversational tone he can muster, "Say, we don't see many kangaroos in here."

The kangaroo looks up from his drink and says, "At these prices, you won't be seeing many more, either."

**Planting the Potatoes**

One day, a farmer wrote to his son in prison, "Son, I won't be able to plant my potatoes this year because I can't dig the holes. I know, if you were here, you would help me."

The son sent a reply, "Dad, don't even THINK about digging those holes because that's where I hid the money!"

The police read the letter and went to the field and dug all over, but didn't find any money.

The next day, the son sent another letter, "There ya go, Pop! Plant your seeds, that's the best I could do from here."

**Do Mathematicians Actually Employ Logic?**

A woman tells her mathematician husband to go to the store. "Buy a jug of milk," she tells him, "and if they have eggs, buy six."

An hour later, the husband returned home

from the store with six jugs of milk.

"Why did you buy six jugs of milk?" the astonished wife asked him.

The husband replied, "They had eggs."

**Isn't She Just Precious?**

A guy is home babysitting his little daughter. Mom and Dad had given her a nice new tea set which was her favorite toy. Her father was in the family room watching his favorite TV show when she brought him a cup of tea. (It was just water of course.) After several cups of tea and lots of praise for the yummy tea. The mother came home and Dad asked her to wait and see what his little princess does, "It's the cutest thing!" Mom waited and just like clockwork, his little princess came down the hall with a cup of tea for her Daddy. Mom watched as Daddy drank the tea she'd brought him.

Then mom says, "You do know the only place she can get water is the toilet, right?"

**Old Goats**

A tourist bus stopped by an English cheese farm. The guide explained the process and showed the tourists a beautiful hillside where goats were grazing.

She explained that these were older goats put out to pasture when they no longer produce. Then, she asked the tourists what Americans did with their old goats.

A spry older gentleman answered, "That's easy, they send us overseas on bus tours!"