



"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!"

- Frank M. DeBenedetto, TRTG

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## ***Inside This Issue...***

Can Employers Demand Employees And Potential New Hires Give Them Access To Their Facebook Account? .....Page 1

Shiny New Gadget: Big Blue ..Page 2

5 Smart Tips To Know Before Moving Your Data To A Cloud-Based Application.....Page 2

Are You STILL Using Outdated Tape Backups? .....Page 3

How Hackers Can Now Set Fire To Your Office Printer.....Page 3

The Lighter Side: Summer Weather Top 10 List.....Page 4

How To Deal With Disappointment .....Page 4



"Dad doesn't need summer off. He plays at work all day with something called mutual fun!"

# **two river**™ **TECHNOLOGY GROUP**

**Network Optimization Enhancing Business Productivity**

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

## **Facebook, LinkedIn, Twitter: Can Employers Demand Employees Give Up Their Login Info?**

Here's a new question that's being discussed in the courts: Do employers have the right to ask new hires for their username and password to various social media sites? According to the state of Maryland, the answer is, "No."

Recently the Maryland General Assembly passed legislation that prevents employers in the state from asking prospective employees for their login information for various social media sites, including Facebook and Twitter. If Gov. Martin O'Malley signs the bill, it would make Maryland the first state in the nation to set such a restriction into law. Other states are considering similar legislation, including Illinois and California.

Ironically, this practice was criticized by Facebook, one of the biggest users of personal information to sell advertising to its members. Erin Egan, Facebook's chief privacy officer, wrote about the issue on Facebook, calling the practice of employers requesting potential hires' Facebook passwords "alarming" and "not the right thing to do." Maryland business groups, including the Maryland Chamber of Commerce, pointed out that there may be cases where an employer should be able to ask for the login information of potential new hires in order to weed out unwanted candidates. Of course, this bill is just one of many issues being raised between employees and employers using social media. While asking for login information may soon become illegal, employers are still free to "friend" potential hires or search online for information about potential employees. Supporters of the bill point out that it's illegal for employers to discriminate based on age, sexual orientation, race or religion; since most social media sites contain this type of information, they feel employers might gain access to a candidate's personal details and use them to disqualify candidates illegally.

What are YOUR thoughts on this matter? Have you ever reviewed a potential new hire's Facebook page, blog or LinkedIn account before hiring them? Do you think it's fair for employers to request this information, or is it a violation of someone's privacy?



## ***Shiny New Gadget Of The Month***

### **Big Blue Wireless Bluetooth® Speaker**



Wouldn't it be nice to listen to music or watch a video from your mobile device with the same quality sound as a large speaker system? Well, now you can, but without the hassle of the big, bulky speakers!

Introducing the Big Blue Wireless Bluetooth Speaker...

This little speaker box packs a big punch. Get surround-sound quality with this wireless, Bluetooth-enabled device.

No cords, no apps and no extra parts to buy. The Big Blue conveniently connects to your MP3 player, smartphone, laptop or tablet providing crystal-clear sound in just seconds.

The small, compact design makes it a great device to use for travel or to transmit great quality sound for events indoors or outdoors.

This device can be found at local retailers like Brookstone or online at Amazon.com.

## **5 Smart Tips To Know Before Moving Your Data To A Cloud-Based Application**

### **1. Back It Up!**

Migrating data to any new location is a mess and anything can (and usually does) go wrong. Therefore, make sure you have good, recent backup copies of everything before you make the move.

### **2. Maintain An On-site Copy**

At first, moving to the cloud can be a bit scary. What can help mitigate the risk (and the fear) is keeping a local, on-site copy of your data and network image on a NAS (network-attached storage) device. That way you have a local on-site copy in addition to the working cloud copy.

### **3. Have A “Plan B” To Access The Internet**

One of the biggest questions about moving IT to the cloud is, “What if the Internet goes down?” To mitigate that fail point, have a business-class Internet connection as your initial and main way to connect, and then also have a second Internet connection service as a backup. If Comcast cable is your main connection, you might consider keeping a Verizon FiOS wireless account as a backup.

### **4. Use It As An Opportunity To Do Some Housekeeping**

You could just copy and paste your files from your local machines into the cloud, but why not take this as an opportunity to re-evaluate the structure and organization of that data? Here are some ideas:

- Re-evaluate and/or update your file naming conventions and file organization. A good file naming policy will make it much easier to find files and information. Also, consider reorganizing all the folders into smarter, more efficient categories.
- Consider who will be using what and what levels of permissions are required to access files. Revisiting your permission levels will help keep sensitive data from falling into the wrong hands.
- Look at old files and consider deleting them or archiving them so they aren't cluttering up your server and costing you money for storing and backing them up.

### **5. Phase The Move**

Don't try to migrate everything all at once. Create a transition plan and implement it. Make sure you move your files in bite-size pieces so that the changes are easy to digest for your clients, employees, partners and everyone else involved. This also gives you the opportunity to test the water before taking the plunge, and it allows you to put out one fire at a time instead of having all systems down or broken.



## Are You STILL Using Outdated Tape Backups?

If your computer network and the data it holds got erased or corrupted because of a virus, hard drive crash, fire, flood or some other random, unforeseen disaster, **how confident are you RIGHT NOW that your business could be back up and running again FAST?**

If your answer to that is, "I don't know," or "I'm not sure," you are taking a HUGE risk with your company's most important asset—the data on your network. Just imagine what would happen to your business if you lost your entire client database...

...Lost all accounting documentation and history...Lost all the work files you've spent YEARS developing...Lost the work files and documentation you so desperately need to service your customers...

**Can you even put a price tag on it?** Probably not—yet so many business owners aren't 100% certain that they could be back up and running after a disaster and are purely *hoping* that their current tape drive or backup is working and storing a usable copy of their data.

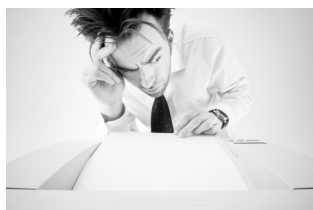
### Tape Drives Are The MOST Unreliable, Unsecured Way To Back Up Your Data

All tape drives fail; it's only a matter of "when," not "if." So if being able to get back up and running again in the event of a data-erasing disaster is important, then you need to know about our RiverWatch Cloud Backup.

This fool-proof backup service does more than just keep a copy of your files—it provides "near continuous data protection" and enables near-instant disaster recovery because it takes a snapshot of your entire network throughout the day, giving you the confidence we could have you back up and running again within HOURS, not days or weeks..

**Want to know if your data is REALLY secure and being backed up properly?** Call us for a **FREE** Data Backup and Disaster Recovery Audit Call us at (732) 391-4771.

## How Hackers Can Set Fire To Your Office Printer



In case your printer isn't making you crazy enough with paper jams, ink smears and general issues, here's something new: Hackers are now accessing printers through an overlooked flaw in many printer systems connected to the Internet, particularly older models.

Why should you care? Because hackers can use your printer as a way to infiltrate your network and then see and make copies of any documents you are printing or scanning. The security flaw involves the printer's software used to run "embedded systems," which enable both advanced functions and connect the printer directly to the Internet. In one case, researchers were able to hack into a printer and give it instructions to continuously heat up the part of the device that dries the ink after it's applied to the paper, causing the paper to heat up to the point of turning brown and smoking.

The implications of this type of security flaw are concerning, but this problem can be addressed properly and promptly with the right planning. HP is looking into the study for their own line of printers, and business owners should also take precautionary steps to protect already installed devices on their networks.

Of course, all of the clients on our RiverWatch Managed Services Plan need not worry since we're monitoring printers as well as all other devices for these types of attacks. But if you're NOT on our plan, call us about how we can set up network monitoring, care and maintenance to make sure these types of attacks don't happen.

**Extra Tip:** When disposing of old printers, take care to erase the internal hard drive. Printers store copies of documents printed and scanned; if you don't wipe it clean, the person who purchases or inherits your old printer can easily access all of those documents.

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## The Lighter Side...

### Summer Weather Top 10 List

10. An honest weatherman says, "Today's forecast is bright and sunny with an 80% chance that I'm wrong."
9. First cave man says to second cave man: "I don't care what you say. We never had such unusual weather before they started using bows and arrows."
8. Nate: "Hey, what's the weather like out there?" Kate: "I don't know. I'll tell you when it clears."
7. Why did the lady go outdoors with her purse open? Because she expected some change in the weather.
6. It's a bit "muggy" in New York today.
5. There's a technical term for a sunny, warm day which follows two rainy days. It's called Monday.
4. A postcard home: The weather is here. Wish you were beautiful.
3. Two Viking invaders are trudging up the beach in the pouring rain. One looks skywards and says, "So this is England. What's it like?" The other snarls, "Well, if you like the weather, you'll love the food."
2. There was a communist named Rudolph. One day he looked out the window and said, "It looks like a storm is coming." "No it isn't," said his wife. "Besides, how would you know?" "Because," he responded, "Rudolph the Red knows rain, dear."
1. A weather forecaster took a job in another part of the country. When asked why he transferred he replied, "The weather didn't agree with me."

## HOW TO DEAL WITH DISAPPOINTMENT

Disappointment is inevitable; there are just too many things going on in our lives to not have something or someone disappoint us. There are certainly degrees of disappointments, they come in all sizes, but it's the big ones I want to address today.

People, associates, companies, teachers, bosses, teammates, classmates, spiritual leaders, politicians, spouses, brothers, sisters, Moms and Dads are all on the list of **potential disappointers**. I am writing this because I just had a big disappointment occur. It's not important what happened. What is important is how I will deal with it. Disappointment can lead to frustration, anger, and even bitterness; these are all emotions that will sap the excitement, energy and vitality right out of you. Over the years, I have learned that dwelling on a disappointment won't make it any better, make it go away, or ease the fact that it happened. But occasionally, I still catch myself dwelling on it.

**I have no intention of letting anyone or anything keep me down long.** That doesn't mean I won't feel the pain, anger, frustration, or hurt at the moment it occurred. But, it does mean I won't keep feeling it. If certain people keep letting you down, then avoid them. The same is true for companies whose product or service fails to meet your expectations; avoid them, too. Thomas Jefferson once said, "*If I am to meet with a disappointment, the sooner I know it, the more of life I shall have to wear it off.*" Disappointments don't just vanish, but as Jefferson noted, they will wear off, if you **let it go**.

Dwelling on disappointment takes time and energy away from you, time which you could be using somewhere else. By dwelling on it, you are actually making it worse. If someone did something on purpose, dwelling on it is allowing them to win even more. I had a football coach once tell me that when I got tackled really hard to *get-up* off the ground fast, like I was totally unaffected. He said it will rattle your opponent. He said your opponent, who just delivered the painful blow, is thinking they crushed you, hurt you, and beat you. By getting up fast, as if nothing happened, they will start thinking otherwise. If I can share anything with you today that will help you better handle disappointment, it would be summed up in having the following reaction: **GET UP FAST! ... MOVE ON! ... GET OVER IT! ... LET IT GO!**

I heard it once stated, "*Disappointment to a noble soul is what cold water is to burning metal; it strengthens, tempers, intensifies, but never destroys it.*" What an incredible way to look at it. The key words there are Noble Soul. The level of success in your life comes from the choices you make. When it comes to dealing with disappointment, **be the Noble Soul and MOVE ON!**



*Guest article provided by* Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books "How to Soar Like An Eagle in a World Full of Turkeys" and "52 Essential Habits For Success." Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries. Learn more at: [www.robertstevenson.org/](http://www.robertstevenson.org/)

## Who Else Wants To Win A \$25 Gift Card?

Here's this month's trivia question. The winner will receive a \$25 gift card to iTunes!

**Which of these U.S. Presidents died on July 4th?**

- a) John Adams b) Thomas Jefferson c) James Monroe d) All of the above

**Call me right now with your answer!**  
**(732) 391-4771**