

What's New

Top Tips To Protect Your Business From Social Engineering Attacks

Every year, millions of attacks are successfully carried out against businesses just like yours. It's important to know what you're up against and how to protect yourself.

The most common social engineering tactic is phishing, often coupled with a strategy called pretexting. By gaining the trust of the victim, hackers are able to lure them into giving out sensitive personal information. Also be on the lookout for baiting, in which attackers offer free downloads, such as movies or e-books, and demand personal information from the victim. The best tools against phishing are online filters that automatically detect phishing scams, security programs, antivirus programs and education on best online practices. It should be obvious to your employees that giving out personal or company information is something they should never ever do outside of trusted sites that they can confirm are genuine.

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This monthly publication provided courtesy of Frank M. DeBenedetto, President of TRTG.

“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!”



Top 3 Leadership Strategies I Learned From Peyton Manning

Peyton Manning doesn't need much of an introduction. Whether you're a football fan or not, you've got to respect his hustle: Considered one of the greatest quarterbacks of all time, with a career spanning 18 seasons of play, he's the only quarterback in history with Super Bowl wins under his belt from two different franchises. Not only that, but he's been named MVP five times – more than any other NFL player – and holds the record for career touchdown passes. To top it off, he's a consummate philanthropist: His charity, the Payback Foundation, is dedicated to providing opportunities to disadvantaged and at-risk kids.

With so many accolades squirreled away in his trophy case, it'd be easy to assume that the friendly, easygoing Manning you see off the field is only a fabrication. As far as I could tell from seeing him speak at a recent boot camp, though, the man is frustratingly faultless. Luckily, as a born leader, he

is also eager to share his wealth of knowledge with others. Here are three of the top leadership strategies I learned from the retired football icon and how to implement them in your life and business.

1. THE 4 KEYS TO BEING A TOP PERFORMER

At his peak, Manning was one of the few individuals in the world to truly reach that lofty pinnacle of being the absolute best at what he did. Asked what got him there, he cited an attitude founded on four primary pillars for success.

Whatever field you're in, he says, “You certainly gotta have the ability.” But, of course, that's far from enough. “You gotta combine that ability with a strong work ethic. You hear about it in sports all the time: ‘hard worker, just not very talented’ or ‘super-talented, just not a very hard worker.’” If you cultivate *both* traits, he argues, that's what will set you apart from the pack.

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And then, what will drive you a notch higher is your passion. "You gotta love your job. [My brother] Eli and I always used to kid – we'd never tell the owners this – we would play for free, 'cause we loved football that much." If you lack that fire for what you do, he adds, "it'll show up somewhere."

The final component, he says, is a sense of accountability. "That's what always kind of drove me, that people were counting on me – coaches, teammates, fans. You don't want to let them down."

2. DO YOUR HOMEWORK

Manning had a reputation for being one of the most consistently prepared quarterbacks in the NFL. By all accounts, the sheer level of detail he would put into his game plan was second to none.

When asked what steered him toward this habit, he has a pretty straightforward answer. "I always felt that preparation was where I could get an edge on the competition," he says.

"The best leaders, Manning says, walk the walk as well as they talk the talk."

"I couldn't outthrow anybody, I couldn't throw at 75 to 80 yards down the field. If you've ever seen me play, you certainly know I couldn't outrun anybody; I had a coach tell me once that I couldn't run out of sight in a week – that was

nice. But I thought that I could out-prepare anybody, and so that's what I based my game plan on."

When he was growing up, he says, his dad was always providing him with the wisdom of sports leaders. When he was 14, his dad gave him a quote from Chuck Noll, then-coach of the Pittsburgh Steelers: "Pressure is something that you feel only when you don't know what you're doing." It's okay to get nervous and excited, Manning says – that just means you care about your work. "But *pressure* means you haven't done your homework." It's easy to get bored of the fundamentals, he says, but their mastery will be what leads you to victory.

3. LEARN FROM YOUR MENTOR'S EXAMPLE, AND THEN LEAD BY IT

Manning was fortunate to be coached for years by some of the most skilled sports leaders in the country. But one of his greatest influences was the legendary coach Tony Dungy of the Indianapolis Colts. "He had a very unique style of leadership," Manning says. "Never raised his voice. Never used any kind of language, but he treated you like such a professional that you just didn't want to let him down."

According to Manning, Dungy peppered his coaching with a lot of pithy little expressions, things like "Take care of the little things, and the big things will take care of themselves"; "Expectations, execution"; "No excuses, no explanations." "He was just as calm in the fourth quarter of the Super Bowl as he was out there at practice every day. When your leader is calm, the rest of your team following can be calm as well."

The best leaders, Manning says, walk the walk as well as they talk the talk. Pay attention to the habits and advice of those you admire, implement them into your own practice and success will always follow.

FREE Report: 12 Little-Known Facts Every Business Owner Must Know About Data Backup And Disaster Recovery

PROTECT YOUR DATA

"12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

You will learn:

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
- Seven things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The #1 cause of data loss that businesses don't even think about until their data is erased.

Get your FREE copy today: Send an email to kmatelski@tworivertech.com

Shiny New Gadget Of The Month:



FlexSafe Is Here To Protect Your Valuables

Beachgoers all know the security dilemma that comes with a stray wallet. When it comes time to put on your trunks and head into the sea, do you bury your valuables in the sand? Hide them under a towel? Or leave them be and hope for the best?

For all of those who find each of these options less than ideal, there's FlexSafe. It's a handy, personal, portable safe designed to stave off thieves, wherever you are. Water-resistant, slash-proof, RFID-blocking and equipped with a heavy-duty three-digit combination lock, it turns you from an easy target to a walking fortress. The bag-shaped design clips into itself, allowing you to secure it to a beach chair, umbrella or any other unwieldy surface and go on your merry way without worry. At \$59.99, it could be a sound investment for those of us finding ourselves leaving our valuables exposed.

The Questions Entrepreneurs Need To Ask To Succeed

Many entrepreneurs fall into the same cycle. Working their fingers to the bone just to keep their heads above water. No exercise, no healthy food and no time for their family. If this sounds like you, then you are indeed in the trap.

CHASING YOUR TAIL

Popular entrepreneur and author Barry Moltz coined a phrase to describe these tendencies: the Double Helix Trap. It works something like this: You work as hard as you can, focusing your efforts on servicing your clients, but then sales drop. You're busy servicing clients, after all, not selling. So, then you do everything you can to boost sales. You network like mad; you call prospects; you do everything you can to book more business.

But then, since you are selling, you're not making money. You need to do the work to make the money! So, you shift back to servicing clients and not selling. You've fallen into the trap!

SELF-EVALUATION TIME

Luckily, believe it or not, there is a way out of the trap. All you need to do is ask two simple questions, answer them honestly and then take two simple actions.

Every 90 days, ask yourself, **"What's working?"** List all the things you've been doing over the past three months that have been making you money. Whether they're specific market techniques, specific high-spending clients, specific services that are bringing in profits or anything else, they're



worth tracking. Once you identify what's working, you now need to amplify it.

But this is only half of the equation. The other half is to ask yourself, **"What's not working?"** List everything that is bringing you and your business down. Afterward, you have two options: reduce and eliminate it as quickly as possible, or find a way to change it so that it gets into the working category by the next 90-day evaluation.

TRUSTING THE SYSTEM

Obviously, this 90-day time-frame analysis system is not scientific. And I'm sure there are a million arguments out there stating why some things need several years before hitting their peak. But the point is that a lot of parts of your business can be evaluated every 90 days, to great benefit. Those questions are definitely worth asking.

And once you do ask them, you'll ask yourself why the heck you didn't stop that a long time ago, and you'll get started on more of the good stuff a lot sooner!



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 www.mikemichalowicz.com.

Services We Offer

*Cloud Services ~ Managed Networking Services
Cybersecurity ~ Hosted Voice over IP*

TRTG Happenings

Meet TRTG's Newest Team Members!

Meet John!



TRTG is proud to welcome our newest Technology Advisor, John Maio! John has extensive customer service experience from working in various technology related help desk positions. He obtained his Bachelor of Arts Degree from Richard Stockton College of New Jersey in 2012. After graduating, John decided to pursue his passion and start his career in technology as a Technical Support Representative with AT&T. This is where he felt he learned many of his foundational customer service skills. He worked his way through various technical positions, which has helped him in becoming a valuable team player, and a well-versed support technician. John is happy he joined TRTG

because he is looking forward to working in a more challenging and faster paced environment.

John enjoys watching sports, spending time with family, playing video games and writing. He currently resides in Middletown, NJ with his wife.

Meet Ryan!



We are also excited to welcome Ryan Miciek to the TRTG team! Ryan was hired to fill a very critical role within our organization as a Senior Technology Advisor. He will be leading our team on all installation and client onboarding projects. Ryan has over twenty years of experience working in the technical support field. He graduated from the Chubb institute in 1998 where he received his Data Center Support Certification. Ryan so far has proven himself to be a quick learner and an excellent team player and we are happy he decided to join us!

Ryan enjoys watching sports, attending hockey games, playing video games, and spending time with his family. He currently resides in Howell, NJ with his girlfriend and two children.

Eating & Greeting with Metroburb Neighbors



Our Marketing Manager, Kristyn Matelski, is regularly invited to attend the Eat & Greet luncheons sponsored by Bell Works Marketing Team. This meeting is intended for all the marketing and PR professionals in the building to network and try some featured dishes from one of the NEW metroburb restaurants. This Mexican themed luncheon was sponsored by Estrella Azul. The food was delicious, and the company was even better! She is looking forward to attending the next one!

TRTG Happenings

Kids Take Over Bell Works!



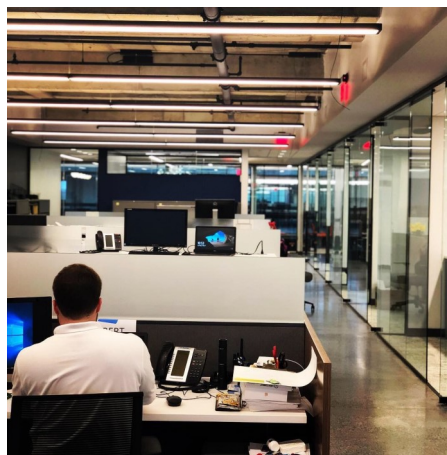
Bell Works hosted their 2nd annual “Bring your Child to Work” Day in the atrium on April 25th. The kids had so much fun bouncing in the bounce house and participating in all the games and events that were set up for them. They even had a virtual reality gaming experience with one of Bell Works newest tenants, Oasis VRX. This event brought a great energy into the building and it was a great to see all the kids having such a wonderful time. The only issue we came across was they did not want to leave!

New Client Alert!



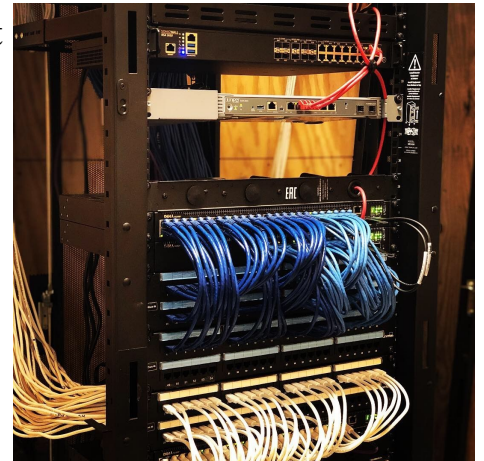
Two River Technology Group would like to extend a warm welcome to our newest clients, Somerset Development Group! SDNJ is

one of the regions preeminent real estate firms specializing in transit-oriented, adaptive reuse, and large-scale redevelopment projects. One of their largest projects was the redevelopment of Bell Works! This space was once home to a world class



laboratory, formerly known as Bell Labs, which produced the transistor, the touch-tone phone and eight Nobel prizes. SDNJ has now transformed the isolated 2 million square foot property into an indoor “downtown” with stores and restaurants lining the ground floor of the giant atrium that cuts through the space. Many offices, including our office, now occupy the other space and soon a hotel will be added on-site. We took great pleasure in setting up their IT infrastructure in their new office space inside of Bell Works. Our team successfully set up all their employee

workstations and hardware. They showed great appreciation to us for coming in on a Sunday to set up their



workstations. We did this so they would not have to experience any downtime or disruption. We are looking forward to long partnership with this talented group!

Congratulations Mat!

Happy One Year Anniversary to Mat Gajewski!

We're so glad you're on our team.

