

Talk Nerdy to Me



Tips To Help Your Organization Run Faster, Easier, & More Profitably

Summer 2019

TOP 7 MUST HAVE SECURITY PROTECTIONS OF HURRICANE SEASON

PLUS **SHARK
TANK**

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- **QUARTERLY GADGET**
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7 Urgent Hurricane Protections Every Business Should Have In Place Now

It's that time of year in South Florida—when we all check Mike's Weather Page every day, when we wonder where we left the lug nuts for the hurricane shutters from last year, when we start wondering how much ice is too much ice to hoard in the freezer. But as a business owner, you do not have to think only about which hurricane shutters match which window or if your tree is likely to fall into your lanai or away from your house. You need to consider not only your assets, but those of your employees and your clients as well.

As of October 17, 2018, about 68,579 Florida businesses had been impacted by Hurricane Michael across 12 counties per reports from FEMA. Someday that could be your business. Here are some tips to prepare.

1. Back up your data. Are you sure that your current IT provider is backing up your data every day? How much would it cost your organization to lose 3 days, 5 days or 10 days worth of work? At Capstone IT, our client's data is backed up throughout each work day and we are monitoring our back-ups 24/7.

2. Make sure your servers are off the floor or in the cloud. If your office gets flooded, having your equipment off the floor can prevent it from being completely destroyed. Server racks can be purchased and installed very inexpensively. Or consider moving your critical server equipment to the cloud and be protected no matter the weather!

3. Prepare a plan and communicate it with staff. Business continuity is our common goal. Although we can have advanced warning of a storm threat, if a contingency plan is not in place, no one will know where to begin. Some things to think about are selecting essential backup data, accessing remote equipment, assigning tasks for key personnel, and communicating the plans. Document this plan. Make sure to include alternative phone numbers for texting and calling, and email addresses. Practicing this plan with all staff, whether long standing employees or new hires is essential to its success.



4. Protect your site. Stock up on hurricane supply items specific to your business. To restore operations quickly in the event of a hurricane, businesses should consider back-up source of electricity like battery back-ups or generators. If the air conditioning is not operating, consider a way to shut down computer systems to keep them from overheating. Invest in quality hurricane shutters to protect windows. Have an established outsourced team ready to prepare your place of business in the case that you or your employees are unable to help at your site.

5. Know how to do business remotely. If the hurricane causes a power outage at your office or if employees cannot get to the office, working remotely can keep your business up and running. Planning in advance and having access to the company data remotely can make this easier. It is also important to budget for the costs of working remotely.

6. Be in touch with both vendors and clients. Communication is the toughest part of keeping business moving forward during and after a hurricane. Assign staff to deal with vendors in the days ahead for any services or items that you may need in the case of a hurricane.

Likewise, communicate with clients and share with them your plan for maintaining business operations. They will appreciate transparency and will feel more secure if they know you are thinking ahead.

7. Practice!

Test your system at least once a year before hurricane season hits to ensure that your processes, procedures and technologies are all working together to ensure your business continuity plans will work if you need them.

Check out our blog on Florida disaster preparedness at
<https://www.capstoneitservices.com/blog/>

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We will do whatever it takes to make you a "Raving Fan" of our service

Bryan's Shiny New Gadget Of The Month



Logitech's Circle 2 Home Security Camera

If you're in the market for a smart home security system, this is the place to start. Equipped with 1080p livestreaming, a wide 180-degree viewing angle and free 24-hour event-based cloud storage, it's a powerful tool for indoor or outdoor home monitoring. It works seamlessly with all the popular smart home platforms and offers crystal clear video night or day and is easily viewable from your phone.



Bryan McAninley
COO, Capstone IT Florida

SHARK Points From a True Hustler

I had a once in a lifetime opportunity to meet the ABC show SHARK TANK's own Daymond John. As a family, we watch this show several times per week (which is ironic since some of Daymond's advice included NOT to spend valuable time in front of the TV.)



Daymond John and Sara Borlaug

Key takeaways from him are:

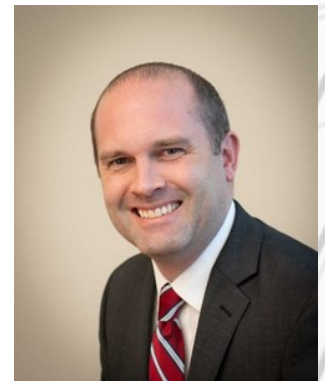
1. S—Set a goal.
2. H—Do your homework.
3. A—Amour—or love others.
4. R—Remember—You ARE the brand.
5. K—Keep Swimming.

Daymond's greatest example of a great work ethic was his own mother, who taught him to "Rise and Grind," as he outlines in his

book. He started out with meager means and with encouragement from his mother, he took every opportunity to sell himself and his products to the world. Daymond taught about being productive with your time and never giving up on the goal you set. Coming from a guy who created a global lifestyle brand with over \$6 billion in sales, the motivational presentation is invaluable—his drive is so inspiring! And he is so down to earth for a man who once danced in Prince's music video. For those of us with small/medium businesses, I encourage you to set a goal, keep swimming toward it and don't stop 'til you get to sink your teeth into success.

Introducing Mike Borlaug

Michael Borlaug is the CEO of CAPSTONE IT and co-founder of www.TreasureCoastTop100.com. Michael was with Capstone Information Technologies in Rochester, NY for fifteen years. There, he helped to develop the procedures and processes that result in an empathetic and highly responsive team of engineers. The relationships that he developed with clients there because of his personal approach to serving the needs of businesses are evident in the growth that the company experienced when he was on the team. Now, as CEO of Capstone IT Florida, he is able to replicate those practices as he builds partnerships with clients on the Treasure Coast and the Palm Beaches. Feel free to reach out any time to discuss the IT needs at your business. Mike is eager to see if he can help you protect and grow your business through technology.



"Capstone has done a great job with resolving our issues with little to no impact to our staff. Their response time is excellent, staff is knowledgeable, and they provide excellent customer service and support."

Tanya C.



"I've had the pleasure of working with the Capstone IT team and it has been a dream! I felt like I always had to 'chase down' our previous IT team with computer related issues, but it has not been that way since we switched to Capstone. Our engineer is on the ball and always following up with computer issues. It is like a night and day difference from our previous IT team. Highly recommend Capstone IT for all of your IT needs!"

Nicole E.



601 Heritage Dr., #146 | Jupiter | FL 33458

Treasure Coast Top 100

Upcoming Business Leadership Events

Hear Michael Borlaug speak on cyber security at the following events through the Sailfish Chapter of the **FICPA**

September 4th, 2019

Fort Pierce—Dinner

September 17th, 2019

Vero Beach—Lunch

September 18th, 2019

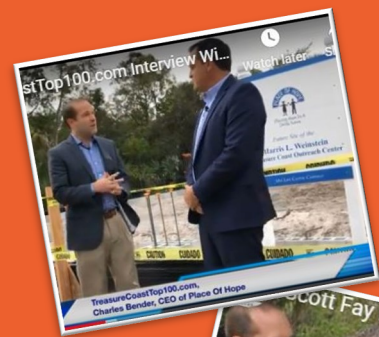
Palm City—Dinner

Michael Borlaug can speak at your organization on many topics including—

- ✓ Cyber Security— How To Protect Yourself and Your Business
- ✓ Components Of A Great Employee Security Awareness Training
- ✓ Ways to Increase Staff Communication, Productivity and Company Culture

What is Treasure Coast Top 100?

We have been interviewing business owners, entrepreneurs and leaders on the Treasure Coast to find their secrets to success. This is an opportunity for other leaders in the community to see what is going on in various industries. From these interviews, we have learned strategies for building an amazing company culture, the processes for raising money for non-profits and the effort and attitude that it takes to build a successful business. Visit <https://www.capstoneitservices.com/treasure-coast-top-100/> to view these videos and to sign up to be the next leader interviewed for Treasure Coast Top 100.



Which product did Daymond John NOT invest in on the ABC Show SHARK TANK?

- A) VPcabs
- B) Scrub Daddy
- C) Sun-Staches
- D) Mo's Bows

Email your answer to info@capstoneitservices.com and you'll be entered to win.