

## NEVER Throw Your Boarding Pass Away, Not Even After Your Flight

Everybody knows that a boarding pass is mandatory in order to board a plane. While we're in the airport, we keep a close eye on our boarding passes, clutching them in our hands like they're precious gems. But after we land, pretty much everyone ditches the ticket, whether it's lost on the floor, compacted in the washing machine or thrown directly into the trash.

This may seem innocent enough, until you realize the abundance of personal information encrypted on your pass. You'd be amazed at the information a person can glean just by scanning the QR code on the ticket: your home and e-mail addresses, your phone number and even your bank information! When you get rid of your next boarding pass, shred it. Your bank account will thank you. *LuxuryAndGlamor.com* 2/5/2016

## Cheap With Technology (from page 1)

and encrypts it behind a paywall, demanding \$50,000 in Bitcoin or you'll lose access to all of it — forever.

You couldn't make room in your budget for a robust cyber security solution. Well, how does that \$50K ransom strike you?

This may sound like nothing more than a horror story, but in reality, this happens to business owners all over the world each and every day. An IBM security study from last December discovered that over half of businesses surveyed had paid over \$10,000 in ransomware payoffs, with 20% paying over \$40,000. And that's not even including the millions of dollars of damage caused by other forms of malicious software every year.

The fact is, when your time, money and business are on the line, it simply doesn't pay to be cheap when choosing your cyber security technology.

Think of it this way. Say, with your free antivirus, you're "saving" \$100 a month. Lo and behold, a virus manages to punch its way through and causes chaos throughout the company server. Even if you're lucky and it isn't ransomware, by the time you've managed to expunge the stubborn virus from your business, you'll have put in countless man-hours, guaranteed to cost you more than that \$100 a month. Instead of throwing those thousands of dollars down the drain, you'd be better off giving each of your employees a \$1,000 bonus!

Free antivirus software, giveaway cyber-protection, or a \$5 firewall seems like a great idea, until a hacker cuts through your company's defenses like a warm knife through butter. These guys love when they see these outdated, cheapo barriers guarding your priceless data — those are the paper-thin defenses that keep hackers in business.

You wouldn't buy a rusty, secondhand old lock for your house, so why are you installing primitive cyber security software to protect your most precious company resources?

In today's world of rampant cybercrime, it's inevitable that somebody will come knocking at your digital door. When that day comes, do you want a free piece of software that you saw on Life-Hacker, or a tried-and-tested, up-to-the-minute, comprehensive security solution?

Don't be shortsighted and risk everything just to save a quick buck. Invest in your company's future, and protect yourself with the most powerful tools on the market.

## Cartoon of the Month



## Who Wants to Win a \$10 Starbucks Gift Card?

Take our Monthly Trivia Challenge and you could win too!

**Q: Which legendary salesman was President of International Business Machines (now just called IBM) and oversaw a period of tremendous growth from 1914-1956? He is alleged to have said back in 1943 "I think there is a world market for maybe five computers".**

- A) Thomas Edison
- B) Dr. John H. Watson
- C) Ken Olsen
- D) Thomas Watson.

The first person to post the correct answer on our Facebook page wins the Giftcard. Go to [facebook.com/SolutionsUnlimitedSC](https://www.facebook.com/SolutionsUnlimitedSC)



## Verne Harnish's Legendary Blueprint For "Scaling Up" Your Business



In Verne Harnish's book, *Scaling Up: How a Few Companies Make It...and Why the Rest Don't*, he shares a variety of practical tools to scale a burgeoning business into a powerhouse with real staying power. Investing in his strategies early on is sure to diminish future growing pains. Geared toward everyone, from client-facing sales reps to CEOs, there is no better volume to get your entire team on board and drive rapid growth in your company.

Register for our **FREE Lunch and Learn** coming up on **October 26**.

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## You're Better Off Giving Your Employees A \$1,000 Bonus Than Being Cheap With Technology

Imagine, for a minute, that you're the CEO of a scrappy, promising new start-up. In the beginning, it was just you and two other employees working on dinky PCs out of a 12-by-12-foot office, but times are picking up and the company is heading into the uncharted waters of rapid growth.

As the business moves into the public eye — and, in turn, the hungry eyes of potential hackers — it's become obvious that you're going to need to lock down your data. At this critical stage, a cyber-attack could mean the death of everything you and your team have built.

But the budget is looking lean. Everything you've done so far has been by the skin of your teeth, so why should security be any different? You put one of your more tech-savvy employees on the case, tasking him with finding the cheapest cyber security solutions available. Sure, he may not be an expert, but he understands computers. What could go wrong?

He scours the web, perusing dozens of "Top 5 Cheap Firewall Software" articles, and, with the

help of a scrappy how-to guide, installs what seems to be the best of the lot on your servers and across all your computers. The entire process takes 10 hours, and costs the company next to nothing.

Potential crisis averted, you turn your attention to other matters. We'll revisit our cyber security later, you think, once we have a little more financial wiggle room.

Across the following year, the company's success skyrockets. The phone is ringing off the hook, new business is flooding in and your profit margin is exploding. You even ended up snagging a feature in *Entrepreneur* magazine. Your company is the envy of all your peers.

That is, until the day that you get hacked. One morning, an advanced strain of ransomware easily sidesteps your free antivirus and starts wreaking havoc. It slithers through your systems and locks you out of everything, from client data to basic Word documents, ... (continued on page 4)

## FREE Report Download: The 7 Most Critical IT Security Protections Every Business Must Have In Place

In this report you will learn about 7 very important facts you need to know to keep your company safe from hackers.

FREE Download here:  
<http://bit.ly/su-security>



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## FREE Lunch and Learn : October 26, 2017



**When:** Thursday, October 26, 2017

**Time:** 11:30am – 1:00pm

**Where:** Spartanburg Chamber of Commerce

105 N Pine Street, Spartanburg, SC 29302

### What is Section 179?

Section 179 is a tax deduction available to business that allows you to recoup some of the money spent specifically on technology. In December 2015, Congress passed and signed the PATH Act, which increased the Section 179 cap to \$500,000 for 2017.

By giving businesses the ability to write off the full amount spent on qualifying items, Section 179 can help you to make upgrades to both your technology, and your workspace. But there is a small catch; only items purchased and installed by December 31st, 2017 will qualify.

In order to give businesses an opportunity to make Section 179 work to their advantage, Solutions Unlimited will be hosting a Free Lunch & Learn Seminar on Thursday, October 26th at 11:30am to discuss Section 179 in detail. We will cover which items qualify for this deduction, as well as tips for budgeting and buying smart.

Don't miss out on your chance to keep your business current with the latest technology, and give yourself an edge over your competitors. Investing in your IT is crucial to the future of your business. As businesses continue to rely more heavily on technology for day-to-day operations, making sure the technology you are using is up to the task has never been more important.

### During This Must-Attend Seminar You'll Discover:

- How to save on taxes. If your business could use a technology refresh and your budget is tight, a Section 179 deduction just might make the refresh possible. We will have real savings examples for you.
- Year end price reductions. Many manufacturers offer year end saving to boost sales so they look good for their investors. Learn what purchases qualify for Section 179 in 2017.
- Why leasing might be the most profitable decision you make this year. Combining a lease and Section 179.

**ONLY 45 SEATS AVAILABLE. RESERVE YOUR SEAT TODAY!**

<http://www.solutionsunlimitedsc.com/section179-seminar/>

## A Diverse Team Is More Productive

Everyone knows the saying, "If you build it, they will come," from the 1989 film Field Of Dreams. Well, the same rule applies to the type of work environment you create, and, as a result, how diverse your team becomes.

Diversity may not happen overnight, but you can be sure that a diverse team means a broader range of perspectives brought to the problem-solving table. When employees feel accepted and comfortable in their workplace, you can expect them to take more chances on out-of-the-box thinking and creativity, not to mention increased productivity.

But you can't expect your employees to feel safe expressing their identities, and thus their ideas, if you don't first create an inclusive environment for them. But how do you create a space in which your team feels safe drawing from their unique perspectives?

One way to make your employees feel more visible and heard is through diversity networks, groups that come together based on shared identities, like single moms, veterans, LGBTQ individuals, Asian-Americans, the disabled or Latinx. These networks help individuals support and learn from one another, share resources and discuss the challenges and stereotypes facing this facet of their identity and how to address them. If you're worried that this could divide the office more than unite it, don't be. These networks empower individuals to share their experiences

with the broader team, allowing everyone to learn from each other.

You also need to make sure you allow opportunities for team members to express themselves. The quickest way to make an employee feel uncomfortable and unaccepted is to have their co-workers interrupt or speak over them. Provide moments for individuals to talk about the projects they are working on, their goals and their struggles.

Diversity training can be helpful in the office. The fact is, everyone has a bias, and it's usually subconscious. Diversity workshops can be a great way to unpack our biases and privilege. Being able to listen and empathize is a vital skill in any business setting, and will improve not only communication between your employees, but their customer service skills as well. A diversity workshop should not be a lecture, but rather an opportunity for honest conversation and learning.

Institute an open-door policy so that your employees feel safe coming to you and their other bosses about issues of discrimination, sexism, racism, homophobia and more. First and foremost, listen. Don't invalidate their experiences by immediately questioning them or taking a side in the conflict. This, plus literally keeping your door open as often as possible, will instill a feeling of trust in your office.



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 Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; 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/](http://www.mikemichalowicz.com/)

## Picture Keeper Connect, The Best Way To Back Up Photos On The Go



Nothing feels worse than having to delete an old favorite to make room for some new photos. The Picture Keeper Connect solves both of these issues, providing easy-to-use backup for your phone or tablet.

The Picture Keeper Connect, which looks a lot like a conventional flash drive, is designed specifically to back up photos, videos and contact information with just a couple of button presses. It plugs into your phone and gets to work. Even better, it can do all of this without the need for WiFi or network connection. It keeps your photos in their designated album, meaning you won't end up with a cluttered mass of photos when you transfer them to a new device.

Simple, functional, and portable, the Picture Keeper Connect is a must for any avid smartphone photographer.