



## Cathy's Message

Please save **December 3rd** on your calendar. This is our **annual party**, there is more information about this in the on page 3.

David and I were at a conference this past month, and we got a lot of great ideas for our business and for your business as well.

I even got to be a presenter for one session that was exciting and I had a lot of fun working with the group.

David and I are so proud of the people we get to work with every day. They not only are awesome at what they do on a daily basis with your technology, they all are amazing individuals.

They treat your business and my business as if it is their own. I can't brag enough about how great they are.

Because of you, our guys are able to excel at what they do, thank you for everything you do for our team, we truly appreciate you.



Are you following us on Facebook? Please like our page at [www.facebook.com/szycom](http://www.facebook.com/szycom)

## Kiwanis Diners Card

The 2016 Diners cards are out and are once again \$25.00.

This is a great fund-raiser for the **Kiwanis** Club. Just as a FYI all money raised from our community has to go back into the community. Therefore when you purchase a diners card you are helping the **Kiwanis** Club with their existing projects, which include Sponsored Leadership Programs in schools, Pre-K activities and Camp Cadet.

To find out more about Kiwanis please visit [www.eriekiwanis.org](http://www.eriekiwanis.org) we are always looking for more volunteers.

You can also find out more about the card on the Kiwanis website or contact [cathy@szy.com](mailto:cathy@szy.com)

## Missing Just One Of These Could Instantly Open Up Your Computer Network To A Cyber Attack

Welcome to the brave new world of cyber-warfare.

Gone are the days when software patches were just for nifty

little feature add-ons or updates.

Today, a software update notice could mean your whole computer network is suddenly at risk. Dangers include data theft, crippling malware attacks and mischief you may not discover for months, or even years...

As with graffiti on your garage door, if you don't pay attention and clamp down on bad behavior, your problems have likely just begun...

And, like those who hire a professional security firm to keep thieves out of the warehouse, thousands of CEOs and business owners are now waking up to the fact that it's absolutely imperative to hire a pro when it comes to securing your data network.

Here's why you need a professional handling this for you:

### #1: Speed is of the essence.

"If you didn't update to version 7.32 within seven hours, you should assume you've been hacked." That's what software maker Drupal told millions of its customers around the world last year. It's just one example of what can happen if you don't respond with lightning speed.

Once a security breach has been identified, hackers rush in. On "Day Zero," cyber-crooks around the world go after at-risk targets. You've got to be quick to patch the gap, or else you risk a system compromise.

Unless you have the time, knowledge, experience and tool set to respond instantly, you are far better off leaving this to a professional IT firm you can trust.

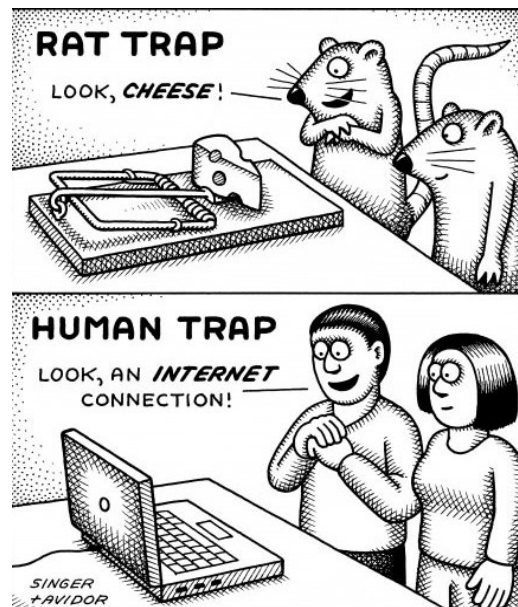
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**"Chances are, you simply do not have the resources that giant corporations have to manage a data disaster."**

## The Lighter Side: IT Fun Facts

Technology has forever changed our lives and our world more than you know. Here are some numbers to put that fact into perspective:

- About 4 billion people worldwide own a mobile phone, but only 3.5 billion people own a toothbrush.
- Computers and other electronics account for 220,000 tons of annual trash in the U.S. alone.
- About 300 hours of video are uploaded to YouTube every minute.
- Around 100 billion e-mails traverse the Internet every day, and about 95% of those messages go straight to spam folders.
- The annual amount of electricity it takes for Google to handle a billion search queries every day is around 15 billion kWh, which is more than most countries consume.
- About 500 new mobile games appear on the Apple App Store each day.
- The "father of information theory," Claude Shannon, invented the digital circuit at age 21 while he was in college.
- Regular computer users blink only half as often as non-users.
- Over 1 million children can say their parents met on Match.com



## Shiny New Gadget Of The Month

### iTranslate Makes It Easier Than Ever To Speak With Interesting People



Other than the occasional epic (and hilarious) fail, translation apps are getting pretty good. And one of the best, iTranslate, now gives you voice translations on the spot.

Here's an "at-a-glance" rundown of all that iTranslate can do:

Speak into your device and, with a tap or swipe, it recites what you just said in your choice of over 90 languages. That's twice the number of languages offered by Google Translate.

You can select a male or female voice, as well as dialect and speaking rate. It also turns Chinese characters into alphabet-based words in English.

And you can run it on your iWatch, iPhone, Android or Windows phone.

One downside is that the free version displays ads, but for five bucks you can upgrade and turn them off.

With this handy app, your world just got smaller — and, potentially, a whole lot more interesting.

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## Gently Used Laptops For Sale

We have recently purchased new laptops for our team members.

So, we have several gently used laptops for sale. If you have noticed our team members laptops and were just a little bit envious. Then now is the time to purchase them at **steep discounts** with the remainder of the factory warranty. Contact Cathy@szy.com for more information.

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## New Partner

Szymanski's have partnered with **Expedient** for cloud solutions. **Expedient** provides a superior infrastructure experience and a clear economic and strategic value. Their work ethics and values are aligned with ours and we know you will be very pleased with them.

Like Szymanski Consulting, their core values are ethical conduct, innovation and customer focus. We looked at several options and felt **Expedient** was the perfect fit for us and our clients.

As you know the cloud offers businesses more scalability, more availability of internal resources and less hardware maintenance.

Searching for a cloud solution is trickier than you would suspect it to be. As the cloud storage revolution has exploded, a myriad of cloud computing providers have sprung into being, each offering services that vary greatly. This is another reason we have chosen **Expedient**, they will help you with a solution to match your unique needs.

Call Cathy today to set a meeting up to discuss what Expedient and Szymanski's can do for you. 814-240-1454 x300

## Missing Just One Of These Could Instantly Open Up Your Computer Network To A Cyber Attack

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### #2: It's not just the big boys they're after.

Sure, the top news stories are about the attacks on companies like Target, Home Depot and Sony...

Yet your business is just as vulnerable, if not more so.

Chances are, you simply do not have the resources that giant corporations have to manage a data disaster. The statistics bearing this out are shocking: more than 60% of small businesses close their doors following a serious data breach.

The threat is not confined to giant corporations. Small and medium businesses are being attacked every day, and, unfortunately, your business is no exception.

### #3: Dealing with data breaches requires specialized knowledge, skill and experience.

Here are just a few of the things a competent data guardian must be able to do to effectively protect your systems:

**Review documentation and monitor forums.** Sometimes your software vendor doesn't tell the whole story. It's critical to check online forums and other communities to see if anyone else is having issues with the new patch before jumping in with both feet.

**Know when to apply a patch immediately and when to wait.** Typically, somewhere around 95% of patches work hassle-free. The trick is to spot the 5% that don't — *before* installing them. This requires identifying unique patching requirements, and applying exceptions accordingly. For instance:

*Does the patch deal only with a security issue?*

Or does it just add new features or fix non-security-related bugs?

Obviously, security issues get top priority.

*Is the system currently having issues?*

If not, and if the patch doesn't address a security issue your system is vulnerable to, it may be better to heed the old adage "If it ain't broke, don't fix it."

*What security gaps does it address?* How severe is the threat to your particular network? If, for example, the only way a virus can enter your system is through an e-mail attachment and this functionality has been disabled for all users, perhaps the threat needn't be a great concern.

### Keep options open in case of complications.

Once a patch has been applied, if things aren't working, it's critical to restore the data network to pre-patch functionality, with little if any downtime. That means having good backups in place along with a tested and proven recovery process.

Does just thinking about data security give you a headache? We strongly advise that you let us handle this critical part of your business for you.

Call (814) 240-1454 ext. 300 and schedule our no-cost Security Update Audit today. You'll discover how easy it is to rest assured that your network is secure 24/7.

**Did you know? A well managed computer is 42% less expensive than an unmanaged one.**



## Tips for Increasing Productivity

- Seek Help/Delegate tasks accordingly
- Do not get sucked into unnecessary meetings
- Create to-do lists (we use wunderlist.com)
- Take breaks
- Weed out distractions
- Stop watching so much TV
- Set ambitious, yet realistic goals
- Designate times to handle e-mail
- Reward yourself for motivation
- Constantly ask yourself if what you are doing presently is productive
- Spend a few minutes preparing for the next day.
- Sleep early and get up early

I am sure you have tips as well. Staying productive at work or at home can be a challenge. Every time the day ends, odds are that you are not satisfied with what you have accomplished. Productivity can be continuously improved.



**Dr. Nido Qubein** is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the **Great Harvest Bread Company**, with 220 stores in 43 states. He serves on the boards of several national organizations, including **BB&T** (a Fortune 500 company with \$185 billion in assets), the

**La-Z-Boy Corporation** (one of the largest and most recognized furniture brands worldwide) and **Dots Stores** (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, **Dr. Qubein** has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona. To learn more about **Dr. Qubein**, go to:

<http://www.nidoqubein.com/>

## SAVE THE DATE

**Szymanski's annual get together** is scheduled for **December 3, 2015** at the Bayhawks Arena.

The game will begin at 7:10 PM, with gates opening at 6:00 PM. The Bayhawks will be taking on Iowa Energy. You will be getting your invitations soon. For now though we wanted you to save the date.

As always you and your family are invited to attend. We just need to know how many will attend so that we can have enough tickets, food and beverages.



As in the past we will have the sky boxes up top, to watch the game and enjoy each other's company. This is definitely a family oriented evening so we encourage you to plan on bringing your family with you.

We hope you will be able to make this fun enjoyable night out.

## Voice Tips For Effective Speaking

Speaking in public is said to be one of the scariest things people have to do. I for one love speaking and sharing my passion with other people. One of my **favorite motivational speakers** is **Dr. Nido Qubein**. This article is from him, I hope you will enjoy it.

When George H.W. Bush ran for president in 1988, he hired a voice coach to help him lower his voice an octave. Why? Because the candidate's high-pitched voice had helped saddle him with the "wimp" image, even though Bush had proved his valor as a Navy combat pilot during World War II.

Fairly or unfairly, **we impute strength and confidence to the person who speaks with a low-pitched, well-modulated voice.**

We convey feelings, moods and attitudes through a variety of voice qualities, which are sometimes called *paralanguage*. Among these qualities are volume, pace, intonation and juncture.

**Volume and Pace** should be used in a careful, controlled way. They can achieve powerful effects, especially when persuading from the public platform. You can let your voice rise to a crescendo, the pace and volume quickening until you reach a peak of excitement. Or you can drop to a dramatic whisper.

**Volume** should always be great enough that you can be heard by everyone in your audience. When you're addressing a group through a microphone, that generally presents no problem. When speaking without a microphone, keep checking the people farthest from you for signs that they're straining to hear, or that their attention is straying.

**Pace** should be adapted to the message. Some simple but telling points can be made effectively in rapid-fire sequence. Others can be made by slowly drawing out the words, or by long pauses to let the points sink in.

**Intonation** refers to the voice pitch. We usually speak in a range of pitches, from low to high. The range between high and low intonations varies from individual to individual, and from one linguistic population to another. The English, for instance, generally have a greater range than do Americans.

**Juncture** refers to the way vowels and consonants are joined in the stream of speech. If you listen to someone speaking in a foreign language, it sounds like a continuous flow of syllables. That's because you haven't learned to recognize the signs that tell you where one word stops and another begins.

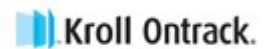
Speakers of other languages have the same problem comprehending English. As I've spoken on different continents, I've formed a great admiration for the translators who render my speech into other languages. Once I was translated simultaneously into seven different languages. Either my juncture was good or my translators were superb. The audiences laughed at the appropriate points and applauded at the appropriate points.

**Inattention to juncture can make your speech indistinct or hard to understand.** If you tell a carpenter to build a greenhouse, make sure you don't end up with a green house; the difference in appearance and cost can be substantial...

If you ask your secretary to get you the night rate and have it on your desk the next morning, be sure it doesn't sound like "nitrate." Otherwise, you may find a sack of fertilizer in your in-basket.

## Refer Our Services

We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event for the remainder of 2015. Simply refer any company with ten (10) or more computers to our office to receive a **FREE Network Checkup** (a \$497 value). Once we've completed our initial appointment with your referral, **we'll donate \$100 to your favorite charity** for every referral that you've sent, as a small thank-you for thinking of us.



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