



## Cathy's Message

Happy JULY everyone! I hope your July 4th weekend was as wonderful as ours was. The weather was perfect, the company was amazing, just could not have asked for a better day.

David and I have been very fortunate in our lives to be able to give back to a community that we love so much. We are currently working on a fund-raiser for the Community Shelter Services that I will be talking about more next month. I am very excited to be a part of an organization that truly has a mission of promise and passion to help get people back on their own.

We hope you enjoyed the article last month about Scotty's little girl. She is so cute and the fact that she wants to help out as much as possible makes us adore her even more.

If there is a product you would like to see us handle, please let us know. We are always looking to see what more we can do for our clients. Remember my job is to exceed your expectations.



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

We hope you know how much we appreciate each and everyone of you. Take care and have the best day ever. Cathy & David.

## Useless Trivia

- Sherlock Homes NEVER said, "Elementary, my dear Watson."
- 2000 pounds of space dust and other space debris fall on the Earth everyday.
- All porcupines float in water.
- Cleveland spelled backwards is DNA level C.
- A normal raindrop falls at about 7 miles per hour.
- Only two people signed the Declaration of Independence on July 4th, John Hancock and Charles Thomson. Most of the rest signed on August 2, but the last signature wasn't added until five years later.

## The Five Most Dangerous Pieces Of Information To Give In An E-mail

In the book *Spam Nation*, investigative journalist and cybersecurity expert Brian Krebs revealed the single most effective (and relied upon) way cybercrime rings gain access to your bank account, credit cards and identity. Ready for it? E-mail.

Whether it's opening an attachment infected by a virus, or a phishing scam where you unknowingly give up your login to a critical web site, e-mail still remains the most popular and reliable way digital thieves can rob you blind, steal your identity and wreak havoc on your network. Worst of all? You're INVITING them in! While there are a number of things you need to do to protect yourself, here are five pieces of information you (and your team) should NEVER put in an e-mail.

1. **Your social security number.** Think of this as your "bank account" number with the government. You should never e-mail this to anyone because it can be used to open credit cards and steal your identity.
2. **Banking information.** Your bank account numbers, routing number and online banking login credentials should never be e-mailed. Further, avoid sending a voided, blank check as an attachment to an e-mail.

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## It Never Hurts To Ask

We often hear that said. But is it true? Recently someone asked me for a favor. The request came in an impersonal form e-mail. I had some business dealings with this person many years ago. Since then, I had heard from them only once when they asked another favor.

I was being asked to promote something on my social media network. The request did not offer an excerpt, a preview, a sample or any compelling reason why I should offer my assistance and ping the people on my e-mail list.

I thought, "Why should I help?" The implied assumption that I owed this individual something, or that I should help for no reason other than that they asked, seemed a bit off-putting. Have I helped an unfamiliar person before? Yes, there have been circumstances where I was glad to do so. But "Do this for me because our paths crossed" is not a good reason. Sometimes it *does* hurt to ask. Sometimes it comes across as inappropriate or entitled. Asking someone for a favor when you have no relationship with them *is* a bad idea. Naturally, most people like to help — but very few people like to waste their time or energy. And *nobody* likes to feel someone has taken advantage of them.

There's nothing wrong with asking for a favor or assistance. Just make sure you ask the right person for the right reason in the right way. Otherwise, you might damage your reputation and your relationships.

## 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 during the month of July and August.

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.

## ***Urgent Security Warning For Businesses Running Microsoft Server 2003***

On July 14, 2015, Microsoft is officially retiring Windows Server 2003 and will no longer be offering support, updates or security patches. That means any server with this operating system installed will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with.

This is a threat that should not be ignored; if you don't want cyber-criminals running rampant in your company's server, you **MUST** upgrade before that deadline. To assist our clients and friends in this transition, we're offering a **Free Microsoft Risk Assessment And Migration Plan**. At no cost, we'll come to your office and conduct our proprietary Risk Assessment — a process that's taken us over 5 years to perfect — to not only determine what specific computers and servers will be affected by this announcement, but also to assess other security, backup and efficiency factors that could be costing you in productivity and hard dollars.

After performing this Assessment for many companies like yours, I'm confident that we will not only be able to expose a number of security risks and issues that you weren't aware of, but also find ways to make your business FAR more efficient and productive. **To request this Free Assessment, call us direct or send us an e-mail today. Due to staff and time limitations, we'll only be able to offer this until the end of July or to the first 10 people who contact us. (Sorry, no exceptions.)**

## ***The Five Most Dangerous Pieces Of Information To Give In An E-mail***

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1. **Your credit and/or debit card information.** NEVER update a credit card via an e-mail! If you need to update a card with a vendor, there are two safe ways to do this. The first is to log in to your vendor's secured site by going to the URL and logging in. Do NOT click on a link in an e-mail to go to any web site to update your account password or credit card! Hackers are masters at creating VERY legit-looking e-mails designed to fool you into logging in to their spoof site, which LOOKS very similar to a trusted web site, to enter your username, password and other financial details, thereby gaining access. Another way to update your account is to simply CALL the vendor direct.
2. **Login credentials and passwords.** You should never share your passwords or answers to security questions with anyone for any site, period.
3. **Financial documents.** An ATTACHMENT that includes any of the above is just as dangerous to e-mail as typing it in. Never e-mail any type of financial documents (or scans of documents) to your CPA, financial advisor, bank, etc.

Remember: Banks, credit card companies and the government will never ask you to click a link to provide them with any of the five items above. If you get an e-mail requesting you to update any of the above information, there's a good chance it's a phishing e-mail from a hacker. Don't be fooled!



## ***False Productivity Tips—And Fixes***

In today's fast-paced business environment, business productivity has never been more imperative for keeping up with the competition and boosting opportunities to stay ahead. But the fact is that many of the tips you read about simply don't work, and they could even make things worse by actually lowering your productivity. With that in mind, let's take a look at four productivity myths that you should avoid.

### **Don't check email first thing in the morning**

What's wrong with this when it sounds like such a good tip? Well, reading and responding to email can derail your entire morning. Your ten minutes spent reviewing emails turns into half an hour, and suddenly you're late for work. And in many industries you simply won't have the time in the morning to go through every single email and find out what has been happening overnight.

### **The fix**

You should check your email first thing in the morning but make sure not to respond unless it will take you less than a minute. Something that requires a simple "yes" or "no", or that can be forwarded to someone who can take care of it for you, is fine. But for anything else that requires research or a longer response, mark the email as "unread" and go back to it later when you have more time. You can also add it to your to-do list so you'll be sure to check it later. Skimming emails in the morning is a particularly good use of commuting time even if you can't respond right away, plus it can help you prepare for your day by giving you an idea of what lies ahead.

### **Tackle the hardest task first**

While this sounds reasonable, in most cases your hardest task can really set you back time-wise. Plus, without proper planning in terms of the time, resources and energy you need for it, tackling the hardest job first might end up deflating your hopes of a productive day.

### **The fix**

Instead of starting the day with your most difficult task, build your confidence by starting with something smaller and easier. Simpler tasks will help get your momentum going and ease you into a productive mode. You could also cut that difficult project into smaller bite-sized to-dos, so you can tackle them individually without burning out. *Continued on page 3...*

## *Free Report Download: If You Are Considering Cloud Computing For Your Company-Don't, Until You Read This...*

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today: [www.szy.com/cloud](http://www.szy.com/cloud)

Or call our office at 814-240-1454

## *False Productivity Tips—And Fixes*

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### **Make one to-do list for everything**

While it's a good idea to get everything out of your head and down onto paper, having just one go-to list for all the things you need to get done is a huge mistake. Why? It can be quite the headache to pick tasks off a never-ending list. Once you see that long list, you're more likely to be demotivated before you even get started on a task.

#### **The fix**

Write everything you need to do onto a list, then rewrite your list into specific, actionable tasks. Break your lists up into a work list, home list, side project list and so on. Having multiple lists that detail the specifics of what you need to do makes it easier for your brain to digest all this information, instead of having to wade through numerous things that you can't possibly do all at the same time. Keeping your lists separate will help you stay focused on what really needs to get done first.

### **Stop multitasking**

You're already really busy doing just one thing, so it's a bad idea to risk compromising the quality of your work by multitasking, right? Wrong! In today's fast-paced world, you multitask without even knowing, whether it's by listening to music while working, or when you're reading an advertising billboard while walking along the street.

#### **The fix**

Be selective with what you choose to juggle! For instance, walking and listening are two tasks that complement each other, whereas it can be too hard for the brain to split itself between simultaneously typing and listening.

It's important to keep in mind that just because something is named "the best advice" doesn't mean it's best for you. Looking to find out more about how to boost productivity in your business? Give us a call; we're sure we can help. 814-240-1454

## *VACATION ALERT*

### *The One Thing You And Your Employees Should NEVER Do When On Vacation*

'Tis the season when you and your team will be taking a little time off to head to the beach or your favorite vacation spot, and while we know we *should* completely disconnect from work, most of us will still check e-mail and do a little work while away — and that could end up causing some issues if you're not careful while working remote.

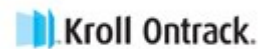
So before you head off to have a little fun with your laptop tucked under your arm, keep this in mind: never automatically connect to "any available network." Not all Internet connections are secure, so if you're going to log in to the company's network, e-mail or other critical cloud apps that are hosting sensitive information, **ONLY** do so on a trusted, secured WiFi and **NEVER** a public one. We recommend investing in a personal MiFi device that acts as a mobile WiFi hotspot IF you're going to be traveling a lot and accessing company info.

Second, turn off the ability to automatically connect for all of your mobile devices and laptops. You will still be able to connect manually, but it will prevent your laptop or device from connecting to a questionable network without your consent or knowledge.

Finally, disable all printer and file-sharing options on your mobile devices. This is another way hackers can gain access to your network. In an ideal world, you and your employees would take a true break from work, but if they aren't able to completely detach themselves, then at least require them to stay safe using the above tips.







Szymanski Consulting, Inc.  
8127 Nathan Circle  
Erie, PA 16509  
814-240-1454  
[www.szy.com](http://www.szy.com)

