

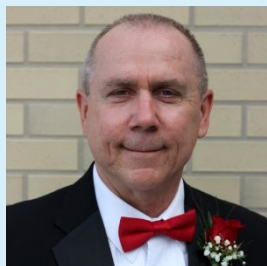
# TECHNOLOGY TIMES

*"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"*

Happy  
New  
Year

January 2018

Employee



Highlight

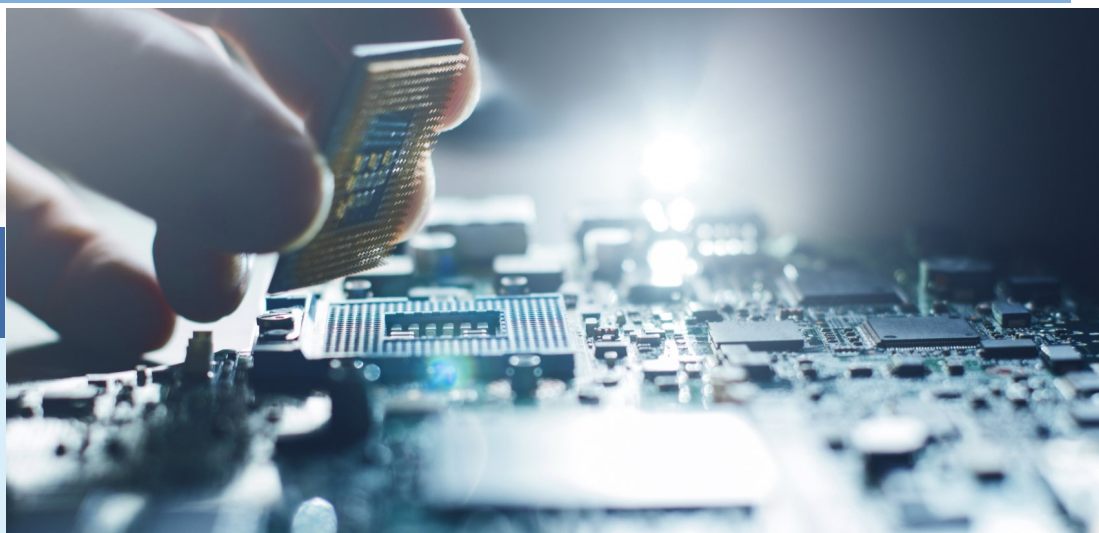
In 2018, Dave Turek, VP of ET&T, will be celebrating his 40th year with the organization. He is the living proof of employment for life, which is a dying trend nowadays, given the census that people change jobs up to 12 times during their lifetime. Dave's dedication and knowledge is unsurpassed. We are grateful for his loyalty, as he is an integral part of our team.

Dave is married with 2 daughters and enjoys bicycling on hot summer days.



Michael and Fusun Bubernack, CEO/President, ET&T, Inc.

HALF A CENTURY!! WOW!!! ET&T is celebrating its 50th year in business in 2018. We could not be more proud of this accomplishment. ET&T is a complete telecom and technology solutions provider. By taking care of your technology headaches, we enable you to do more and be more successful in your business.



## Do You Really Want The Cheapest Computer Technician Working On Your Company's Network?

These days, small businesses are more dependent on IT systems than at any other time in history. Because of this, even the slightest technological hiccups in our cyberspace-centered workflow can have expensive, lasting consequences. Perhaps the most dramatic illustration of this occurred back in 2013, when Amazon went dark for half an hour. Sure, it was a paltry 30 minutes, no big deal, until you consider the megagiant was theoretically hemorrhaging \$66,240 every 60 seconds, based on their quarterly revenue.

Of course, your company probably isn't a staple of international commerce like Jeff Bezos' beloved brainchild. Because of this, many small business owners think that a downed server or small security breach here and there won't matter too much for their bottom line. For these unlucky few, IT takes a backseat to more "pressing" issues, and they go the cheap route with their technicians. This cost-cutting solution seems like

the idea of the year, and will undoubtedly work great for the business — until it doesn't.

Maybe your long-time technicians fail to notice a piece of outdated equipment, and your server gives up the ghost during peak business hours. Virtually all work grinds to a halt, and your employees are forced to wile away the two hours shooting three-pointers into the trash bins. Add up the two hours of wasted wages for your entire team, the financial cost of missed business, and the much more intangible loss of customer goodwill as they struggle with diminished service on a workday, and you'll come up with a sum that disabuses any business owner of their illusions about "cheap" IT.

And that's not even close to the worst-case scenario. Imagine, for a minute, that your technicians assure you, despite the lack of regular monitoring and maintenance, your network is secure. These words of comfort sound > *Continued on pg.2*

*Continued from pg.1*

nice until the day a team of expert hackers actually attempt to access your systems, and find outdated, ramshackle security solutions in place — basically, a front door left wide open. At that moment, your business becomes a criminal's playground. They're free to access financial information and personal data of your customers and employees, hijack your business to send out floods of malicious software and spam, hold nearly every aspect of the company ransom for thousands of dollars, and cause chaos to their hearts' content.

The fact is, fixing problems is a lot more expensive than preventing them. When you cut corners and utilize subpar IT professionals (if any at all), you're paying for an array of shoddy, Band-Aid solutions that will be applied piecemeal, and usually too late, like a finger plugging a hole in a dam. But when you make a substantial investment in your IT support, you're investing in the most basic aspects of the future of your company.

Robust network security, dependable computers and servers, consistent internet access, and other fundamental components of your company network are far from luxury items. These days, technology forms the scaffolding upon which businesses run. If any piece of the operation fails, the whole system suffers, usually accompanied by a fat financial penalty.

There is an ever-growing, endless list of potential technological pitfalls that can have permanent consequences for your business: teams of hackers zeroing in on vulnerable small businesses, rogue employees with a grudge, lost laptops, aging and unreliable hardware, fire, natural disasters, and IT "professionals" that have no idea what they're doing, to name just a few. As technology progresses, and companies depend increasingly more on it to stay competitive, it simply doesn't make sense to relegate IT to the neglected corners of your budget.

When it comes to business, there's a lot to worry about these days. A total collapse of your company's technological infrastructure doesn't need to be one of them. Invest in a robust, managed IT package from tried-and-tested professionals, and leave the worrying to the experts. You can rest assured that our IT team of experts truly has you covered.

**"These words of comfort sound nice until the day a team of expert hackers actually attempt to access your systems, and find outdated, ramshackle security solutions in place — basically, a front door left wide open."**



## CLIENT SPOTLIGHT

### ST. FRANCIS CENTER FOR RENEWAL



The Mission of St. Francis Center for Renewal is to glorify God and to witness to the Gospel by providing a Christ-centered environment of hospitality, caring and love as an oasis of peace and healing for all God's people.

The Center, founded and staffed by the School Sisters of St. Francis, is built on the tradition of ongoing conversion of heart through prayer, reflection, liturgical celebration and contemplation. St. Francis Center for Renewal is located on over 50 acres of natural beauty. The grounds, with wide open spaces for walking, are embraced by the gentle flow of Monocacy Creek. **We would like to congratulate the Center on celebrating their faithful service for over 70 years!**



ET&T has provided the School Sisters of St. Francis with data services, installing Wireless Access Points throughout the establishment, making them one of many of our satisfied clients.





## Shiny New Gadget of the Month:



## AirSelfie: The New Way To Take A Selfie

Move over, selfie sticks — it's time to take photo tech to the skies. The new AirSelfie, a pocket-sized camera equipped with four rotating fan propellers that allow it to take flight, aims to revolutionize the way we take pictures. The palm-sized device promises to take 5-megapixel, HD photos from up to 65 feet in the sky, steadied by an anti-vibration shock absorber that ensures images stay crisp and clear.

The hovering camera is the product by AirSelfie Holdings, an international team of developers and engineers, and is designed from the ground up to integrate seamlessly with your phone. To use it, all you do is slip it out from its charging case (which attaches directly to your smartphone), use the app to direct it to the desired height and orientation, and snap an aerial picture or video. The tech is available now, and with a \$320 price tag, comparable to many other modern cameras. Check it out at [AirSelfieCamera.com](http://AirSelfieCamera.com).

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Geoff Smart is Chairman and Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal best-seller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and the Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a BA in Economics with Honors from Northwestern University, an MA, and a PhD. in Psychology from Claremont Graduate University.

## ▪ Are Your Kids Careless With Online Passwords?

With corporations taking hits left and right from cybercriminals, security on the Internet has become more important than ever. Still, even as many of us step up the security of our online presence, stragglers who believe they're immune to such attacks abound.

Based on a recent survey from Statista, young people are more careless with passwords. Thirty-four percent of people aged 18 to 34 years use the same password for "most online logins," compared to only 20% of the 35 to 54 demographic, and only 13% for those older than 55. In addition, a whopping 10% of 18- to 34- year-olds use the same password for all their online keys.

It goes without saying that this is bad practice. It can be all too easy to hack into a single, less secure account, but if different passwords are used for separate logins, it becomes much more difficult to access more important files in, say, a Gmail account or bank login. Not so if the passwords are identical.

*BusinessInsider.com 10/18/2017*



## Bonus Info

Cyber Crime Awareness  
Seminar

February 28th  
8:30 AM at ET&T



RSVP Required

[www.ET-T.com/Free-Executive-Seminar](http://www.ET-T.com/Free-Executive-Seminar)

or Call  
(610) 433-1000

## ▪ Apps That Make Our Lives Easier, All Under \$10

With new apps flooding the market every day, it can be difficult to pick out the ones that will assist you instead of just inspiring buyer's remorse. But there are dozens of apps that, despite their miniscule price tag, can have a small but lasting impact on your day-to-day.

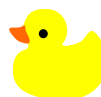
Take Dark Sky (\$4) for example. An up-to-the-minute accurate forecasting app that will break down weather information for exactly where you are at any given moment, down to when the expected rain or snowstorm will start and stop.

You can also check out Notability (\$9.99), which Business Insider calls "one of the best things to ever happen to note-taking." The app allows you to mark up PDFs and photos, take voice recordings, and a number of other functions, with everything stored in the cloud.

Those young people mentioned above who have trouble keeping more than one password might appreciate 1Password (Free), a dedicated place to guard all your passwords behind one difficult-to-hack password.

*BusinessInsider.com 10/26/2017*

Please Visit  
Duck.pleasereview.info  
for more information



# 39%

Percentage of adults in the U.S. using the same or very similar passwords for multiple online services, which increases to 47% for adults age 18-29

Passwords are a twentieth-century solution to a twenty-first century problem. Unfortunately, user names and passwords - the most common digital credentials used today - are all that stands between your employees and vital online services including corporate networks, social media sites, e-commerce sites and others. A good security practice is to use a completely different password for every service, but the fact is that nearly 40% of Americans replicate the same or very similar passwords for each service they use.

Pew Research Center, "Americans and Cybersecurity", January 2017

