

# TECHNOLOGY TIMES

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

## A STRONGER NETWORK

Please allow us to introduce the newest member of our IT customer care team, Peter Luecke. He will be adding his nearly 30 years of IT industry expertise to our highly knowledgeable group of system engineers. Some of you may have already had the pleasure of speaking with him as he has already begun to assist with support and maintenance efforts.



Throughout his lengthy and successful career, Peter has risen to the many challenges. He was responsible for installing networks in schools and ensuring that the technology remained up-to-date and problem free. His experience includes hardware repair, network administration, software support, helpdesk support, and he even owned and operated his own IT business for several years.

Peter was brought on to bolster our in-house team of support professionals. He will be handling the administration and maintenance of networks for our managed services solutions, as well as the remote help desk service calls for our many customers. Although you will primarily be in contact with Peter by phone or email, he will occasionally visit you on-site to properly investigate, diagnose and address any larger issues.

Late last year Peter and his family moved to Emmaus. Rumor has it that he enjoys sports and is an Eagles season ticket holder, but let's not hold that against him. Both of his children are currently attending Bloomsburg University and they will be graduating in June. Please be sure to join us in welcoming Peter aboard.

November 2021

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## A Proven Method To Secure Your Business's Network

People don't usually think about small businesses when discussing cyber security. The media covers breaches in governmental and big-business security in excess. These entities usually have lucrative targets that attract the attention of hackers but are often backed up with an extremely protective network security system that's difficult to crack. When hackers can't break the big system, they turn their attention to easier targets.

While most hackers want the opportunity to crack a high-risk target, these situations are few and far between. Instead, they turn their attention toward much lower-hanging fruit. This is where small businesses come in; they still have access to money and data but have much lower defense than a governmental entity. Luckily, many average cyber security strategies can keep the would-be hackers away. Their methods are always changing, though, and it helps to be one step ahead of the game.

These are the best current cyber security strategies you can put into place.

### Cloud Security

Cloud security is the protection of data stored online via cloud computing platforms from theft, leakage and deletion. As more and more businesses switch from hard-drive data storage to remote databases, this practice is becoming more and more commonplace. Methods of providing cloud security include firewalls, penetration testing and virtual private networks (VPN), to name a few. While many people feel that their data and information are better stored on a hard drive on their own network, data stored in the cloud may actually be more secure, depending on the system's defense strategy. Be wary, though: not all cloud securities are made the same. Do your research and pick one that will best protect your data.

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*Continued from pg.1***Network Security**

Network security is the protection of the underlying networking infrastructure from unauthorized access, misuse or theft. This is what your network administrator will need to put into place in order to keep your devices and data secure. The best approach to protecting your network is to create a strong WiFi password. Random numbers and letters work best for a small business since nobody but those who need it will be able to guess the password. In addition to a strong password, you'll also have to anticipate any type of internal attack.

**VPNs And Firewalls**

A VPN can help protect your security by masking your IP address. This essentially means that you'll be connected through a different server, making it much harder for the government or websites to pinpoint your location. It also encrypts all network data by creating a secure tunnel. A firewall is simply a shield that protects your computer from the Internet. Firewalls can help restrict access to sites that could be damaging to your network. Both of these tools can be highly effective when used properly, but they do not protect against all threats.

**“Many average cyber security strategies can keep the would-be hackers away.”**

**Updates And Upgrades**

While it might seem simple, consistently updating and upgrading your technology tools can keep you much more secure. The developers of many of these tools are constantly looking for new threats that pose a risk to their program. They'll issue patches to make sure any holes are filled. You just need to make sure that all of your tools are updated in a timely manner and verify that the updates are installing.

**Data Backups**

You should always have multiple backups of your business's data. You never know when a power surge or some type of natural disaster might cause your current files to be deleted. You can prevent this issue by regularly backing up your data.

**Employee Training**

It's important to limit employee access to systems and data owned by your company. Not everyone needs to have access, so only give it to those who can't work without it. There should also be some type of security training for all employees. Phishing schemes and weak passwords create just as many issues as hackers do. Finally, you should make sure everyone in your workplace is security-conscious. A single breach could critically hurt your business. Your employees need to understand this so they can be proactive as well.

No matter which route you take, the most important thing you can do for your small business is protect its network. Governmental entities and big businesses do not suffer from security lapses nearly as bad as small businesses. A security lapse could even stop your business dead in its tracks.



**Perkiomen  
School**



Located in Montgomery County PA, Perkiomen is the only college preparatory school in the Mid-Atlantic that balances the search for a fulfilling life with the demands of the new economy. With a close-knit community that celebrates diversity, ambition, and empathy, Perkiomen's innovative educational model gives students a distinct competitive edge in their academics, careers, and lives.

ET&T has been a trusted technology partner with Perkiomen school since 2012. Over the years, we have been their go to vendor for all essential infrastructure cabling to strengthen network connectivity and communications. Most recently, we were asked to install fiber optic cabling between buildings across the campus. Working in conjunction with on-site school personnel, we were able to successfully run, connect, and test the new fiber optic configurations with few disruptions to the daily system requirements. We thank Perkiomen School for the opportunity to keep their campus and their students well connected.

## Shiny New Gadget Of The Month:



### Angel Guard Cookware Prevents Burns

Many people burn themselves every day while cooking in their kitchens. There's a new product on the market that aims to prevent these injuries. After firefighter Eric Le Blanc responded to back-to-back kitchen burns involving children, he knew there had to be a safer alternative. In his research, he found that tipping pots of hot liquid were the world's leading cause of adolescent burns.

Le Blanc developed the world's first tip-proof cookware: Angel Guard Cookware. This cookware removes risk by including a removable stem that slides underneath the burner grate and locks the cookware into place. Now parents no longer have to worry about their child getting hurt after removing a pot from the stove.

# Hiring The Best Staff

Not long ago, I had the opportunity to sit down with Carter Cast, the author behind *The Right – And Wrong – Stuff: How Brilliant Careers Are Made And Unmade*. Hiring success has a great influence on career success, and we discussed five negative archetypes that confront employers while filling a job opening. Together, we discovered some telltale signs that your interviewee may fall into one of these categories.

#### Captain Fantastic

While it might seem like "Captain Fantastic" would be a vital part of your team, they often cause division. Someone who is a "Captain Fantastic" is usually overambitious and has no qualms about stepping on others to get ahead. If you're interviewing a candidate and they mention that their greatest accomplishments revolve around beating others rather than delivering value or developing teams, you probably have a "Captain Fantastic" on your hands.

#### Solo Flier

Have you ever worked with someone who thinks their way is the best and only way to do something? It's very frustrating. While this type works well individually, they can be detrimental to a team environment. They usually claim to have no time or were too busy to accomplish their tasks; in reality, they may fail to hire and delegate properly. I've met with many people who fit this category and end up leaving their job due to burnout after taking on too much work.

#### Version 1.0

Change is a necessity in the workplace, but sometimes, people prefer to stick to their routine. To spot these people in interviews, listen to their stories and pay attention if they mention changes in the workplace and how they responded. If they stayed on the same path, that's a red flag. I knew a manufacturing executive who failed to adapt to new technologies. This caused him to lose some of his biggest clients, and the business fell into a tailspin.



#### The One-Trick Pony

These people usually get stuck in a rut because they rely on their greatest strength to solve *all* problems. They will often aim for lateral moves rather than trying to broaden their horizons. I interviewed a one-trick pony recently who wrote amazing copy but struggled when meeting with clients face-to-face. His communication skills weren't strong enough to work with clients or lead large teams. His career became stagnant even though he was eager to grow and move up.

#### Whirling Dervish

Energetic employees improve morale and production in a workplace, but sometimes lack the follow-through needed to complete projects. You can usually spot these people in interviews if you notice them avoiding your questions. They often come up with excuses for why they didn't achieve results. Great ideas and strong morale do not make up for a lack of completion.

With knowledge of these archetypes, you can avoid hiring the wrong candidate for your team and instead focus on finding the perfect fit.



*Dr. Geoff Smart is chairman & founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best-sellers. He stays active in his community and has advised many government officials.*



**Claim Your FREE Copy of Easy Prey By ET&T's CEO, Mike Bubernack  
Call: 610-433-1000**

**Easy Prey** aptly describes those businesses exposed to the illegal, immoral and illicit industry known as Cybercrime. Unsuspecting and often unwary businesses and their personnel are often taken in as "easy prey" by cyber-gangsters. Cybercrime, is growing quickly and more sophisticated daily.

## ■ Is Your Data Secure?

In today's culture, data security is more important than ever. It would be horrific for many if their personal information was compromised. Unfortunately, your data may not be anywhere near as secure as you might hope.

The Pegasus Project is an exposé that revealed that a piece of spyware can exploit a user's Apple or Android devices to take control of the user's device. A list of 50,000 victims was published that included government officials, business executives and royal family members – proving that nobody is safe.

Tech companies usually write extremely secure codes

initially, but as new features roll out, holes are created in the defense that hackers can exploit. Pegasus proved that, in the software world, if an adversary is well-motivated, they will find a way in.

The key to staying protected from these breaches is depth. Multiple lines of defense are more protective, so don't stop at one. Though one security tech may have plenty of gaps, another could fill those and strengthen your security.

New security technologies are continuing to advance the security field. There are plenty of actions you can take to ensure that your data remains secure.

## ■ Storytelling Is More Important Than Building A Presence Online

Social media has become an ever-important tool in the business world. It can help build customer loyalty while also being an essential marketing strategy. However, simply having an account is not enough.

In order to grow, you need to understand your customers and what motivates them. Provide them with an experience they won't be able to obtain anywhere else. Be sure to do this while also making your social media content relevant. If your account does not focus on your products or services, it will prove useless.

Build connections with and focus on your customers. Without trying to approach a specific type of customer, your message can get lost. It can be difficult to attract all of your customers at once.

More important than the rest is to make your presence authentic and accessible. Keep the big picture in mind and don't get lost in the weeds.



“Excuse me. I'm new at this. Where do I click to add to my shopping cart?”

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