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What's Going On?



FREE WEBINAR

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May 30th or 31st 2PM

CYBERSECURITY:

5 Critical IT Security Protections Every Business Must Have In Place Now To Avoid Cyber-Attacks, Data Breach Lawsuits, Bank Fraud And Compliance Penalties.

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May 2017



This monthly publication provided courtesy of Justin Shelley, CEO of Master Computing.

Our Mission: To inform and inspire our clients and community. We hope to provide helpful information about technology and business so that we can all strive towards excellence together.



Get comfortable being uncomfortable!" I don't know many people who could speak more authoritatively on this subject than Mike Rowe. I had the privilege of meeting Mike this month (May 5th to be exact), and this line was my takeaway. I doubt I need to introduce you to the host of *Dirty Jobs* and the narrator of *Deadliest Catch*, but Mike Rowe is a guy who isn't afraid to get uncomfortable. And that is a huge understatement.

Mike started out selling gadgets on late-night QVC. At the time, he was singing in a local opera when QVC decided to hold auditions for someone with the unlikely double-skillset of being comfortable with sales while performing on live TV. For the audition, he had to look into a camera and sell the world's most boring commodity: a #2 pencil—for an undetermined amount of time. If he ran out of things to say, he failed. If he couldn't be convincing, he failed. If he was boring, he failed. He didn't fail. In fact, he was a natural. So he began his television career hawking stuff at 3:00 in the morning on QVC.

Dirty Jobs was nowhere to be seen in Mike's crystal ball. He wanted to be a TV host. So he eventually moved on to become just that for "Evening Magazine", a prime time show about local events in San Francisco. Apparently his grandfather was less than impressed, and challenged him to do anything that "looked like real work" while hosting the show. Still not *Dirty Jobs*, but now we're getting closer.

In his quest to prove himself to his grandfather, Mike found himself knee deep in raw sewage under the streets of San Francisco. What was meant to not only redeem him as a hard worker, but also fulfill his obligation as TV host, ended up getting him fired. The audience was less than impressed. In the interest of time (well, space) I'll fast-forward a bit. Also, I cannot possibly recreate the story in a way that would begin to do justice to Mike's own words. So I'll just say that an idea was born as a result of swimming with cockroaches, rats the size of loafs of bread, and yes, poop. A "river of chocolate sludge" was what launched Mike Rowe's career in a way he never saw coming.

Continued on page 2...

After Mike finished telling us his story, our group (my IT peer group) was given the chance to ask him questions. One question was something along the lines of, "I am a brand-new sales person. What advice do you have for me?" Mike's response was, "Get very comfortable being uncomfortable." That line stuck with me. Mostly because I have spent much of my life chasing comfort. It's largely why I made the decision to run my own business. I thought it would be more comfortable than working for someone else. (Nothing could be farther from the truth!) I work with a lot of fellow business owners, CEO's, and medical practice managers. Most of them would agree with me. It sounds like a great gig, but it is wildly uncomfortable. It is hard work, long hours, difficult conflicts, crushing responsibility, and comparatively low reward. And so, while I still absolutely love the idea that I am the owner, founder, and CEO of my own company, I have had to force myself to embrace discomfort. I don't know that I'm yet truly comfortable being uncomfortable, but I certainly see the virtue in that concept.

I want to shift gears for a minute and talk about one more way that practice managers, executives, and business owners have been forced into discomfort. It is something that has robbed me of more sleep than I can quantify. I'm talking about cybercrime. For decades I have had to deal with viruses and other forms of computer malware and security risks. It has always been a serious subject, but lately it has shaken us to our core. "Us" meaning the IT industry; "us" meaning business owners and practice managers; "us" meaning the average citizen. We are all at risk in a way that we've never seen before. And what scares me even more than cybercrime (if that's even possible) is the new trend being called "security fatigue". Because we don't like to be uncomfortable, and because this problem seems overwhelming, and because many of us feel completely powerless in fighting cybercrime, sadly we are starting to ignore it. I hear people say, "There's nothing I can do about it! So what good does it do to worry?" Well I'm here to tell you that you had better worry about it (at least enough to move yourself to action), and I'm also here to tell you that there absolutely is something that can be done about it.

So you may get tired of hearing me beat this dead horse. And quite honestly, it's an uncomfortable situation for me to be in. I hate trying to convince people to be afraid. But I hate the alternative even more.

I've taken it upon myself to empower every business owner, executive, and manager in the DFW area with the tools and skills necessary to fight this battle. It is not comfortable, but it is

"I hate trying to convince people to be afraid. But I hate the alternative even more."

absolutely critical to our survival. We will be putting on webinars and seminars, speaking at local Chambers of Commerce, and using every other means necessary to get this message out. Yes, I will gain new clients in the process. But that is only part of the payoff I'm looking for. The bigger payoff for me is to become very comfortable fighting a battle that has been waged upon my fellow CEOs, administrators, and my community as a whole. If you want us to fight the battle in your behalf, we'll do it. If you want us to arm you with the weapons to fight it yourself, we'll also do that. I'll open my internal playbook for all to see. I'll show you how we take organizations from being less than 30% effective at fighting cybercrime, to roughly 97% effective at squashing the cyber-thugs. And for those 3% that manage to get past our defenses, I'll show you how to set up forensics that quickly show us how they got

through, how to fix it, and how to prevent it for next time. And I'll back that with pass-through cybercrime insurance policies as an extra CYA for your organization. No, for you!

Because let's be honest for a minute. If your organization gets breached, whose neck is on the chopping block? The cyber-thug who

hacked you? Not a chance. Yours!

You see, victims of all other crimes – burglary, mugging, carjacking, theft – get sympathy from others. They are called "victims" and support comes flooding in.

But if your business gets hacked under your watch, and client or patient data is compromised, you will NOT get such sympathy. You will be instantly labeled as stupid or irresponsible. Or both. You will get investigated and questioned about what you did to prevent this from happening and if the answer is not adequate, you can be found liable, facing serious fines and lawsuits even if you trusted an outsourced IT support company to protect you.

Uncomfortable doesn't begin to describe it. But it is reality. If you are ready to stop pretending everything is OK, that bad things will never happen to you, then take me up on my offer for a **free cybersecurity audit**. It's the first step in a comprehensive battleplan to protect your business, your clients and patients, and your personal reputation.

If that somehow feels too uncomfortable, at least join me on our upcoming cybersecurity webinar series. See pages 3 and 6 for details.

But if you are ready to do battle today, sign up below and let's dig in and get our hands dirty!

www.master-computing.com/security-assessment



Use This 9-Step Checklist To Ensure Your Data Is Safe, Secure And Recoverable

Summer is upon us... Time for a stroll in the park... softball... fishing... a few rounds of golf...

Yet how could you possibly relax if some random bit of malware, software glitch or cyber-attack catches you off guard just as you're walking out the door? A well-designed secure computer network gives you the confidence that "all systems are go," whether you're having fun in the sun, or just getting things done with your team.

Here's a quick nine-step checklist we use to ensure that a company's computer network, and the data for that business, is safe and secure from disruption, if not absolute devastation:

1. **A written recovery plan.** Simply thinking through what needs to happen when things go south, and documenting it all **IN ADVANCE**, can go a long way toward getting your network back up and running quickly if it gets hacked, impacted by natural disaster or compromised by human error.
2. **Have a clear communication plan.** What if your employees can't access your office, e-mail or phone system? How will they communicate with you? Make sure your communications plan details every alternative, including **MULTIPLE** ways to stay in touch in the event of a disaster.
3. **Automate your data backups.** THE #1 cause of data loss is human error. If your backup system depends on a human being always doing something right, it's a recipe for disaster. Automate your backups wherever possible so they run like clockwork.
4. **Have redundant off-site backups.** On-site backups are a good first step, but if they get flooded, burned or hacked along with your server, you're out of luck.

Continued on page 6...

FREE

3-Part Mini Webinar Series



30 OR 31

MAY

2PM

Part I: User Security

Securing Email

Most attacks originate in your email. We'll help you choose a service designed to reduce SPAM and your exposure to attacks on your staff via email.

Managing Password Chaos


Apply security policies on your network (Examples: Deny or limit USB file storage access, enable enhanced password policies, set user screen timeouts, and limit user access). Limit user access rights.

Protecting Windows

Keep Microsoft, Adobe and JAVA products updated for better security. We offer a "critical update" service via automation to protect your computers from the latest known attacks.

Educating Your Staff

Train your users - often! Teach them about data security, email attacks, and your policies and procedures. We offer a web-based training solution and "done for you" security policies.



28 OR 29

JUNE

2PM

Part II: Advanced Security Made Easy

Beyond Anti-Virus

Move beyond the outdated anti-virus tools of the past. Contact us to see a demo of the latest in advanced endpoint protection available for your business.

Building the Wall (Firewalls)

Turn on Intrusion Detection and Intrusion Prevention features. Send the log files to a managed SIEM. And if your IT team doesn't know what these things are, call us today!

Data Encryption

Whenever possible, the goal is to encrypt files at rest and in motion (think email) and especially on mobile devices.



19 OR 20

JULY

2PM

Part III: Disaster Recovery (and Prevention)

How to Protect Your Data from every Disaster

Backup local. Backup to the cloud. Test your backups often. And, if you aren't sure your backups are working properly, call us for a **FREE ASSESSMENT**.

See a **LIVE DISASTER RECOVERY DEMONSTRATION** of exactly what happens when disaster strikes, and how ***to bring it back to life!***

REGISTER TODAY!!



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UPCOMING EVENTS:

YOU DON'T WANT TO MISS THIS!

COME MEET JUSTIN SHELLEY, CEO OF MASTER COMPUTING IN PERSON!

Coming in July, August, and September,

Smart Business 101: 3 Part Mini-Series

brought to you by your friends at
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If you would like to attend and your already a member of
the Chamber go online and register today!

If you are not a member and would like to attend please
contact Travis Veselka at 940.382.9693
for more information!

We hope to see you all there!

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Always maintain a recent copy of your data off-site.

5. **Enable remote network access.** Without remote access to your network, you and your staff won't be able to keep working in the event that you can't get into your office. To keep your business going, at the very minimum, you need a way for your IT specialist to quickly step in when needed.

6. **System images are critical.** Storing your data off-site is a good first step. But if your system is compromised, the software and architecture that handles all that data MUST be restored for it to be useful.

Imaging your server creates a replica of the original, saving you an enormous amount of time and energy in getting

your network back in gear, should the need arise. Without it, you risk losing all your preferences, configurations, favorites and more.

7. **Maintain an up-to-date network "blueprint."** To rebuild all or part of your network, you'll need a blueprint of the software, data, systems and hardware

that comprise your company's network. An IT professional can create this for you. It could save you a huge amount of time and money in the event your network needs to be restored.

8. **Don't ignore routine maintenance.** While fires, flooding and other natural disasters are always a risk, it's more likely that you'll have downtime due to a software or hardware glitch or cyber-attack. That's why it's critical to keep

your network patched, secure and up-to-date. Deteriorating hardware and

corrupted software can wipe you out. Replace and update them as needed to steer clear of this threat.

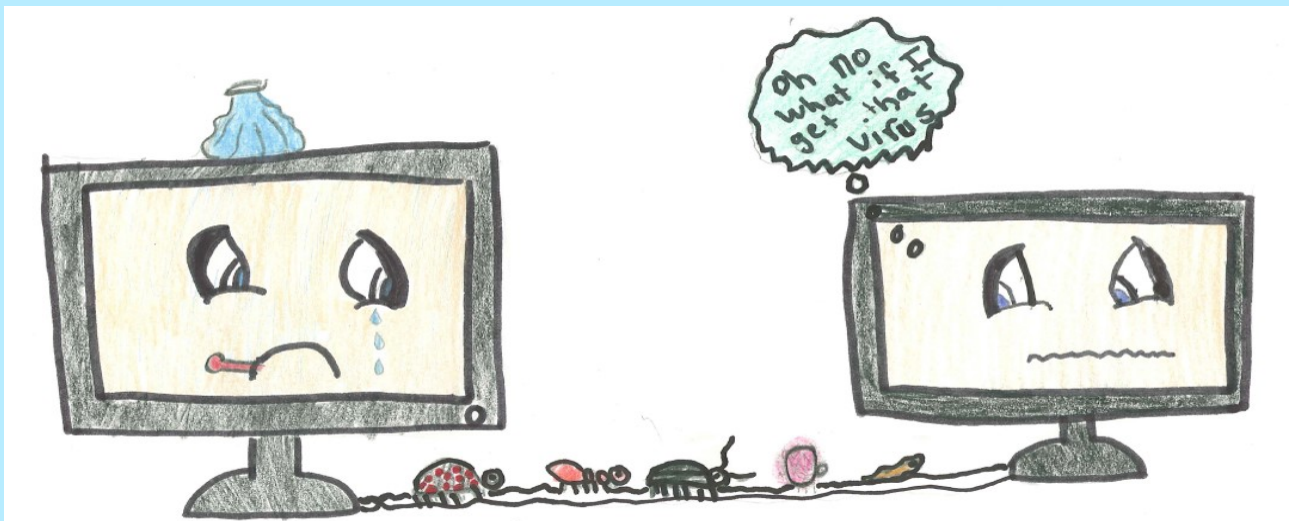
9. **Test, Test, Test!** If you're going to go to the trouble of setting up a plan, at least make sure it works! An IT professional can check monthly to make sure your systems work properly and your data is secure. After all, the worst time to test your parachute is AFTER you jump out of the plane

THE #1 cause of data loss is human error. If your backup system depends on a human being always doing something right, it's a recipe for disaster. Automate your backups wherever possible so they run like clockwork."

Be certain that you have all 9 steps fully covered with our FREE Disaster Recovery Audit.

Contact us at 940-324-9400 to schedule our **Disaster Recovery Audit** FREE of charge, now through May 31.

ARTISIT SPOTLIGHT: Tallee Carter Age: 9, Idaho



Shiny New Gadget Of The Month:



Surface Studio: All Beauty, A Little Brains

“We want to move from people needing Windows...to loving Windows.”

So said CEO Satya Nadella after taking over Microsoft. And their new Surface Studio takes a bold step in that direction.

In a bid to win over creative types, they designed the Studio with a gorgeous desktop screen that easily glides from vertical to almost horizontal, like an artist’s sketchpad. With its Apple Computer-like brushed aluminum finish and ultra-thin screen, it’s feels right at home in an open-plan office with microbrews on tap.

The guts of the machine are stuffed into a nine-inch-long base that’s joined to the screen with an überslick hinge design, allowing it to fold nearly flat for stylus- or touch-driven design work.

Downsides? Well, you’ll pay at least \$3,000. And it’s a bit underpowered to be in that price range. But all in all, even the graphically challenged will find this machine tantalizing.

Believe You Can Be Extraordinary

I left my home some 7,000 miles away with little money in my pocket. I was eager – and just 17.

My father died when I was six, and I came to America for college with the words of my mother still ringing in my ears: “If you want to be a great person, you have to walk side by side, hand in hand, with great people.”

She was right. I have been blessed. And so many people have helped. Before coming to High Point College, I lived off campus at Mt. Olive College, and the housemother slipped into my bank account enough money for me to buy my first car – a used car. She told me she’d rather invest her money in a promising young man than park it somewhere in a bank. What an angel.

In 1993, two years after High Point College became High Point University, the school elected me to its board of trustees. Eleven years later, my fellow board members asked a question that would change my future forever.

Nido, they asked, will you lead HPU? In January 2005, HPU appointed me as its seventh president, and I saw my alma mater to be a God, family and country school that could emphasize the values and fundamentals that built America.

No apologies for that. As a patriot to the core, I remember what this country and campus did for me – and what higher education needs to do for others in the 21st century.

Students come to campus armed with iPhones loaded with apps, and they’ve gotten used to accessing anything in the world with a touch of their screen. Good for them – and us. But we must not confuse accessing information with obtaining knowledge. The two are not the same.

An education must be holistic, impacting the mind, heart and soul. And that includes understanding not just the how, but the why.

Couple that with an entrepreneurial spirit and an awareness of what built America in the first place, and I believe an education like this will set students on a trajectory of achievement and stewardship.

At High Point University, in the seminars I teach for freshmen and seniors, we cover all kinds of topics, from time management to fiscal literacy.

But the timeless principles I focus on pertain to all of us. Who you spend time with is who you become. Be a job creator, not a job taker. Stand for something or you will fall for anything. Change your words and change your world.

They need to hear someone say, “You can make it. You are created in God’s image.”

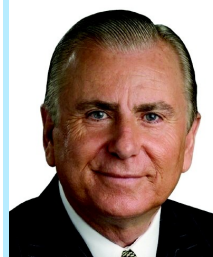
They need to remember the words of Scottish theologian William Barclay: “Always give without remembering. Always receive without forgetting.”

They need to know we are the by-products of the beliefs we keep close.

They need to believe they can be... extraordinary.

It is a choice, after all. And the best is yet to be.

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: www.nidoqubein.com

■ The Cloudflare Screw-up: Have your passwords been compromised?

Little bugs can cause huge problems. Like when web performance and security company Cloudflare's code upgrade leaked sensitive data to 3,438 unique domains this past February. Everything from API keys to personal data was exposed. And scariest of all is that any bot could have accessed every bit of it. The good news is that Cloudflare was alerted to the tiny leak before hackers discovered it. The bad news is, a more moderate-sized leak could bring down the web. It just brings home the point that you need to be more vigilant than ever. Change passwords routinely. Use strong passwords that hackers can't easily break. Upgrade to two-factor authentication. *Gizmodo, 02.17.17*

■ Big Red is still the big dog...but T-Mobile is nipping at its heels.

In the battle to claim best mobile network, the winner is arguable. RootMetrics says it's Verizon. OpenSignal says T-Mobile. Digging into their reports, you'll find that geographical factors determine the winner. OpenSignal's crowdsourced data comes mostly from city dwellers. So their finding that T-Mobile wins most likely applies to urban areas. But that data doesn't apply if you're out in the sticks. RootMetrics reports more on overall coverage, and they find Verizon at the top. So who's got the best network for you? At this point, it boils down to where you live and work. But stay tuned...this race is getting close. *AndroidCentral, 02.24.17*

■ Is your in-car GPS necessary anymore?

Smartphones offer turn-by-turn navigation, satellite-tracked

speed readings, voice guidance and real-time, crowdsourced traffic alerts. So why dish out another 300 bucks for your own on-dash, in-car system? Well, those in-car systems have come a long way too... Having voice-command capability, Bluetooth connectivity, geo-based recommendations and a large fixed screen might be reason enough. But if your phone's monthly data allotment and battery life concern you at all, that in-car GPS, with its own data and power sources, starts looking pretty good. And with features like a streaming dash cam and sensor that warns you if you're following a car too closely, in-car GPS is definitely worth a second look. *DigitalTrends, 02.24.17*

■ Get totally weird with new Virtual Reality (VR) tools.

You may not have a clue about how to draw at all, much less in 3-D. Doesn't matter... Whereas VR used to be a tool for techies, now amateurs can get in on the act. A-Frame by Mozilla, for instance, lets you easily type in commands that place 3-D objects like blocks, balls and more into a VR scene you create. Tilt Brush lets you paint in the air wearing a Google Vive headset. And Second Life inventor Philip Rosedale is building software that lets you invite friends into a VR world you design. Most of what any amateur creates will likely be grotesque, ugly or flat-out lame, but somewhere in all that mess, amazing new products will be born. *Wired, 02.24.17*

Who Wants To Win A \$25 Gift Card?



Now, here's this month's trivia question. The winner will receive a gift card to Amazon!

Which technology, developed in the 1940s, was inspired by Morse code?

a) ZIP code b) Bar codes c) Braille d) Tickertape

*Call us right now with your answer!
940-324-9400*