

HI TECH HUI NEWSLETTER

ISSUE 32

October 2019

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OUR MESSAGE

What I learned about a sport I've never watched!

Yes, you heard it right. I've never seen a single full football game my whole life. Ok wait, before you judge and stop reading, it gets better I swear! Let me explain what I did learn from a sport I never watched! In Canada, hockey was our game of choice, and of course basketball. We the North! Naturally, I didn't really know who Peyton Manning was or what teams he played for! In listening to Peyton speak at the IT conference we attended in March, I found there was a lot to learn from him and his sport. I had the honor of having the best seat in the house, I was front row center, about 10 feet away, and here's what I took away.

Must have a coach or mentor. Not only should you have them, but you need to be coachable as well. Coaches and mentors provide so much value, especially when you hit a plateau. Peyton was fortunate enough to have his father and brother (both NFL quarterbacks) mentor him during his career. He mentions coach Tony Dungy and his unique style of leadership. He never raised his voice, spoke profanity, and he treated Peyton like a professional. The players didn't ever want to let him down. He said things like "Take care of the little things, big things will take care of itself. No excuses, no explanations." Peyton said that Coach Dungy was "just as calm in the 4th quarter of the super bowl as he was at practice and when your leader is calm the rest of the team follows."

Preparing is everything. Manning had the reputation of being the most prepared quarterback. His father taught him "Pressure is something you feel only when you don't know what you are doing". If you prepare as hard as you possibly can for any role, you shouldn't feel the pressure. Pressure means that you haven't studied. In his words, "Preparation is where I felt I could get an edge with the competition. I couldn't out throw anybody, if you've ever seen me play you certainly know I couldn't outrun anybody. I thought I could out prepare anybody."

Sometimes you have to work with what you got!

Peyton gave examples of having to find a team players strength and playing into that hand, instead of trying to meld them into a role that highlights a weakness. Or, in his personal case, sticking to a passing game rather than a running. We do our best to maximize our team members not only in their areas of strength, but their areas of interest. In football, you don't get to choose your team, you're forced to do the best you can with the team you're playing on.

Technology has changed the game. What interested me most is how football uses BI to optimize the performance of their players. Players wear chips in their shoulder pads which tell coaches how much a player is running during practice. By analyzing the data, coaches know when a player is running more than they should which would optimal performance, so then they cut down repetitions so that the player is set for Sunday. They also developed smart helmets called Insight by Ridell, it tells athletic trainers on the sidelines that a player has suffered a severe hit and that they should take the player off the field before he suffers more injury. Technology has allowed to not only make the game smarter but safer as well.

When the conference organizers announced an NFL star would be presenting, I thought – WHY? What insight could he contribute to my IT company? It was a welcomed surprise to see the elements and techniques that should be applied to a business being applied to a different type of team. He was very entertaining, well spoken, and a pleasure to listen to. There was so much more he had to share, so if you're ever interested I'll tell you all about it. Because of him I'm a bit more inclined to watch an inning or two, I'm kidding, I know that in football, they're called quarters.



*"If you work hard
and you play
well, all of those
critics will quiet
themselves pretty
quickly."*

- Peyton Manning



- Anne-Marie Lerch

SHINY NEW GADGET OF THE MONTH



The Philips Somneo Sleep & Wake-Up Light

Research suggests that when you wake up naturally (that is, you aren't jolted awake by an alarm or radio), you feel more refreshed and energized during the day.

The Philips Somneo Sleep & Wake-Up Light puts this research to the test.

It's designed to simulate a natural sunrise right in your bedroom. You can set it to your specific needs, and it will slowly and steadily brighten when you need to wake up. It can also simulate a sunset for the opposite effect when you're going to bed! You can even use the light as a reading lamp — and it has a built-in radio, too!

The Philips Somneo Sleep & Wake-Up Light is a versatile device, perfect for anyone who wants to get a better night's sleep. Find it at Amazon and many other electronic retailers.



3 Ways to Prevents Your Employees from Leaking Confidential Information

A lot of businesses need to come to terms with the fact that their employees are their greatest IT threat. As a business owner, you may be aware of cyberthreats to your business, but your employees might not be. They might not know about the threat of cyber-attacks or malware. They might use unsecured WiFi on company equipment. As a result, your employees may be putting your business at serious risk.

What can you do to change that?

1. IT ALL STARTS WITH EDUCATION. One of the biggest reasons why employees put their employer at risk simply comes down to a lack of education. They don't know about the threats targeting businesses or that small businesses are a major target of hackers and scammers.

You need to do everything you can to train your employees. Give them the education and resources to be a line of defense rather than a risk. Develop a consistent training regimen. If you need to bring in IT professionals to help, do it. Don't make assumptions about critical IT security training if you aren't sure. Professionals can answer your questions and make sure you and your employees have everything you need to know to keep your business secure.

Another important thing is to hold this training regularly. Threats evolve, and you need to stay ahead of the curve. Keep IT security on the minds of your employees. When they forget about it, that's when the risk is highest.

2. SAY NO TO UNSECURED, PUBLIC WIFI. This is a big problem for businesses with remote employees, employees who work from home or employees who use company technology outside of the business walls. According to a Spiceworks study, 61% of employees said they have connected to unsecured WiFi while working remotely.

This is cause for concern. Connecting to public WiFi is like leaving the front door of your home wide-open while posting on social media that you're going to be out of town for a week. You

never know who is going to let themselves in and snoop around. Hackers use public hot spots to circulate malware and steal data. Sometimes they even set up fake hot spots with the same name as a legitimate hot spot to trick users into connecting to their WiFi, which makes data theft even easier.

Discouraging your employees from using unsecured, public WiFi is a good step to take, but don't be afraid to take it further. Don't let them connect company equipment to unsecured WiFi at all. And place a bigger focus on endpoint security — make sure your equipment has up-to-date software, malware protection, local firewalls, as well as a VPN (virtual private network). The more layers of security, the better.

3. PROTECT ALL OF YOUR DATA. Your employees should never save personal or business data on portable/external hard drives, USB drives or even as printed material — and then take that data out of the office. The theft of these types of devices is a real threat. An external hard drive is a tempting target for thieves because they will search the drive for sensitive data, such as financial or customer information that they can use or sell.

If you have remote employees who need to access company data, put a method in place to do just that (it should be discussed as part of your regular company IT security training). They need to know how to properly access the data, save the data or delete it, if necessary. Many businesses go with a secure cloud option, but you need to determine what makes the most sense for your business and its security.

While these three tips are great, nothing beats helping your employees develop a positive IT security mindset. It's all about understanding the threats and taking a proactive approach to security. Proactivity reduces risk. But you don't have to go it alone. Working with experienced IT security professionals is the best way to cover all your bases — and to ensure your employees have everything they need to protect your business.

The Power of Punctuality



Personally, I am not a fan of people who are always late. Sometimes, things happen that we have no control over, such as car accidents, traffic jams and unexpected family emergencies, to name a few. I am not addressing those situations.

What I am addressing is how punctuality can do wonders for your success.

Have you ever thought about what being punctual says about you? It shows you are in control, disciplined, able to keep track of things, trustworthy, reliable and respectful of another person's time. Being late demonstrates none of those things. In fact, being late shows you are unreliable, disorganized, disinterested and inconsiderate. When you look at it from that perspective, you would never want yourself described that way.

Do you want to hire someone who is unreliable? Not me. How about disorganized? A disorganized person will make mistakes — and mistakes cost money. Let's take a closer look at disinterested. One of the definitions of disinterested is having or feeling no interest in something, unconcerned, uncaring and unenthusiastic. That sounds like someone you NEVER want to have on your team. Then that leaves us with inconsiderate, defined as thoughtlessly causing hurt or inconvenience to others, unthinking, selfish, impolite and rude.

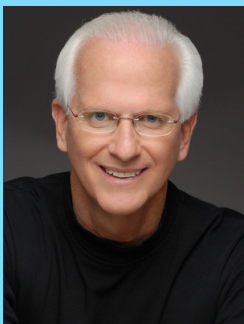
Associates, bosses and customers have NO fondness for lateness. I heard one person

express it this way: "If you are chronically late, you are chronically rude." If you are looking to be promoted to a leadership position, it will be difficult to prove yourself reliable when people are having to wait for you to show up. Punctuality is a product of discipline, proper planning and respect for others. In simple terms, preparedness and punctuality are two of the most important qualities of a leader.

When you are late, you are saying, "My time is more valuable than yours." That is not a great way to start anything. The celebrated writer Charles Dickens once said, "I could have never done what I have done without the habits of punctuality, order and discipline." I feel that by being punctual, you are paying a courteous compliment to those you are about to see or serve; it's a respectful gesture of how you value their time.

Chronic lateness sets a tone about accountability. If you want a culture in which people are accountable to customers, associates and even to themselves, then make punctuality a priority. Start all meetings on time regardless of who is missing. The word will get out, and people will start showing up on time.

Being on time may seem a bit trivial to some people, but it's a good idea to start making accountability part of your corporate culture. Shakespeare once stated: "Better three hours too soon, than a minute late." There truly is power in being punctual.



Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books *How To Soar Like An Eagle In A World Full Of Turkeys* and *52 Essential Habits For Success*, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.

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INSIDER SCOOP



Chuck and Anne-Marie went to Nashville to gather for a conference with other IT business owners. They won some VIP tickets to the Grand 'Ole Opry where many famous country singers have shared the stage.



ILEA BEDDOW
Cyber Analyst

Ilea is our newest Cyber Analyst. She is our in-house Apple expert having worked as a technical specialist at Apple for two years. She is part of the Hawaii Air National Guard in the Cyber Security Unit. She is getting her Bachelors degree in IT with a focus in Information Security Assurance. Her love of travel has brought her to countries such as: South Korea, Philippines, Vietnam, Japan, and Taiwan all within the last 2 years.

UPCOMING EVENTS

**ISSA Luncheon
w/ BitGlass**
11/15/19
11:30am - 1:30pm
Hale Koa Hotel

BSides Hawaii
2/26/20
Prince Waikiki
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**For more info
on events, visit
[hitechhui.com/
events](http://hitechhui.com/events).**

TECH TALK

THESE ARE THE BIGGEST PRIVACY THREATS YOU FACE ONLINE TODAY

Webcam Access – While it's rare, there are known exploits that allow others to access your webcam (such as malicious software or software security flaws). Putting electrical tape over your webcam isn't a bad idea, but more webcams are coming with kill switches and shutters for peace of mind.

Phishing Scams – Don't ever expect these to go away. People still fall for them. NEVER click links in e-mails from anyone you don't know (and even if you do know them, verify that they sent you a link — e-mail addresses can be spoofed).

Web Browser Plug-ins – Vet every browser plug-in and extension you install. Many extensions collect your browsing history and sell it. Read the terms of service before you click install (a good rule of thumb for software in general).

Ad Tracking – Web ads (and web ad providers, such as Facebook and Google) are notorious for tracking users. They want to know what you like so they can cater ads directly to you in the hopes that you'll click the ad, which gives them ad revenue. It's one of the many reasons why people use ad blockers.

Device Tracking – If you have a smartphone, chances are it's being used to track your every move. Again, it comes back to delivering ads that are relevant to you so you'll click on them. For companies like Facebook and Google, users are the product. Inc.

CAPITALIZE ON THIS STRATEGY TO IMPROVE YOUR BOTTOM LINE

Want to boost your bottom line? The answer may be in cashless payments. It's all about taking your current systems and updating them to current trends.

Outside of the U.S., particularly in Europe and much of Asia, cashless payments are king. More people are relying on smartphones as payment processing tools (both in the consumer and business worlds). Of course, you don't want to rely on cashless — you want to be able to accept any money your customers are spending, whether it's cash, card or electronic.

Look at your point-of-sale system — is it ready for cashless? If not, look into it, research your options, ask around and see what option makes sense for your business (and bottom line). Small Business Trends,

