

INSIDER SCOOP

ATTENTION IT PEEPS! BSides is coming to Hawaii! You don't want to miss this! Register now at www.bsideshawaii.org.

ARE YOU LOST AT SEA TRYING TO KEEP YOUR DATA SAFE FROM PIRATES? NAVIGATE THE HIGH SEAS OF INFORMATION SECURITY WITH US MARCH 4, 2020 - HONOLULU, HI WWW.BSIDESHAWAII.ORG

ARE YOU PREPARED TO WALK THE PLANK IF YOUR DATA IS HACKED?

Join us for a full day workshop from Cybersecurity Experts NEW content! NEW strategies! GREAT speakers! REAL stories!

WHAT YOU'LL LEARN:

- HOW TO GET THE BUY IN FROM LEADERSHIP ON CYBERSECURITY INITIATIVES
- INSIDER'S ADVICE FOR CYBERSECURITY INVESTMENT DECISIONS
- WHAT IS NEW IN THE LANDSCAPE OF THREATS AND HOW TO PROTECT YOUR COMPANY

AND DON'T MISS! A surprise speaker who is an Expert with malware & lives in the Dark Web!

REGISTER TODAY TO SECURE YOUR BOOTY!! REGISTER NOW AT WWW.BSIDESHAWAII.ORG



UPCOMING EVENTS

BSides Hawaii 3/4/2020 Prince Waikiki

For more info on events, visit hitechhui.com/events.

TECH TALK

7 Things To Do So You DON'T Get Hacked When Shopping Online

- 1. Verify the URL is safe. Many browsers have a little padlock in the URL bar. If the padlock is closed, the URL is safe. If it's open, you may want to avoid the site.
2. Verify the URL is accurate. Many scammers register fake websites using misspelled URLs or extra numbers to look like the real deal.
3. Use a secure web browser. Firefox and Chrome, for example, always navigate to HTTPS (Hypertext Transfer Protocol Secure) websites.

- 4. Don't click suspicious links or attachments. Never click a link if you can't verify it first. In fact, it's better to delete any e-mail you don't recognize.
5. Always bookmark authentic websites. When you bookmark real websites, you never have to worry about mistyping or clicking scam links.
6. Rely on a password manager. It's hard to remember strong passwords, but with a password manager, you don't have to. Never use a bad password again!
7. Use the official mobile apps for online stores. If you download the official app of your favorite online stores, such as Amazon or eBay, you don't have to worry about accidentally navigating to a scam website.

HI TECH HUI NEWSLETTER February 2020

this issue

- Our Message P.1
Top Strategies I Learned To Fight Off Complacency And Get Out Of My Comfort Zone P.2
BSides Hawaii Q&A P.3
Insider Scoop P.4
Tech Talk P.4.



TECH GADGETS WE LOVE

When it comes to love, us techs love our gadgets. Here are a few of our favorite things that keep us connected while we're in the office or on the road.

1. Microsoft Surface Pro 7: The Microsoft Surface Pro line has been a computer of choice for several HI Tech Hui team members over the years. It's a compact device that's good for travelling but powerful enough for day-to-day work.



2. Samsung Galaxy Watch Active 2: There was a time that the thought of having a smartwatch was silly, but when a few team members finally invested in them we found out why it was so convenient. The ability to see who is calling, texting or emailing without having to dig a phone out has made life so much easier.



3. Bose SoundLink Revolve+: A favorite of Loren's, this small (a relative term) speaker can fill a room with Bose quality audio. It also doubles as a speaker phone. Comes with Alexa built-in but I don't really use it so I've disabled it.



4. BeatsX Wireless Earphones: Another Loren favorite! When I don't want the world to hear my conversation, I switch over to earbuds. Between this and my Active 2 smartwatch, I rarely need to take my phone out of my pocket to get on a call.



5. myCharge Adventure Mega Portable Charger: This is a waterproof charger that is capable of charging all of the above devices. Dual USB-A ports let me charge two devices at a time. This charges all of my devices FAST!



Drop us a line at info@hitechhui.com if you have gadgets we need to check out!

HiTech Hui logo and a vertical banner with red hearts and the quote: 'I failed my way to success.' - Thomas Edison

- The HTH Team



SHINY NEW GADGET OF THE MONTH



M&R Digital Counting Coin Bank

Many of us still keep a coin jar to toss our spare change into. Even with the growing popularity of apps like Apple Pay and Google Pay, coins remain a big part of our lives. Of course, when you're tossing coins into a jar at the end of the day, you have no idea how much you've collected until you count it or take it to a Coinstar.

The M&R Digital Counting Coin Bank solves this problem. You never have to count change again. Every time you drop coins into the bank, it counts and adds them to the total. The digital readout keeps you updated on how much you've saved. It's a remarkably simple piece of technology that eliminates the hassle of keeping track of change.



Top Strategies I Learned To Fight Off Complacency And Get Out Of My Comfort Zone

Jesse Itzler is a man of many talents. He spoke at a recent conference this past fall and brought a lot of great business insight with him. Itzler got his start as a rapper in the early '90s. He worked with artists including Tone Lōc, wrote a song that made it to the Billboard Hot 100 ("Shake It Like A White Girl") and wrote and sang the New York Knicks theme song, "Go NY Go." He then went on to write the theme songs for over 50 other professional sports teams.

But it turned out that as much as he loved the music business, it wasn't his true passion. Itzler was an entrepreneur at heart. He had a lot of ideas he wanted to turn into reality. One of those ideas stemmed from his short music career. In 1996, he founded Alphabet City Sports Records with a friend. The business served pro sports teams and remixed songs for their use. In 1998, Itzler and his friend sold the company.

Then in 2001, Itzler moved on to his next major venture: Marquis Jet. This company would quickly become one of the biggest and best-known private jet companies ever. They offered prepaid access to private jets, and it became wildly popular. In fact, in 2009, Warren Buffet's Berkshire Hathaway bought Marquis Jet (Berkshire Hathaway is also the parent company of NetJets, which offers fractional ownership in private jets). Itzler didn't stop there. He founded 100 Mile Group, a brand incubator. He partnered with ZICO Coconut Water, which exploded in popularity and was acquired by Coca-Cola. And to top it all off, he lived with a former Navy SEAL and wrote a book about the experience: *Living With A SEAL: 31 Days Training With The Toughest Man On The Planet*. All these accomplishments only scratch the surface of Itzler's professional life.

Itzler accomplished all of this over the last 30 years because he wasn't complacent. He routinely pushed himself out of his comfort zone and made choices to get to the next level. It's not an easy thing to do, but he knew that if he wanted to be successful, he had to push himself. It's something we all have to do.

One major piece of advice he offered to the Producers Club crowd was to differentiate. He used a great analogy: "Your brownies have to be different from all of the other brownies on the market." This was in reference to a brownie business he worked on in college. You must ask yourself how you're going to stand out in the market, because chances are there's another guy out there offering the same thing you are.

You have to set yourself apart. This is why Itzler got out of the rap game and started producing music for sports teams – he set himself apart.

Another strategy to fight complacency that he recommends is this: You need to put yourself in a position where luck will find you. You have to put yourself out there. Early in his career, Itzler was cold-calling all the way to the top. He'd cold-call CEOs to get their attention when he was working on his music career. Later, when he was running Marquis Jet, he was getting himself in front of celebrities like Matt Damon and Ben Affleck. He took major risks getting his name and company in front of influential people, but by being willing to take those risks, luck, as he put it, found him.

Another of his strategies that really stood out was when you have momentum, you have to double down and "hit the gas." For instance, when you accomplish a goal, go after even bigger goals. Complacency is what happens when you don't hit the gas. On top of that, you can't negotiate your goals and change them because you don't want to put the effort into doubling down. It's okay if how you get to the goal changes, but the final goal shouldn't change. After all, you set goals for a reason – you do want to push yourself; you just have to put in the effort.

And that leads into yet another important piece of advice from Itzler: You need to push yourself. You need pressure behind you. You need to see how far you can really go. "When your brain says you're done, you're at 40%." This was a great piece of insight. Your brain, as Itzler explained it, doesn't want you to be uncomfortable, so it fights against you. After you hit 40%, your brain works to convince you to stop what you're doing. This is when you feel things like embarrassment or discomfort. It's like when muscles start to ache after a run. But if you listen to your brain, you don't go past that 40%. That's yet another way we end up complacent.

Jesse Itzler brought so much energy to the room. His stories are inspiring, and his advice applies to just about every business owner. If you ever get the chance to hear Itzler speak, take it! Or just pick up one of his books, *Living With A SEAL* or his newest book, *Living With The Monks*. You can pull yourself out of complacency and achieve great things – Itzler is proof of that. His advice is something we can all take to heart and pour back into our lives and businesses to achieve what we didn't think possible.



About six months ago, Chuck approached the HTH team wanting to host an information and cybersecurity event. He said "It's a bsides conference. It'll be fun and easy." My first honest thought: what does the b-side of a cassette have to do with cybersecurity? A deep dive into the Security BSides organization and 6 months of hard planning, and we're just over a month away from hosting our FIRST BSides conference!

Now, maybe you're already a supporter of Security BSide events. Or maybe you're like me and thought he was referencing some "old school" music technology. Either way, I'd like to introduce you to the event by providing answers to some of the questions I found myself asking Chuck.

Q: What is BSides?

A: In short, it's an information and cybersecurity event where we bring in non-sponsored speakers from different arenas to educate attendees. The event format allows for participants to network and gain inside connections and information about IT and security. These events are hosted all over the world and all follow the same principle of gaining knowledge and insights on how to better protect our businesses and community..

Q: Why BSides? Why Now?

A: I was talking to an old business partner Chris Ensey, CTO at BlueVoyant and Sean Metcalf from Trimarc Security, they were talking about a conference called BSides. I thought it would be great to do this in Hawaii. I used to throw big keg parties back in the day, I thought this would be kind of similar but an adult version (without the alcohol) - bringing

the tech community together to learn about cybersecurity. A lot of the people in the local industry are my friends and I wanted to bring us all together to learn and really help protect the community. Hawaii is getting targeted and not all companies here are equipped to properly protect themselves.

Q: What role do you feel today's cybersecurity threats play in coordinating this event?

A: Cybersecurity threats are a continuous and evolving threat. The threats are resilient and tiresome. Our desire is to provide continuing education and practices so that combating those threats become less work and second nature. There's a concern that people have become complacent with their security. Just because you're protected today, doesn't mean you'll be protected tomorrow. We want you to be in the know. Data breaches happen time and time again, can you really "protect" your info? You can, and not only that, but we want to provide you with knowledge to advocate for it.

Q: What would you say to someone not sure if they should attend?

A: Just come! Our sessions are chosen for all levels of technical experience. We're positive you'll walk away having learned something new, having made new connections and hopefully friendships too. You have nothing but your information security to lose.

We hope to see you at the conference! For more information on the sessions, speakers and sponsors visit BSidesHawaii.org.



- Allyson Turner

OUR SOLUTIONS

BlackBerry

CYLANCE

SOPHOS

ControlScan

Fidelis
Cybersecurity

FIREEYE

DEMISTO

JUNIPER
NETWORKS

thycotic

DARKTRACE

CONNECTIONS

Connect with us on social media



Call us at
808.206.8549
or email us at
info@hitechhui.com