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February 2021

**Celebrating over  
NINETEEN YEARS  
of Service and  
Satisfied  
Customers!**



"As a business owner, you don't have time to waste on technical and operational issues.

That's where we shine!

Call us and put an end to your IT problems finally and forever!"

Fred Holzager,  
IT Director

Holzager Technology Services  
and  
Publisher of  
*The Tech Insider*

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### Snapple Real Fact #80

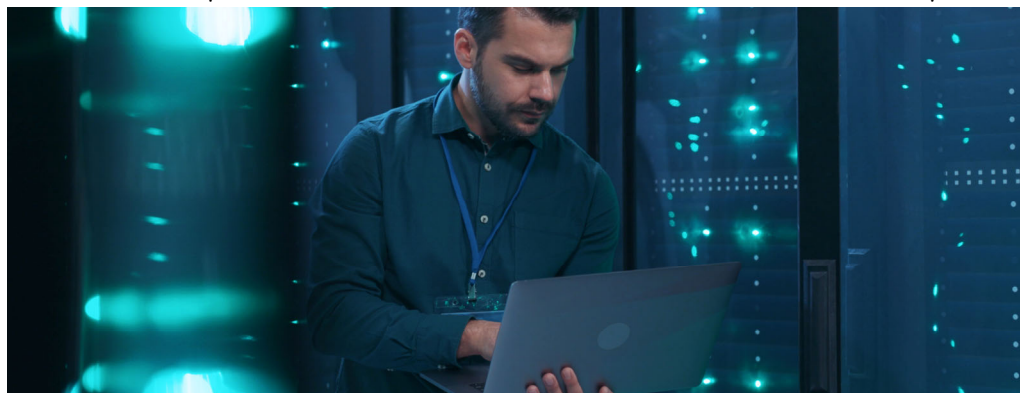
"About 18 percent of animal owners share their bed with their pet."

[Thus, a 'Three Dog Night.']

**GO GREEN:** To help save a tree, please send us an e-mail to request electronic delivery. Kindly submit your request to [subscribe@tech4now.com](mailto:subscribe@tech4now.com)

# The Tech Insider

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



## You NEVER See It Coming! But Once It Hits, Everyone Says, "I Wish I Would Have \_\_\_\_\_"

A year ago, no one could have predicted that countless businesses would shift to a remote work model. The pandemic hit hard and fast, and small businesses had to think on their toes. Many had only a few weeks to adapt. It was stressful and extremely challenging.

Looking back on it, many SMBs wish they'd had a plan in place that would have made things easier. When the pandemic hit in February/March 2020, SMBs had to absorb the huge cost of getting their employees up and running off-site. Not only was it costly, but it also took a lot of coordination and on-the-fly planning. This meant things slipped through the cracks, including cyber security.

As they say, hindsight is 20/20. You may wish you had a plan in place or had more time, but you didn't. A vast majority didn't. However, you can

still plan for the future! While you never know when disaster is going to strike, you CAN be prepared for it. Whether that disaster is a pandemic, flood, fire or even hardware failure, there are steps you can implement today that will put you in a better place tomorrow. Here's how to get started.

### **Put Your Plan Into Writing.**

First and foremost, you should have a standard operating procedure to call on should something go wrong. For example, in early 2020, many SMBs didn't have a security plan in place, let alone a remote work security plan. They had to make it up as they went, which just added to the challenges they were already experiencing.

To get over this challenge, work with an experi-

(Continued on page 2)



## "We Love Referrals" 2020 Offer

**Keeping with the spirit of helping others,  
if you refer a business to us and they become our customer,  
we will donate \$100 to your favorite charity.**

**At Holzager Technology Services, we believe that referrals are the greatest form of flattery. By recommending your partners, associates, or professional contacts, you can help them enjoy worry-free IT and support a worthy cause of your choice!**

**For more information, please see our website at  
[www.tech4now.com/we-love-referrals](http://www.tech4now.com/we-love-referrals), contact us by phone at 201-797-5050  
or email us at [info@tech4now.com](mailto:info@tech4now.com).**



## Quotations

*"Management is doing things right; leadership is doing the right things."*

—Peter Drucker

*"Always remember that the future comes one day at a time."*

— Dean Acheson

*"Once you say you're going to settle for second, that's what happens to you in life."*

— John F. Kennedy

*"Happiness is when what you think, what you say, and what you do are in harmony."*

— Mohandas Gandhi

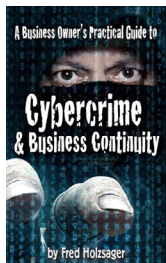
*"What would life be if we had no courage to attempt anything?"*

— Vincent van Gogh

*"Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome."*

— Booker T. Washington

## Read Fred's Book!



If you would like to have us speak to your organization and give away some free copies to attendees, give us a call. For more details on the contents and how to get your own copy, please visit our special web page at [www.tech4now.com/cybercrime](http://www.tech4now.com/cybercrime)

**"We make all of your computer problems go away without the cost of a full-time I.T. staff"**

**Ask us about our fixed price services HTS Insight Hassle-Free Agreements—Computer Support at a flat monthly fee you can budget for just like rent!**

## You NEVER See It Coming!

(Continued from page 1)

enced IT services company or managed services provider (MSP) to put together a plan. This plan should include a cyber security protocol. It should define what malware software employees should be using, what number they should call for 24/7 support, who to contact when they receive suspicious e-mails, how to identify suspicious e-mails and so on.

More than that, it should outline exactly what needs to happen when disaster strikes. Pandemic? Here's how we operate. Fire? Here's what you need to know. Hardware failure? Call this number immediately. The list goes on, and it can be pretty extensive. This, again, is why it's so important to work with an MSP. They've already put together plans for other SMBs, and they know where to start when they customize a plan with you.

### Invest In Security And Backups.

While every business should have network security already in place, the reality is that many don't. There are a ton of reasons why (cost concerns, lack of time, lack of resources, etc.), but those reasons aren't going to stop a cyber-attack. Hackers don't care that you didn't have time to put malware protection on your PCs; they just want money and to wreak havoc.

When you have IT security in place, including fire-wall protection, malware software, strong passwords and a company-wide IT security policy, you put your business and all your employees in a much better place. All of this should be in place for both

**"When you have IT security in place, including firewall protection, malware software, strong passwords and a company-wide IT security policy, you put your business and all your employees in a much better place."**

## Confidence Is Key: How To Self-Promote For Greater Success

We often don't like to talk about ourselves. But there are many times when it is important to talk about yourself and to convey your accomplishments. Maybe you're applying for a new position within your organization, you're trying to establish a partnership with another company or you want to expand your professional network. Either way, here are a few ways to self-promote without sounding like a brag.

**Lean Into Your Expertise.** Call on your experience. If someone is dealing with an issue you're familiar with, walk them through it. Or, take on the role of mentor with others in your organization or community.



**Be Receptive To Feedback.** This is how we grow. Listen to what people have to say and respond by taking action. Make adjustments as they make sense. When you receive positive feedback, accept it graciously.

**Emphasize "Together."** Don't make things just about you. Share credit when it deserves to be shared. Be a supportive and motivational voice. Uplift others. — *Forbes*, Nov. 23, 2020

*You don't live alone on an island nor do you live in a castle. Be yourself and let your good characteristics shine. It's the "REAL" person with whom people want to do business. If in doubt, act out of character and discover how others treat you differently, but not necessarily better.*

on-site employees and remote workers. With more people working from home going into 2021, having reliable IT security in place is more important than ever before.

On top of that, you should have secure backups in place. Investing in cloud storage is a great way to go. That way, if anything happens on-site or to your primary data storage, you have backups you can rely on to restore lost or inaccessible data. Plus, having a solid cloud storage option gives remote employees ready access to any data they might need while at home or on the go.



### Where Do You Begin?

Some SMBs have the time, money and resources to invest in on-site IT personnel, but most don't. It is a big investment. This is where partnering with an experienced IT services firm can really pay off. You may have employees in-office or you may have a team working remotely – or you may have a mix of both. You need support that can take care of everyone in your organization while taking care of the data security of the business itself. This is where your IT partner comes into play. They are someone you can rely on 24/7 and someone who will be there for you during a pandemic or any other disaster.

### We're Here For You.

If you have found yourself feeling lost during the pandemic or floundering around trying to figure out what to do next, give us a call. We have been serving the Bergen and Passaic County areas for over 19 years. We can work with you on premises or in the cloud. Do you want to have a partner in your IT corner to keep it all working? Call (201) 797-5050.

## Wordplay

This month, we make one more visit back to the sign at Indian Hills Community Center, CO. This venue has a sign on the road with creative puns.

- ☺ In search of fresh vegetable puns. Lettuce know.
- ☺ I call my horse Mayo and sometimes Mayo because.
- ☺ I ordered a chicken and an egg off the Internet to see which comes first.
- ☺ Your debt will stay with you if you can't budge it.
- ☺ My new stair lift is just driving me up the wall.
- ☺ Try resistance training. Refuse to go to the gym.
- ☺ Things that tell the truth: small children, drunk people and yoga pants.
- ☺ Never iron a four leaf clover. You don't want to press your luck!
- ☺ I scream, you scream, the police come. It's awkward.
- ☺ If your nose goes on strike, picket!

- ☺ Don't let anyone call you average. That's just mean.
- ☺ I saw a baguette at the zoo. It was bread in captivity.
- ☺ They are not making yardsticks any longer.
- ☺ Ban pre-shredded cheese, make America grate again.
- ☺ The cashiers around here are always checking me out.
- ☺ I sued the airline for losing my luggage. I lost my case.
- ☺ My resolution was to read more, so I enabled the subtitles on my TV.
- ☺ Of course I'm an organ donor. Who wouldn't want a piece of this?!
- ☺ I have a fear of over-engineered buildings. It's a complex complex complex.
- ☺ I periodically make bad science puns.
- ☺ Being cremated is my last hope for a smoking hot body.
- ☺ Karma Café: Now serving just desserts.

## Quick Tech Productivity Pointers

**Too often, I have left my office with blurry vision from abusing my eyesight.**

Maybe, you can relate to what I am saying, but if you are on *Windows 10*, there is a remedy.

### Night Light

The same reason that you may have trouble going to sleep after watching the news at night in bed on your phone or TV is the likely culprit —*blue light*. Have you noticed there is a light that causes your eyes to strain, especially if you are working in a dark room and most of the brighter light originates from a screen.

Perhaps, you have read about **The 20/20 Rule**. The 20/20 Rule states that for every 20 minutes you stare at a screen, you give your eyes at least 20 seconds of rest by changing your focus to something at a different distance or closing them to allow your eyes to rehydrate and recover. The inherent strain is not only an annoyance, but over time, it may cause other harm to your vision.

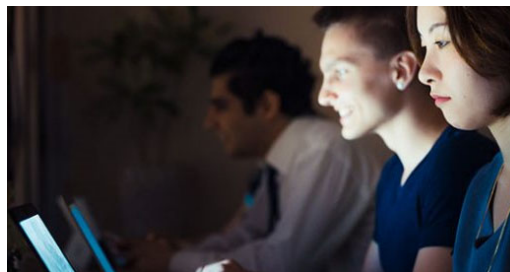
Well, now, in addition to the 20/20 Rule, your operating system, Windows 10, offers you another tool to aid in preserving your eyesight. To locate it, Click on the Start menu (☰), open the Settings (⚙️) (gear), then open the System (🖥️) icon. Just beneath the "Rearrange your displays," you should see the "Color" section. Immediately under the header is "Night Light."

### How do I use Night Light?

The first step is to slide the switch to "ON," then click on "Night light settings." As the controls display, you will see limited, but adequate settings to adapt the *night light* to suit your needs. Again, the way it works is described in the top line: "Screens emit blue light, which can keep you up at night. Night light displays warmer colors to help you sleep."

### Options

By default, the night light is off during daylight

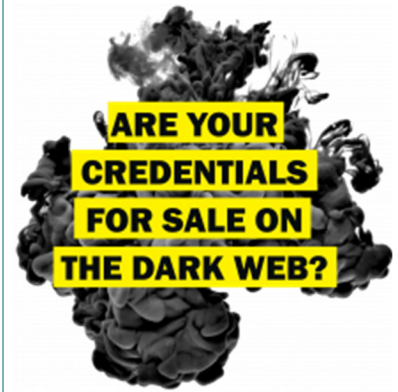


hours. You can always turn it on and off manually by clicking on the "Turn on now/Turn off now" button. As you click on it, you will readily notice the screen color turn a yellowish hue to deliver an instant respite to your eyes. If you click the button again, it will restore to the white light you had earlier. The *slider* beneath the word Strength allows you to adjust the mix of yellow tint blended with the bright screen tone. Set it to a level you are comfortable with, then, you may schedule the timing of the night light for either sunset (based on *location services* in Windows 10—if it is not enabled, this feature will disappoint, especially if your *time zone* is not properly set). The alternative to using the location services is to set a fixed schedule in the applet from a late afternoon till an hour when you normally arrive and use the computer.

**NOTE:** If you tend to work in an office that has dim lighting, you may wish to keep the night light on permanently to reduce the strain the bright screens may cause. This, of course, is a matter of personal preference.

Inasmuch as most computer use is dependent upon your vision, we would love to enable you to enjoy your work and maintain functionality as long as possible. Don't forget to occasionally give yourself a break and stretch now and then, too!

**Stay safe, stay healthy and stay happy.**



Find Out  
with a Complimentary  
Dark Web Scan

### Did you know...?

- Cyber-attacks have continued to grow in cost, size, and impact—causing 60% of SMBs to go out of business within 6 months of a cyber incident.
- Over 80% of data breaches leverage stolen passwords as the principal attack vector—often acquired on the *Dark Web*.
- Far too often, companies that have had their credentials compromised and sold on the Dark Web don't know it until they have been informed by law enforcement—but then, it's too late.
- To help keep your critical business assets safe from the compromises that lead to breach and theft, we are offering a complimentary, one-time scan with **Dark Web ID™ Credential Monitoring**.

If you are interested in learning more about the risks involved in ignoring your password security, give us a call at (201) 797-5050 or visit our website at

<https://www.tech4now.com/dwid>  
or [www.tech4now.com/bullphish](https://www.tech4now.com/bullphish)

Nearly **48%** of employees are now working remotely. **70%** project at least **1/3** of their employees will remain remote for at least another **18** months.



Source: Gartner, Skybox Security



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#### Feedback & Suggestions...

Is there a topic or feature you would like to include in a future issue? Opinions and feedback are welcome and encouraged. Please send us an e-mail or call our direct line.

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### 5 Reasons To Choose A Hosted VoIP Phone System

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- ✓ Storage Solutions and File Sharing
- ✓ System Audits, Network Documentation, and Dark Web Scans
- ✓ Voice over IP phone systems

**"We make all of your computer problems go away without the cost of a full-time I.T. staff"**

*Ask us about our fixed price service agreements—Computer support at a flat monthly fee you can budget for just like rent!*

*"I cannot say enough great things about Fred and Holzager Technologies. He is knowledge-able, responsive, patient and prompt. Not only do they handle my IT issues, they also do my daily back-ups, monitoring and just built me a new computer. If you've tried all the rest, now try the best."*

—**Mitch Cohen**, PuroClean Emergency Restoration Specialists, Fair Lawn, NJ & Nanuet, NY

**February 2021**

## The Lighter Side...

*For Entertainment Purposes ONLY!*

#### Precocious Kids

Little Bruce and Jenny are only 10 years old, but they know they are in love. One day they decide that they want to get married, so Bruce goes to Jenny's father to ask him for her hand.

Bruce bravely walks up to him and says, "Mr. Smith, me and Jenny are in love and I want to ask you for her hand in marriage." Thinking that this was just the cutest thing, Mr. Smith replies, "Well Bruce, you are only 10... Where will you two live?" Without even taking a moment to think about it, Bruce replies, "In Jenny's room. It's bigger than mine and we can both fit there nicely."

Mr. Smith says with a huge grin, "Okay, then how will you live? You're not old enough to get a job. You'll need to support Jenny." Again, Bruce instantly replies, "Our allowance, Jenny makes five bucks a week and I make 10 bucks a week. That's about 60 bucks a month, so that should do us just fine."

Mr. Smith is impressed because he sees Bruce has put so much thought into this. "Well Bruce, it seems like you have everything figured out. I just have one more question. What will you do if the two of you should have little children of your own?" Bruce just shrugs his shoulders and says, "Well, we've been lucky so far."

#### In the Pews...

Two seniors are sitting in the pews of their congregation during a lengthy sermon.

One senior turns to the second one and says, "We've been sitting so long on these wooden benches, my bottom has fallen asleep and gone numb."

The second responds, "Yes, I know. I heard it snoring a few times already."

#### Free Haircuts

A barber gave a haircut to a priest one day. The priest tried to pay for the haircut, but the barber refused, saying, "You do G-d's work."

The next morning, the barber found a dozen bibles stacked at the door to his shop.

A policeman came to the barber for a haircut and, again, the barber refused to take his money saying, "You protect the public."

The following morning, the barber found a dozen doughnuts at the door to his shop.

A lawyer came to the barber for a haircut and, again, the barber refused to accept his payment saying, "You serve the justice system."

The next morning, the barber found a dozen lawyers lined up waiting for a free haircut.

#### Along the way

My daughter told me she saw a deer on the way to school.

Me: "How do you know it was going to school?"