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



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

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Fred Holzager,
IT Director
Holzsager Technology Services
and
Publisher of
The Tech Insider

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Snapple Real Fact #1574

"Every minute about a billion tons of water falls on Earth."

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The Tech Insider

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



Keep Your Information Secure By Using Strong Passwords

We use passwords for just about everything. Most of us have to enter a password to get into our computers, then enter more passwords to access our e-mail, social media profiles, databases and other accounts. Even our cell phones and tablets can and should be password-protected. In fact, if you aren't securing all of your devices and accounts with passwords, you should definitely start. It could help prevent your business and personal information from becoming compromised.

Why Passwords?

We use passwords to ensure that those who don't have access to our accounts can't get access. Most of our devices hold large amounts of personal information. Think about the potential harm someone could do if they gained access to your personal cell phone. They would immediately be able to see all of your contacts, pictures

and applications. They might even be able to log in to your e-mail, where they could obtain your banking information. If this type of access falls into the wrong hands, it could be detrimental to your life. Passwords offer the first line of defense to prevent others from obtaining sensitive information.

This becomes even more important if you own a business. Each of your employees should be utilizing strong passwords to access company information. If your business is not using passwords – or is using simple passwords – you could be opening yourself up to hackers and cybercriminals. If a cybercriminal gains access to your company's private information through a weak password, they will gain access to customer information, which could damage your reputation and open you up to lawsuits. That being

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"We Love Referrals" 2022 Offer

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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, contact us by phone at 201-797-5050**



Quotations

"I want to stay as close to the edge as I can without going over. Out on the edge you see all kinds of things you can't see from the center."

—Kurt Vonnegut, Jr.

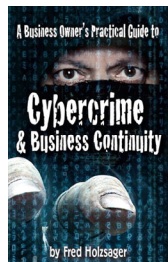
"If you want to conquer fear, don't sit home and think about it. Go out and get busy."

—Dale Carnegie

"I've never worked a day in my life. I've never worked a day in my life. The joy of writing has propelled me from day to day and year to year. I want you to envy me, my joy. Get out of here tonight and say: 'Am I being joyful?' And if you've got a writer's block, you can cure it this evening by stopping whatever you're writing and doing something else. You picked the wrong subject."

—Ray Bradbury

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

"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!

Keep Your Information Secure By Using Secure Passwords

(Continued from page 1)

said, everyone within your business needs to utilize complex and unique passwords.

Making A Strong Password

Not all passwords are created equal. When it comes to making a strong password, you must think about it. If you use a password you can't remember, then it's essentially useless. And if you use a password that's too easy to remember, your password probably won't be strong enough to keep cybercriminals out. Your password should be long, have a mix of lowercase and uppercase letters, utilize numbers and special characters, have no ties to personal information and should not be a word from the dictionary.

In the grand scheme of things, it's not enough to just create complex passwords. They also need to be unique. In addition to this, you should use a different password for each and every one of your accounts to help maximize their effectiveness. Think about it this way: let's say you use the same password across your business e-mail, social media and bank accounts. If someone decrypts the password for your Facebook page, they now have the password for more valuable accounts. If you can't tell your social media account was compromised, the cybercriminal could try to use that same password to gain access to more important accounts. It's a dangerous game that can be avoided by using unique

"You should use a different password for each and every one of your accounts to help maximize their effectiveness."

and complex passwords for every account you use.

Remembering All Of These Passwords

You may be worried about remembering all of your passwords if you have to create a unique one for each of your accounts. Your first thought may be to write them down, but that might not be the most secure option. If someone gets their hands on your little black book of passwords, they'll immediately gain access to all of your accounts with a handy directory showing them exactly where to go. Instead, you should utilize a password manager to help keep track of all of this sensitive information.

With a password manager, you only have to worry about remembering the master password for your password manager. All of your other passwords will be securely hidden. Password managers also give you the option to create random passwords for your accounts to bolster their security. This way, you can have the most complex password possible without worrying about forgetting it. Additionally, password managers can also help remember the answers to security questions and more, so you never get accidentally locked out of one of your accounts. They're easy to use, convenient and secure.

Passwords are an important part of your cyber security plan. Make sure you and your employees are using complex and unique passwords. It can also help you to implement some training so your employees understand the importance of secure passwords. When used correctly, passwords will help deter any would-be cybercriminals from accessing your sensitive information. Let's use password hygiene to fight cyber crime.

Take Advantage Of Google Reviews

When you are deciding on a restaurant to dine at, you might check the Google reviews to help with your decision. The same thing goes for your business. Before people come in to buy your product or services, they might check your Google reviews – so it's important that your reviews positively reflect your business. If you own a company, you should understand how Google reviews work and do everything you can to encourage customers to leave positive ratings and comments.

If you haven't already claimed your Google business profile, you should do so immediately. It will allow you to add pictures and a description so customers know what to expect from your business. When customers have completed a purchase with you, encourage them to leave a review if they had a positive experience. Some customers may need help with the review process, so teach them how to leave a review if they have never done it before. Make sure you thank customers who leave positive reviews and try to fix the issues explained in your negative reviews. Being a responsive owner will reflect positively on your business. When you use Google reviews to your advantage,

you will see a boost in clientele.

We have been requesting positive Google reviews from clients over the years and are proud of our reputation online. If you are going to request a review, it is best to ask in such a manner as to ask for the client to demonstrate a level of respect by noting if they are not pleased with your services or products, to contact you directly and not post without the courtesy of indicating their level of dissatisfaction. To-date, we have been fortunate inasmuch as all clients have bestowed us with 5-star reviews and kind words. Feel free to review our Google reviews to see how we try to reflect on what our clients have said and conveyed our grace to them by responding in a positive tone and showing gratitude.

If you have been reading our newsletter for years and have found it beneficial or if you are a client who has never entered a positive 5-star review, we welcome you to do so. You will need a Gmail account to submit it. Just open Google, login and enter a search for **"Holzsager Technology Services,"** click on Google reviews > Write a review and **remember to click the 5-stars.** Thank you.

Wordplay

Have you ever tried to think up a pun on your own? Was it easy to be a clever person? Did it make you laugh? Try these on for size.

- ☺ *Why are frogs so happy? They eat whatever bugs them.*
- ☺ *Sleeping comes naturally to me, I could do it with my eyes closed.*
- ☺ *I hate how funerals are always at 9:00 a.m. I'm not really a mourning person.*
- ☺ *What are the strongest days of the week? Saturday and Sunday, the rest are weekdays.*
- ☺ *How does an attorney sleep? First, he lies on one side, then he lies on the other side.*
- ☺ *What do you call the wife of a hippie? A Mississippi.*
- ☺ *Why aren't dogs good dancers? Because they have two left feet.*
- ☺ *I bought a boat because it was on sail.*
- ☺ *Khakis: What people in Boston use to start their "Kha" (car).*
- ☺ *I'm not a doctor, but I'm losing my patience.*
- ☺ *What did the grape say when it got stepped on? Nothing, but it let out a little whine.*
- ☺ *When you get a bladder infection, you know urine trouble.*
- ☺ *The two guys hanging out above the window?... That would be Kurt and Rod.*
- ☺ *If you have ever walked into a bra looking for a drink, you might be dyslexic.*
- ☺ *There are 3 kinds of people: those who can count and those who can't.*
- ☺ *No matter how much you push the envelope, it will still be stationery.*
- ☺ *I was up all night wondering where the sun went, then it dawned on me.*
- ☺ *Don't criticize your spouse's decisions... You were one of them!*
- ☺ *German sausages are the wüorst.*
- ☺ *Living in a shoe doesn't make you the sole owner, there are strings attached.*
- ☺ *If at first, you don't succeed, skydiving is not for you.*
- ☺ *Looks like the cannibal who came late to dinner got the cold shoulder.*
- ☺ *Breaking News: Snow White claims 6 of the 7 dwarfs are not Happy.*
- ☺ *We have the youth... How about a Fountain of Smart?*
- ☺ *Outside of a dog, a book is one's best friend. Inside the dog, it's too dark to read!*
- ☺ *They say "Money Talks." All mine ever says is "Goodbye."*
- ☺ *My spouse said, "You don't listen to me"... or it was something like that.*
- ☺ *Autopsy Club meets on Thursday — Open Mike Night.*
- ☺ *We weighed a rainbow... turned out it was pretty light.*

Quick Tech Productivity Pointers

In this month's edition, we continue with the tips to help optimize your Windows 11 system:

✍ Let's get back to **SETTINGS > Privacy & security > Activity history**. If you wish to have Windows track all of your activity and make it readily available to you (beyond one session), then leave this checked; however, if you prefer to maintain your privacy, you might like to disable the option, "**Store my activity history on this device.**" This will prevent Microsoft from using your history to personalize your experience. Should you want to remove whatever has been recorded, go to the **Clear activity history** and click on the "**Clear**" button. This will not only prevent the storing, but will remove what might have already been stored on your machine.

✍ Aside from your activity, Windows may give permission to your installed applications to reveal your location. As you may imagine, this may be okay to use for a *Weather app*, but you might not want it to be enabled for Facebook or another Social Media app inasmuch as it will reveal your location (especially, if you are out-of-town on vacation) and you don't wish to share that information with the World. This info is found under **Privacy & security > Location**. You can turn off **Location services** entirely or selectively based on **apps access**. Take a look and try to envision *how* this may affect you as you review the apps and consider their implementation of your location. *What can it reveal and how may it be exploited by a bad actor?*

✍ The next extension of thought then assesses the integrity of the apps you install on your machine relative to the source you download them from. If you visit **SETTINGS > Apps > Apps & features**, you may determine where

you will allow your system to download apps from. **Choose where to get apps:**

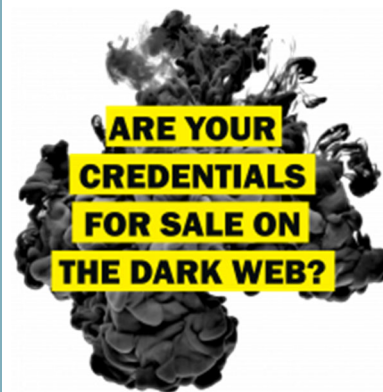
- * **Anywhere** (default option)
- * **Anywhere, but let me know if there's a comparable app in the Microsoft Store**
- * **Anywhere, but warn me before installing an app that's not from the Microsoft Store**
- * **The Microsoft Store only (Recommended)**

Now that you see what they are, can you figure out why you are being prompted? Again, refer to the question shown earlier regarding bad actors. *What is your extension of thought?*

✍ When you examine the next prompt, you are asked if and how to **Share across devices**. If you choose **[OFF]** to share across, then **NO SHARING WILL OCCUR**, but if you select one of the other two, your apps may be shared with **My devices only** or with **Everyone nearby**. The options are self-explanatory.

✍ Two of the most powerful sections are the **Apps List** (formerly **Programs & Features**). This is where you may see all of the programs installed on your computer. Each entry will have the application's name, version, company name and the date of last install/update. If you no longer want the application on your computer, simply click on the three vertical dots (⋮) to either **modify** [if available] or **Uninstall**. Again, a straightforward option.

✍ The last we'll cover here is **Apps > Startup**. Apps can be configured to start when you log in. In most cases, apps will start minimized or may only start a background task. You choose if it's **OFF** or **ON**. Sort by Name, Status or Startup Impact (how much it slows the machine down at startup). Judge which you need and disable those you done use. Here are ways to optimize Windows 11, so go for it!



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



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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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"Utilizing Holzager Technology Services is a 'NO BRAINER', always answers the phone right away and is very detailed in his work. Always takes the time to explain everything. Jumps right on and fixes your computer issues." —Randy Green, Valley Technical Sales, Inc., Ho-ho-kus, NJ

October 2022

The Lighter Side...

For Entertainment Purposes ONLY!

The Perfect Dress

Jennifer's wedding day was fast approaching. Nothing could dampen her excitement - not even her parent's nasty divorce. Her mother had found the PERFECT dress to wear, and would be the best-dressed mother-of-the-bride ever!

A week later, Jennifer was horrified to learn that her father's new, young wife had bought the exact same dress as her mother!

Jennifer asked her father's new young wife to exchange it, but she refused. "Absolutely not! I look like a million bucks in this dress, and I'm wearing it," she replied.

Jennifer told her mother who graciously said, "Never mind sweetheart. I'll get another dress. After all, it's your special day."

A few days later, they went shopping, and did find another gorgeous dress for her mother.

When they stopped for lunch, Jennifer asked her mother, "Aren't you going to return the other dress? You really don't have another occasion where you could wear it."

Her mother just smiled and replied, "Of course I do, dear.....I'm wearing it to the rehearsal dinner the night before the wedding."

A Flying Turtle?

Deep within a forest a little turtle began to climb a tree. After hours of effort he reached the top, jumped into the air waving his front legs and crashed to the ground. After recovering, he slowly climbed the tree again, jumped, and fell to the ground.

The turtle tried again and again while a couple of birds sitting on a branch watched his sad efforts. Finally, the female bird turned to her mate.

"Dear," she chirped, "I think it's time to tell him he's adopted."

Closing Time in Texas

From the county where drunk driving is considered a sport, comes this true story. Recently a routine police patrol parked outside a bar in Austin, Texas after last call the officer noticed a man leaving the bar so apparently intoxicated that he could barely walk.

The man stumbled around the parking lot for a few minutes, with the officer quietly observing. After what seemed an eternity in which he tried his keys on five different vehicles, the man managed to find his car and fall into it.

He sat there for a few minutes as a number of other patrons left the bar and drove off. Finally he started the car, switched the wipers on and off--it was a fine, dry summer night--, flicked the blinkers on and off a couple of times, honked the horn and then switched on the lights. He moved the vehicle forward a few inches, reversed a little and then remained still for a few more minutes as some more of the other patrons' vehicles left.

At last, when his was the only car left in the parking lot, he pulled out and drove slowly down the road.

The police officer, having waited patiently all this time, now started up his patrol car, put on the flashing lights, promptly pulled the man over and administered a breathalyzer test.

To his amazement, the breathalyzer indicated no evidence that the man had consumed any alcohol at all!

Dumbfounded, the officer said, "I'll have to ask you to accompany me to the police station. This breathalyzer equipment must be broken."

"I doubt it," said the truly proud Redneck, "Tonight I'm the designated decoy."