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Volume 15, Issue 1

January 2023

**Celebrating over
TWENTY ONE
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
Holzsager Technology Services
and
Publisher of
*The Tech Insider***

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Snapple Real Fact #306

“In the Middle Ages, chicken soup was considered an aphrodisiac.”

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The Tech Insider

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

Make 2023 A Great Year For Business With 3 Tech Resolutions

The new year is upon us, and many business owners will use this opportunity to create plans to ensure 2023 is as profitable as possible. You can devise all kinds of business resolutions you want to focus on during the year, but most of the time, business owners think about key performance indicators like sales opportunities, customer loyalty or referrals. Still, while these are vital, it’s just as important to include resolutions relating to new technological advancements.

You can see growth in many different areas when you improve the technology within your business. Some improvements will help you make each experience better for your customers, while others will allow you to save time and money. If you’re unsure of what tech resolutions to make, don’t panic; we’re here to help!

Here are three tech resolutions to think about in 2023 – they will help you both improve and protect your business.

Improve Your Cyber Security Practices

It’s no secret technology is constantly evolving, but many people fail to realize cybercriminals are also evolving. Every business, regardless of size, needs to be aware of the risks and take the necessary precautions to avoid having a cyber-attack. If you don’t have cyber security practices in place – or it’s been some time since you last considered this – you should review your current needs and make any necessary updates.

One of the best ways to improve your cyber security practices is to run your team through annual or semiannual cyber security

(Continued on page 2)



“We Love Referrals” 2023 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, contact us by phone at 201-797-5050**



Quotations

"Hope is the only bee that makes honey without flowers."

—Robert Ingersoll

"One secret of success in life is for a man to be ready for his opportunity when it comes."

—Benjamin Disraeli

"Success is a journey, not a destination. The doing is often more important than the outcome."

—Arthur Ashe

"To succeed in life, you need three things: A wishbone, A backbone and a funny bone."

—Reba McIntire

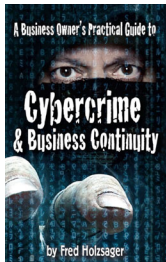
"A woman is like a tea bag—you never know how strong she is until she gets in hot water."

—Eleanor Roosevelt

"There will always be someone who can't see your worth. Don't let it be you!"

—Mel Robbins

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!

(Continued from page 1)

training. According to Verizon's 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element. If your team is well-trained in cyber security and has bought into a cyber secure culture, your business will be less at risk. Make sure they know the importance of password security, the different types of cyber-attacks and how to protect sensitive business and customer information.

Utilize A Managed Services Provider (MSP)

There was once a time when businesses used in-house IT teams to take care of all of their technology needs, but this is no longer the most efficient or affordable way to do things. Now businesses use MSPs to handle most of their technological affairs. MSPs are well-known for their ability to help with any technological needs since their teams are usually full of well-informed experts. They can take care of everything on the technology side of your business so you can focus more on boosting sales and pleasing customers.

If your business experiences power outages or natural disasters, MSPs will work around the clock to get you back up and running. They even ensure your data is backed up in case disaster does strike. If you're worried

about cyber-attacks, there's no better way to protect your business and its data than by hiring an MSP. They monitor your network security and keep patches up-to-date to prevent hackers from accessing your information.

Hiring an MSP may be the best thing you can do to protect your business.

Implement Artificial Intelligence Into Your Business

Prepare yourself for the AI boom in 2023. Throughout the past few years, many businesses have utilized AI to boost their profits and customer satisfaction scores, but the uses and benefits of AI will grow significantly this year. In fact, you'll soon notice AI being used in new and beneficial ways in the health care and automotive industries.

If you aren't using any form of AI in your business, you should immediately look into it. You can implement an AI chatbot on your website to provide personalized conversation and help your customer with their questions or needs. Some AI software will even track customers as they peruse your website and offer them product suggestions, which can help improve your sales scores.

The New Year is the perfect time to reset, reevaluate and plan to ensure 2023 is a successful year for you and your business. If you are unsure about where to start, try implementing some of the tech resolutions listed here. They'll quickly help you grow your business and keep it protected from cyber security risks.

"According to Verizon's 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element."

"I DIDN'T KNOW"

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.



It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-size quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution keeping you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE "Cyber Security Tip of the Week" at <https://www.tech4now.com/cyber-security-tip-of-the-week/>

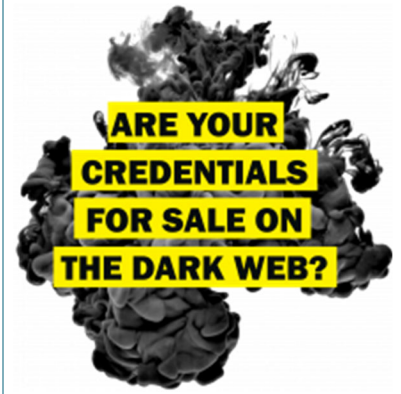
Trivial Curiosities of Life

Some thoughts are shared by sages, but some are shared over the Internet.

- ⊙ *Glass takes one million years to decompose, which means it never wears out and can be recycled an infinite amount of times!*
- ⊙ *Gold is the only metal that doesn't rust, even if it's buried in the ground for thousands of years.*
- ⊙ *Your tongue is the only muscle in your body that is attached at only one end.*
- ⊙ *The tooth is the only part of the human body that cannot heal itself.*
- ⊙ *If you stop getting thirsty, you need to drink more water. When a human body is dehydrated, its thirst mechanism shuts off.*
- ⊙ *In ancient Greece, tossing an apple to a girl was a traditional proposal of marriage. Catching it meant she accepted.*

- ⊙ *Zero is the only number that cannot be represented by Roman numerals.*
- ⊙ *The song Auld Lang Syne is sung at the stroke of midnight in almost every English-speaking country in the world to bring in the new year.*
- ⊙ *Drinking water after eating reduces the acid in your mouth by 61 percent. Drinking a glass of water before you eat may help digestion and curb appetite.*
- ⊙ *Peanut oil is used for cooking in submarines because it doesn't smoke unless it's heated above 450°F.*
- ⊙ *Strawberries and cashews are the only fruits whose seeds grow on the outside.*
- ⊙ *Nine out of every 10 living things live in the ocean.*
- ⊙ *Airports at higher altitudes require a longer airstrip due to lower air density.*

- ⊙ *The roar we hear when we place a seashell next to our ear is not the ocean, but rather the sound of blood surging through the veins in the ear.*
 - ⊙ *The University of Alaska spans four time zones.*
 - ⊙ *The Earth gets 100 tons heavier every day due to falling space dust.*
 - ⊙ *A comet's tail always points away from the sun.*
 - ⊙ *Caffeine increases the power of aspirin and other painkillers, that is why it is found in some medicines.*
 - ⊙ *The military salute is a motion that evolved from medieval times, when knights in armor raised their visors to reveal their identity.*
 - ⊙ *Due to the Earth's gravity, it is impossible for mountains to be higher than 15,000 meters.*
- How many did you already know?



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**.

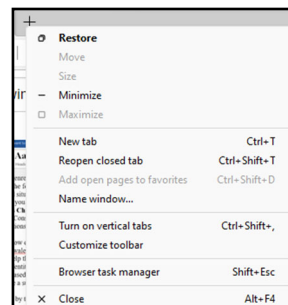
If you are interested in learning more about the risks involved in ignoring your password security, give us a call at (201) 797-5050 or visit our website at <https://www.tech4now.com/dwid> or www.tech4now.com/bullphish

Quick Tech Productivity Pointers

There are many keyboard shortcuts that can save you time if you know them. Here are some shortcuts to improve your productivity:

1. The simple ones are those used for copy and paste. All you need to do is highlight a file or text in an application and click on Ctrl+C. This will copy your highlighted item. Now, that it is on the clipboard, you may select a new place to paste it, then click Ctrl+V. This command will insert the text of file in the location you choose.
2. If you are working in Windows 10, you can put your mouse over an icon on the desktop, HOLD DOWN THE CONTROL KEY and LEFT CLICK on the icon, then DRAG the it to the task bar. As you put it down, you may slide it over from the first position on the left all the way over to the end on the right. Notice that the other icons will move as you approach them.
3. If you have icons on the task bar, you can quickly launch any of the associated apps by holding down the Windows key (⊞) and click the number of the position for the app you wish to launch (e.g., ⊞+3 to launch Teams).
4. If you have a few applications running at the same time, you can move between them by either holding down the ALT+TAB or ⊞+TAB. If you keep the ALT key depressed and tap the TAB key, you may cycle through the open apps, then, release both keys; however, if you depress the ⊞ key, you may view all of the items opened on their respective screens (if you use multiple monitors), again, release the keys once you are on the app you desire.
5. Sometimes, you don't have the app open, but want to get to it quickly (but it's not in the

- task bar, rather than go to the Windows Start button, you can click on the ⊞+D to minimize the screens (Desktop), then you may click on the app from the desktop. To restore them back, click ⊞+D again.
6. One of the features we use regularly to capture screen images for this column is the Snip-It Tool in Windows. Just depress SHIFT+⊞+S and the screen will show a "haze" with a "+". Simply click in any corner of what you wish to capture and hold down the left mouse button, then drag the "+" to the opposite diagonal corner of the selection. When you release the left mouse button, your selection will be placed on the system's clipboard. Open where you wish to paste the selection and do a CTRL+V. This should have it appear where you want it. Depending on scale, you might need to adjust the sizing by moving the adjustments or crop it using the crop tool in the application you are working in. Note: the app must support image editing (i.e., Word or OneNote).
 7. If you are working in a browser and you close a tab by accident and want to reopen it, simply hold down CTRL+SHIFT+T. This will work in Edge and Chrome. If you closed multiple tabs, then you need to repeat this process until it reappears. Alternatively, you may open the browser's history (CTRL+H in Edge). If you seek more options, simply right-click on the browser's tab "+" (new tab) option and see the menu. As you may see in capture, the keyboard shortcut for a new tab is CTRL+T. *Using keyboard and mouse shortcuts can raise your productivity.*



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**IT Solutions for
YOUR Business!**

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.

E-mail: info@tech4now.com
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5 Reasons To Choose A Hosted VoIP Phone System

1. COST SAVINGS
2. ANSWER CALLS ANYWHERE
3. ON-DEMAND SCALABILITY
4. WORLD-CLASS FEATURES
5. ENHANCED PRODUCTIVITY

As a small business, you need every advantage to be as efficient and productive as possible. Holzager Technology Services is proud to provide our clients with a cost-effective, feature-rich, world-class phone system that is easy to use and sure to enhance your business productivity.

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- ✓ Onsite and Offsite Backup
- ✓ Disaster Recovery and Business Continuity Planning
- ✓ Virus Protection & Removal and Dark Web Monitoring
- ✓ Network Security and Online Employee Security Training
- ✓ E-mail & Internet Solutions
- ✓ Wireless Networking
- ✓ Spam Filtering and E-mail Archiving & Encryption Solutions
- ✓ 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!

"What a pleasant and painless experience. I called Holzager out of the blue for an emergency situation and Fred arrived at our location in record time. Fred was knowledgeable and able to explain the issue in a way that was easy to understand. At the end of our visit - all systems go. Moving forward, I would only reach out to Holzager Services." —Neil Wagman, Confidential Shredding, Westwood, NJ

January 2023

The Lighter Side...

For Entertainment Purposes ONLY!

What is ADD?

I needed to do the laundry, but then I realized I was out of detergent, so I went to write a shopping list and realized how unorganized the junk drawer was, and started checking pens for ink.

When I went to toss all the junk, I saw that the trash was full but before I took it out I wanted to get rid of old food in the fridge.

That's when I realized a juice jug had leaked so I needed to clean it up but when I went to grab a rag, I saw that the pantry closet was a nightmare so I started organizing it. And that's how I ended up on the floor looking at my old photo albums from 1990's and not doing laundry.

Revenge is best served cold

A truck driver was sitting at the counter of a diner having breakfast.

A group of four outlaw motorcyclists entered and all four sat at the counter, two on each side of him. One of the bikers reached over and picked up the driver's glass and drank the truck driver's juice.

Another reached over and took his coffee cup and drank his coffee. Another took a piece of toast off his plate. The fourth one took his bacon.

The truck driver said nary a word, stood up, paid his check and left.

The bikers were laughing and one of them said to the waitress, "That guy's not much of a man. We ate his breakfast and he never did a thing!"

The waitress just smiled and said, "He's not much of a truck driver either. He ran over four Harleys trying to get his Peterbilt out of the parking lot."

Baby, It's cold outside

The Duke family owned a small farm in Canada, just yards away from the North Dakota border. For generations, their land had been the subject of a minor dispute between Canada and the U.S. Mrs.

Duke, who had just celebrated her ninetieth birthday, lived on the farm with her son and two grandchildren.

One day, her son rushed into her room with a letter in his hand. "Momma, I have some news," he said. "The government has come to an agreement with the people in Washington. They've decided our land is really part of the United States. We have the right to approve or disapprove of the agreement. What do you think?"

"What do I think?" his mother replied. "Jump at it! Call them immediately and tell them we accept. I don't think I could stand another one of those Canadian winters!"

Or Else...

A cowboy rode into town and stopped at a saloon for a drink. Unfortunately for him, the locals always had a habit of picking on strangers.

When he finished his drink, he found his horse had been stolen. He went back to the bar, tossed his gun into the air, caught it above his head without even looking and pointed it at the ceiling. "Which one of you sidewinders stole my horse?!" he yelled with surprising forcefulness.

No one answered.

"Alright, I'm gonna have another beer, and if my horse ain't back outside by the time I finish, I'm gonna do what I dun in Texas! And, I don't like to have to do what I dun in Texas!"

Some of the locals shifted restlessly. The man, true to his word, had another beer, walked outside, and his horse had been returned to the post. He saddled up and started to ride out of town. The bartender wandered out of the bar and asked, "Hey there, Partner, before you go... what happened in Texas?"

The cowboy turned back and said, "I had to walk home."