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**Celebrating over
 TWENTY TWO
 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 #1225

“You can’t hum while plugging your nose.”

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The Tech Insider

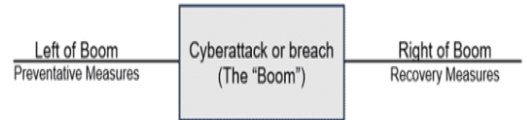
**Thank you
 To Our Readers**

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



HOW TO ORGANIZE YOUR CYBERSECURITY STRATEGY INTO LEFT AND RIGHT OF BOOM

In the pulsating digital landscape, every click and keystroke echoes through cyberspace. The battle for data security rages on. Businesses stand as both guardians and targets. Unseen adversaries covet their digital assets.



Businesses must arm themselves with a sophisticated arsenal of cybersecurity strategies. On one side, the vigilant guards of prevention (Left of Boom). On the other, the resilient bulwarks of recovery (Right of Boom).

Together, these strategies form the linchpin of a comprehensive defense. They help ensure that businesses can repel attacks, and also rise stronger from the ashes if breached.

What Do “Left of Boom” and “Right of Boom” Mean?

In the realm of cybersecurity, “Left of Boom” and “Right of Boom” are strategic terms. They delineate the proactive and reactive approaches to dealing with cyber threats.

“**Left of Boom**” refers to preemptive measures and preventative strategies. These are things implemented to safeguard against potential security breaches. It encompasses actions aimed at preventing cyber incidents before they occur.

“**Right of Boom**” pertains to the post-breach recovery strategies. Companies use these after a security incident has taken place.

These phases involve activities like drafting an incident response plan (IRP) and data backup vs. IRP implementation and data restores.

Together, these terms form a comprehensive cybersecurity strategy. They cover both preven-

(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

"Don't quit. Suffer now and live the rest of your life as a champion."

—Muhammad Ali

"In the end, we will remember not the words of our enemies, but the silence of our friends."

—Martin Luther King, Jr.

"Life isn't about finding yourself. Life is about creating yourself."

—George Bernard Shaw

"Many of life's failures are people who did not realize how close they were to success when they gave up."

—Thomas A. Edison

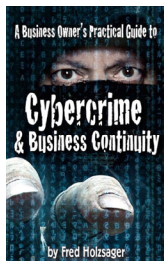
"Life is a lot like jazz... it's best when you improvise."

—George Gershwin

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

—Reba McEntire

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!

Cybersecurity Skeletons In Your Business' Closet

(Continued from page 1)

tion and recovery aspects.

Left of Boom: Prevention Strategies

User Education and Awareness

One of the foundational elements of Left of Boom is employee cybersecurity education. Regular training sessions can empower staff.

Robust Access Control and Authentication

Access control tactics include:

- Least privilege access
- Multifactor authentication (MFA)
- Contextual access
- Single Sign-on (SSO) solutions

Regular Software Updates and Patch Mgmt.

Left of Boom strategies include ensuring all software is regularly updated and current.

Network Security and Firewalls

Firewalls act as the first line of defense against external threats. Install robust firewalls and intrusion detection/prevention systems.

In the realm of cybersecurity, "Left of Boom" and "Right of Boom" are strategic terms. They delineate the proactive and reactive approaches to dealing with cyber threats.

A Thought To Ponder for 2024

The years turn as the days turn. Nothing that you plan for will necessarily come to fruition unless you start your work in the past. It is like planting a forest or fighting climate change, just because you want it to happen doesn't cause it to happen. Planning and implementation are critical to the wins you will have over the years, but as you know, nothing really happens overnight except in TV shows and movies.

We urge you to find meaning in your life, not just at work, but at home with your family and friends. Share time with those you love and appreciate them. Not to be trite, but there is no time like the present and it is a gift. **Act today!**

Regular Security Audits and Vulnerability Assessments

Conduct regular security audits and vulnerability assessments. This helps to identify potential weaknesses in your systems.

Right of Boom: Recovery Strategies

Incident Response Plan

Having a well-defined incident response plan in place is crucial. It should include things like:

- Steps for recovery—a *recovery playbook*
 - Communication protocols
 - Containment procedures
 - IT contact numbers

Data Backup and Disaster Recovery

Regularly backing up data is a vital component of *Left of Boom*. A reliable restore plan is a critical component to having a robust disaster recovery plan.

Forensic Analysis and Learning

After a security breach, conduct a thorough forensic analysis. It's essential to understand the nature of the attack as well as the extent of the damage, and the vulnerabilities exploited.

Legal and Regulatory Compliance

Navigating the legal and regulatory landscape after a security breach is important.

Cyber threats often are *when*, not *if*; you need to be prepared to fight off the threats as well as respond and recover. This is simply not optional.

QUICK SECURITY TIP: Scammers pretend to be your utility company and threaten to shut off your services unless you pay immediately. Utility companies won't reach out to you requesting payment via *Zelle*® or other *peer-to-peer* channels. *Zelle*® is intended to send money to friends, family and others you trust. If you suspect you're with a phone scammer, end communications. If you are concerned about an issue, contact the utility with the number on your invoice for assistance.

"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 that keeps 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/>

Disturbing Thoughts...

Have you ever noticed how you may have private thoughts which truly encapsulate you? Here are some fine examples...

☹ Choked on a carrot this morning and all I could think of was, "I'll bet a doughnut wouldn't have done this to me."

☹ "Nothing spoils a good story more than the arrival of an eyewitness." —Mark Twain

☹ It only takes one slow-walking person in the grocery store to destroy the illusion that I'm a nice person.

☹ Apparently RSVP'ing to a wedding invitation with "Maybe next time" isn't the correct response.

☹ Do you ever get up in the morning, look in the mirror & think, "That can't be accurate!"

☹ It turns out that when asked who your favorite child is, you're supposed to pick out one of your own. I know that now.

☹ Ask your doctor if a drug with 32 pages of side effects is bad for you.

☹ It's fine to eat a test grape in the produce section, but you take one bite of rotisserie chicken and it's all, "Sir, you need to leave!"

☹ I can't believe I forgot to go to the gym today. That's seven years in a row, now.

☹ As I watch this generation try to rewrite history, one thing I am sure of is that it will be misspelled and have no punctuation.

☹ Driver: "What am I supposed to do with this speeding ticket?"

Officer: "Keep it. When you collect four of them, you get a bicycle."

☹ I put our scale in the bathroom corner & that's where the little liar will stay until it apologizes.

☹ When I was a kid, I used to watch the 'Wizard of Oz' & wonder how someone could talk if they didn't have a brain. Then I got Facebook.

☹ So, my neighbor knocked on my front door at 3 a.m. 3AM!!! Luckily, I was already up playing the bagpipes.

☹ I relabeled all of the jars in my wife's spice rack. *I'm not in trouble yet, but the thyme is cumin.*

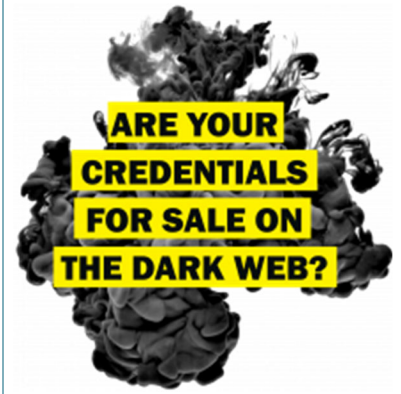
☹ I asked a supermarket employee where they kept the canned peaches. He said, "I'll see," & walked away. I asked another & he also said, "I'll see," & walked away. In the end, I gave up & found them myself, in Aisle C.

☹ If you dropped something when you were younger, you just picked it up. When you're older and you drop something, you stare at it for just a bit contemplating if you actually need it anymore.

☹ I hate it when people act all intellectual and talk about Mozart when they've never even seen one of his paintings.

☹ Instead of cleaning my house, I just watch an episode of "The Hoarders," and think, "Wow! My house looks great."

☹ I like to make lists. I also like to leave them lying on the kitchen counter, and then guess what's on the list when I am at the store.



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

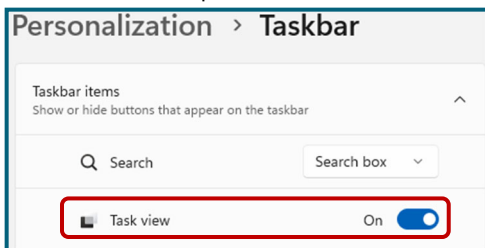


On May 4, 2023, we celebrated **World Password Day**. Please visit our website to get your free **Password Protection 101** PDF handout. Visit https://www.tech4now.com/files/2023/04/Password_Protection_101_Infographic.pdf to view and download it. **It's still valid info.**

Quick Productivity Tips

If you work on a computer running Windows 11 and don't use dual screens, there is an option you may implement which allows you to switch between views with relative ease, even if you use more than two monitors—Microsoft's latest feature, "Task view."

If you scan the Task Bar and see the icon here on the right, then you are able to access it. If you don't see it, you may need to open your settings, go to Personalization > Taskbar and enable the task view option for the item:

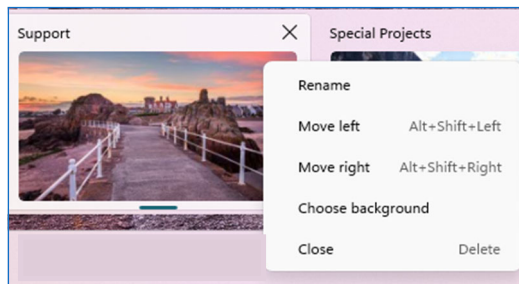


Now, you are able to use the feature to switch between screens and work on different aspects of your daily chores. For instance, I provide **support**, write a monthly **newsletter** and have my **main** screen in use. This cannot be used to put different screens on different monitors, but it allows you to switch between screen sets on a single or multi-monitor implementations; thus, if you have multiple screens, each "set of screens" can be changed with a mouse click to switch from one Task View to another.

If you have multiple screens active and multiple task views, you can put your mouse over the Task View icon and preview the unique Task Views one at a time — especially convenient in the case of running scripts or checking in to see if a process has finished. For

instance, we were running a scan on our computer to see if certain files were able to verify. This script ran for hours, but having the ability to preview it gave us a quick insight on status and, in seconds, we were back at our original task of writing a newsletter.

There are many benefits to using the Task View, but one of the smart features provided with it is the ability to assign a different background to each task view. Now, you can visit one task view that shows the Taj Mahal, Lake Louise, The Eiffel Tower or The Great Wall of China. It's not just an aesthetic aspect of this feature, but it makes it much easier to quickly distinguish between task views. The best part is that it is so simple to assign a background, even a novice can do it—just *right-click* on the view.



Not only can you easily modify the background, you can also rearrange the task views for greater convenience, rename them for better insights on the contents of the windows and close them. They are also displayed with a highlight bar on the bottom of the active task view when you wish to edit them to avoid any confusion. Here's your opportunity to expand the use of Windows 11 to your benefit. **Enjoy!**

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5 Reasons To Choose A Hosted VoIP Phone System

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- ✓ 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!

"Some companies approach you with a we know it all position, but in working with Holzager Technology Services, we have found that they listen to us to learn about how we work, what we do, and what the problem may be. This partnership in maintaining our business has raised them from "IT Guys" to "Trusted Advisors."—Bob Weissman, P.E., L.S., Weissman Engineering Co., P.C. Midland Park, NJ

December 2023

The Lighter Side...

For Entertainment Purposes ONLY!

A Boy's Decision

Boy, aged 4: "Dad, I've decided to get married."

Dad: "Wonderful; do you have a girl in mind?"

Boy: "Yes, ...Grandma! She said she loves me, I love her, too! ...and she's the best cook and storyteller in the whole wide world!!!"

Dad: "That's nice, but we have a small problem there!!!"

Boy: "What problem?!"

Dad: "She happens to be my mother. How can you marry my mother?!"

Boy: "Why not?! You married mine!!!"

John Wayne's Five Rules to Life...

1. Money cannot buy happiness, but it's more comfortable to cry in a Mercedes than on a bicycle.
2. Forgive your enemy, but remember the bastard's name.
3. Help someone when they are in trouble and they will remember you when they're in trouble again.
4. Many people are alive only because it's illegal to shoot them.
5. Alcohol does not solve any problems, but then, again, neither does milk.

Mood Ring

My husband, being unhappy with my mood swings, bought me a mood ring the other day so he would be able to monitor my moods.

We've discovered that when I'm in a good mood, it turns green.

When I'm in a bad mood, it leaves a big red mark on his doggone forehead. Maybe, next time, he'll buy me a diamond!

Replacement Windows

Last year, I replaced all the windows in my house

with those expensive, double-pane, energy-efficient kind. Today, I received a call from The Home Depot who installed them. The man complained that the work had been completed a year ago, and I still hadn't paid for them.

Well, hellooo.....just because I'm blonde doesn't mean that I am automatically stupid. So, I told him just what his fast-talking sales guy had told me last year.... That these windows would pay for themselves in a year.

Hellooo....., it's been a year, so they're paid for, I told him. There was only silence at the other end of the line, so I finally hung up. He never called back. I bet he felt like an idiot!!!!

Silly Things...

- ☺ No matter how big and bad you are, when a two year old hands you a toy phone, you answer it.
- ☺ Sign in a wine store: innocent grapes died for your drunken pleasure.
- ☺ Will I lose weight if I stop carrying around so much guilt?
- ☺ When you're old, you take all your drugs **after** the concert.
- ☺ My housekeeping style can be described as, 'there appears to have been a struggle'.
- ☺ Bumper sticker: I'm so tired of babysitting my mom's grandkids!
- ☺ If attractive people are referred to as "eye candy", I guess you could say I'm "eye broccoli".
- ☺ Am I getting older or does the grocery store play good music?
- ☺ When chickens swear, is it fowl language?
- ☺ My bed is a magical place where I suddenly remember everything I forgot to do today.
- ☺ Relax, we're all crazy. It's not a competition.