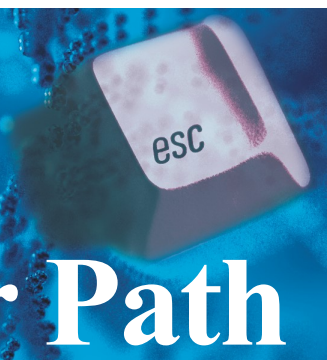




*“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”*



# The Smarter Path



“As a business owner, I know 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!”

- Willie Kerns, SmartPath Technologies

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## SmartPath New Employee Spotlight



Please join us in welcoming back to the engineering team Andrew Brown. Previously, Andrew worked for SmartPath Technologies

shortly after he graduated high school, working summers and making occasional on-site visits as needed. He later earned his Bachelor’s degree in Accounting from Murray State University in 2014 and became a CPA. Andrew has always had an interest in IT and uses his accounting background to help understand our clients’ needs out of business network solutions. Andrew is available to our clients for financial technology consulting as it’s quite uncommon to find an IT Engineer who doubles as a CPA!

## Your Company’s Hidden Security Weakness: Your Home Wireless Network

As a business owner who also spends time working from home, do you make assumptions about your home’s wireless network security? Between your home and business, chances are your home wireless security is lacking. This can prove to be a serious liability.



WiFi security at home tends to be more lax. It isn’t something business owners worry about. You feel safe at home and you might assume since we have your business’s network locked down tight, your data is secure. When an intruder wants to access your business’s proprietary information, they’re going to search for the easiest point of entry.

That is often the home. Intruders are looking for information they can profit from, including financial and identity-related documents. The fact is, there are people who roam around searching for unprotected or poorly protected wireless access.

I did a story with WPSD a couple of years back that proves this point. A reporter and I drove around and found vulnerable home wireless networks. When we found one, we’d see what kind of data we could get to – and you wouldn’t believe what we found! Wireless networks at your home and/or your employee’s homes are INCREDIBLY vulnerable. You can watch the video and see what we found when we did that story and what people’s reactions were when we told them at <https://youtu.be/WXM9-STIwo>. Never assume your data – personal or business – isn’t accessible. You may inadvertently share critical data without realizing it – **we see it all of the time.**

### What can you do to protect yourself and your company assets?

- Be aware of when you’re sharing data. If you have any files in a public folder, move them to a more secure location.
- Use a strong password for all your wireless networks. A string of letters, numbers and symbols about 14 characters long is ideal.
- Use WPA2 security. Make sure your router is set up correctly. If you are using WEP or WPA security, change it as soon as possible.
- Change your wireless network's name (SSID). Routers include a default name, and keeping the default tells potential intruders lax security measures may be in place. Change it to something that couldn't be used to easily identify you.

**And ask yourself how protected your network—and your data—really is.**

*The Lighter Side...*  
**Glowing Clouds Above Los Angeles**



In the early 1990s, southern California was hit by a major power outage. During the outage, a number of people in Los Angeles called 911 to report very strange, glowing clouds in the night sky. It was something the worried callers had never seen. With the acid-rain scare still in many people's minds, their concern was understandable.

Of course, anyone who has lived outside of a city or has gone camping knows what those strange clouds in the Los Angeles sky were. No glowing acid rain here—it was the Milky Way! They were seeing an incredible flowing band of stars, gas and dust stretching across the entire sky for the first time in their lives.

When you see that band of stars, it's clear why we call our galaxy the Milky Way. Many other cultures have their own names for it, including "The Way the Dog Ran Away" (Cherokee), "Ganges River of Heaven" (Hindi), "The Road to Santiago" (Spanish) and "Hay Merchants Way" (Arabic).



## Reducing Distractions In The Workplace



Distractions are everywhere. Our phones, our computers, our tablets, our co-workers, and on and on. When we're trying to get work done, there is always something, and it's getting worse. We're more connected to the Internet than ever before, and there is always one more thing we want to check. It's safe to blame technology for this constant distraction, but we do need to step up and take a little responsibility for ourselves.

It's tempting to give in to distraction and let your mind wander for a few minutes, but a few minutes can easily slip into 20 minutes, then 30 minutes, and before you know it, you're through the first page of Reddit and you've filled your quota of cat pictures for the day. There's nothing wrong with a distraction every once in a while, but when deadlines loom and projects need to get done, it can do more harm than good.

And that doesn't mean missing your deadlines. The more distracted we become, the more stressed out we become. The deadlines aren't going to go away, and the more distracted you are, the less time you'll have to work. Productivity is lost.

What can you do to get productivity back and cut down on distractions? Consider the source of your distractions. Your cell phone? Put it on silent, or better yet, turn it off and put it in a drawer. Out of sight and out of mind. Make sure you cannot hear any notification sounds, whether it's a little ding or jingle or a vibration. This is crucial. Why? You may not realize it, but you've been trained to respond to those sounds, much like a cat to a can opener.

What about the Internet in general? If you're working on a project and you already have the materials or information you need, consider cutting yourself off. If you're connected to a WiFi network, disconnect. If you're hardwired, pull the Ethernet cord out from the back of your computer. It may sound like a drastic step, but it works.

If you work in a busy environment, where people are chattering, phones are ringing and the printer is printing away, see if you can't track down a different workspace. Look for an empty office or meeting room (don't forget to ask first, just in case someone has a meeting later), and close the door.

It's all about being proactive in cutting down the distraction. There isn't a foolproof way to eliminate them all, but a little adjusting can go a long way.

### The Ultimate Small Business Guide To Setting Up A

#### Work-From-Home System For Your Staff

##### You will learn:

- ✓ What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- ✓ The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- ✓ How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.
- ✓ How to get a FREE "Home Office Action Pack" (a \$97 value).

#### WORK FROM HOME GAMEPLAN

"The Ultimate Small Business Guide To Setting Up A "Work From Home" System For Your Staff"



Secrets Every Business Owner Must Know Before Installing A "Virtual Network" To Allow Employees To Work From Home, On The Road, Or From A Remote Office

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## Shiny New Gadget of the Month



### Tossing Your Video Cam To The Wind

Shooting the perfect video for your business just got easier, thanks to a new flying camera that's smart enough to follow you on its own. It's called the Lily flying camera, and it breaks new ground in ease of use. Just toss the camera in the air, and it starts shooting video. It can follow or circle or zoom in on a subject with ease. You just wear a special wrist beacon. Lily may be a cool toy, but it's also a great tool for your business.

Shooting video from the air, hands-free, quite literally means the sky's the limit on what you can do. It also means you can shoot great marketing videos without having to buy a whole lot of new gear. Just toss Lily in the air, demo your product and let Lily capture stunning aerial footage for you.

## Think Through Social Media Actions In A Heated Moment

1. **If you wouldn't say it to your grandmother, don't write it on Twitter.** The oldest test in the book is the grandma test. It still holds today. If she would be appalled, odds are that others will be too. It feels good to blast an opponent, but such outburst can easily be used against you.
 
  2. **Remember that everything you say or do on the web is archived.** Even if the NSA happens to miss it, odds are that Twitter, Facebook, Google and/or other platforms have a way of archiving the information. Consider everything you write these days on the Internet to be permanent. Trolls may delete their comments but they still leave a trail.
3. **Still debating saying it? Sleep on it.** This is familiar but often good advice. If you really feel the need to say something that might be taken the wrong way, consider sitting on it overnight. Waiting until the next day will rarely hurt your point, and it may save huge amounts of embarrassment.
4. **If you do say it...make sure you feel that you could defend it in a court of law.** Falsely accusing someone of something is a big deal and the repercussions could amplify beyond your original intentions.
5. **Remember that your reputation is cumulative.** How you respond to the unfair and uncivil will either enhance or detract from your reputation. Don't let others bait you into ruining your reputation.

#### How do I react when I am targeted on social media?

1. **Grab screenshots.** If someone truly is going after you, the first move is to gather evidence. Make sure you have copies. Odds are that they will quickly realize what they have done and will try to erase their trail, so the best thing you can do is make sure you have a copy on hand.
2. **Report them.** Twitter, LinkedIn, Facebook and most other platforms have safeguards against those who harass others. Don't hesitate to put in a report—that's why it's there!
3. **Try not to react.** This goes back to the above points about guarding yourself. As hard as it is, try to remember that once integrity is lost it is extremely hard to recover. The more reaction, the more fuel you pour on the fire.
4. **Remember that the truth is the best defense.** As someone who has been egregiously accused of something I did not do, I took solace in the fact that I was innocent and as such the accusation cruelly asserted could never be proven.

We live in a world where unscrupulous people have migrated to online communities and live among the rest of us. I hope you never have to use the above actions, but that when you do, I hope they serve you well.





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## Save a Huge Amount of Cash on Your Company Telephone Bill Every Month!



If you receive a monthly phone bill from AT&T or Windstream, it's very likely we can save you a **SUBSTANTIAL** amount of money on your monthly phone service – **AND WE CAN PROBABLY GIVE YOU A NEW PHONE SYSTEM AT VERY LITTLE COST, TOO!**

As a small business, you need every advantage you can get to compete against bigger companies with bigger resources. SmartPath Technologies is proud to provide our clients with a cost-effective, phone system solution that is easy to use and manage. One system connects multiple office locations and mobile employees. You no longer have to settle for low-quality phone system just because of budget limitations. Our system includes both internet fax and voicemail that allow you to send and receive fax documents and voice messages through the web.

**Affordable** – low cost with no extra set-up, installation, or maintenance fees

**Easy to use** – including an intuitive, user-friendly interface

**Reliable** – your hosted system is monitored and maintained 24/7

**Mobile** – calls can be taken in other locations, via laptop or forwarded to a mobile phone

Send us an e-mail to [marketing@smartpathtech](mailto:marketing@smartpathtech). with a scanned copy of your telephone bill just to see how much money you could be saving – and we'll randomly pick one person for an awesome prize next month!