



Spring and Winter - Better Together?

What is typical St. Louis weather?
Snowy and mid-30's one week
and sunny and 72 degrees the
following week.

Ways to describe St. Louis
weather include:
...unpredictable...
...surprising...
...unexpected...
...downright crazy!

If there is one guarantee in life,
it is that life is unexpected!

When it snowed-I took my kids
to play outside before school!

The next week I was grilling in
the warm sunshine on my back
porch.

So my lesson/advice for this
month? Live in the moment and
embrace the unexpected!

April 2017



This monthly
publication
provided
courtesy of Ryan
Haislar, Vice
President of
Computerease.

"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."

Finding Humor and Strength Through Struggle: Advice From Sean Stephenson

I was sitting at a
conference with a
hundreds of other IT
professionals, captivat-
ed by a 3 foot tall man
telling me a hilarious
story about an elevator,
a stick and a potentially
compromising video.



The fact that Sean
Stephenson was effec-
tively trapped in an elevator for
several hours was not in any way
funny, yet everyone in the
audience was laughing with him
as he shared his story.

Sean's arms are too short to
reach elevator buttons, so he
carries a back scratcher stick to
help him reach things. The
button to call and get into the
elevator had posed no prob-
lems, however the buttons on
the inside that were activated via
heat sensors, so Sean began
trying to warm up the end of
his stick.

In the middle of this stressful
moment, he noticed the security
camera! He thought, "What's
funny about this? The security
guards watching me are getting
quite a show!"

Sean's life has been anything

but typical. He has a rare genet-
ic condition that leaves his bones
incredibly brittle and the doctors
didn't think he would survive for
24 hours after birth! 35 years
later he has never walked and
has endured hundreds of bone
fractures. Even while facing
tremendous struggle and hard-
ships during his life, Sean has
achieved great things and is a
highly sought after therapist,
author and motivational speaker.

During his talk, Sean shared a
life-changing moment after a
particularly painful bone break
that required him to remain
completely still for 6 weeks. In
the depths of despair and
depression, his mother asked
him the following question, "Is
this going to be a gift or a
burden?"

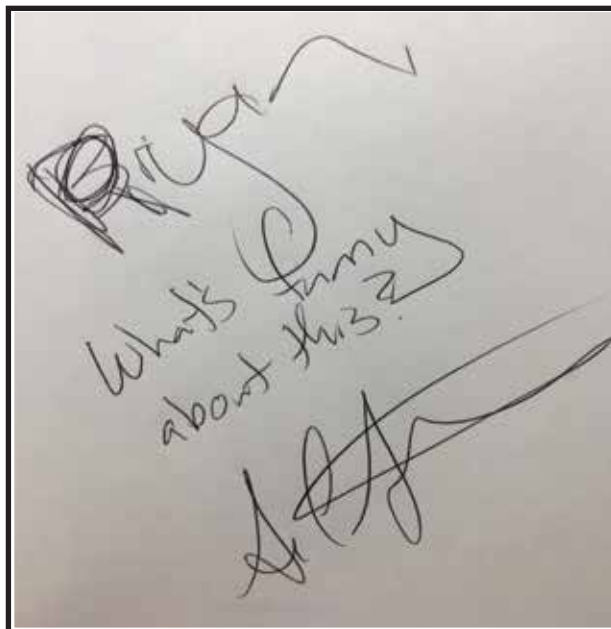
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Sean was initially taken aback—a GIFT?! That is something happy and exciting that you get on your birthday or Christmas! NOT a painful condition!

But then after thinking about things, he knew that he could choose HOW he was going to respond to the situation at hand. He shared, “It was like a warm wind of wisdom where everything became clear – I was able to LOVE my life AMID the pain.”

Sean continued to describe his problems as the source of his strength and tenacity because he focuses on the “gift” in every situation. By controlling his reactions to problems, pain and even everyday struggles, he creates his own positive and empowering energy. And his energy is contagious! I was on the edge of my seat and hanging on his every word for over an hour.

When it came time to have my photo taken with Sean and have him sign my book, despite telling him my name multiple times, Ryan, he kept calling my Brian! He even started to inscribe my copy of my book with a B for Brian. Once he realized his mistake, we shared a laugh and he scrawled over his mistake (see photo).



Inscription from Sean Stephenson in the front cover of his book, with the “B” for Brian turned into an “R” for Ryan along with a reminder to always think, “What’s funny about this?”

Sean then wrote, “What’s funny about this?” on the inside cover of my book.

Other people may have gotten frustrated and gotten a new book to sign perfectly, but I am very happy to have my own, personalized reminder that mistakes, problems and little things that can otherwise be frustrating are what make life interesting and memorable.

Over the 33 year history of Computerease supporting the technology of local businesses, we have definitely had our fair share of problems, mistakes and struggles! While we have not found humor in EVERY situation, each and every struggle has given our business the strength and tenacity to

survive in an industry where other companies come and go as quickly as technology advances.

So, to honor how far we have come in 33 years as a company and how much technology (and hairstyles) have changed, I leave with you a little humor in your day - a “vintage” late 1990’s Computerease commercial that you can view on our website

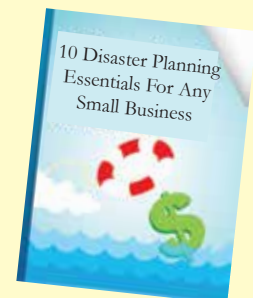
www.computer-service.com/flashback.

The next time you are in a stressful situation, try asking yourself, “What’s funny about this?”

Free Report: The 10 Disaster Planning Essentials For Any Small Business

Is Your Computer Data Truly Protected From Fire, Flood, Severe Storm Or Even Theft?

Don’t lose everything you’ve worked so hard to achieve in an instant! This report will reveal important strategies you should have in place now to protect yourself from common data-erasing disasters including natural hazards, human error, cyberattacks, hardware failures, software corruption and other IT failures.



Download this FREE REPORT today at: www.computer-service.com/10essentials

Cutting Edge Technology:**Sentinel One**

Once I saw this software in action, I knew that I had to make this available to our clients. This is a game changer in the fight against Ransomware. This NextGen Antivirus software is used and trusted by large corporations to anticipate and block NEW cyberthreats, not just previously recognized ones. It can literally “undo” encryption damage caused by ransomware!

A few months ago, the St. Louis Public Library was the victim of a ransomware attack. If the St. Louis Public Library had this software installed on their computers, it would have taken one phone call and a few mouse clicks for them to be back up and running. Instead, thousands of patrons were inconvenienced, they battled through weeks of downtime and precious resources have been wasted.

1 in 5 small businesses will suffer a cyber breach this year.

81% of all breaches happen to small and medium businesses.

97% of breaches could have been prevented with today's technology

Call today for information about this simple, affordable and amazing technology!

The Misnomer Of Failure

So you think you're a failure, huh? Let me get one thing off my virtual chest right now: you're not. I realize you may be experiencing failure. You may have had a string of failures. You may have been told you are a failure. But it doesn't mean that's who you are. You are not a failure unless that's who you decide to be.

But before I prove you're not a failure, I want to share a personal story.

Oh, and by the way, when I said “my virtual chest,” I didn't say that because you are reading my article. I say it because my muscle definition is equivalent to Tweety Bird's. If that little yellow feathered turd and I got into a fight, he would own me.

I Am A Failure

My little story. In years past, I was an entrepreneur in the traditional sense, starting businesses and growing them. Today I am an author, which, not so interestingly, is just like any other form of business. You need to sell what you do and do what you do, really well. The only difference is, instead of having 30 employees reporting to you, you have one part-time assistant... who is either in India or is a family member or both.

I have failed a lot. I have lost all my money. I have crashed more start-ups than I have grown. I have offended probably everyone (including myself a couple times). And now I am failing at my fastest rate ever. Why?

If you asked anyone on the street – I

mean anyone, including my mother – how “prolific” I am, they would say, “Who's this asshole you're talking about?” (Note: My mom wouldn't call me an asshole, she would call me a douche.) But here's the deal: failure is the ONLY way to success. Every day I take a shot at achieving my vision, and fail. And regardless of what your vision is, the only way you will get there is by failing your way to it.

Find Purpose

If you want to stop being buried by failure, you need to define your life's purpose. And if you don't know what your life's purpose is...your life's purpose (at least for now) is to find your life's purpose. Constantly ask yourself, why am I here? What do I need to do? And be willing to listen to the answers that you present yourself.

When you find your purpose, you'll get into the groove – where your hidden talents reveal themselves and you lose all sense of time. You're living your purpose when you build energy as you do it. You're living your purpose when you experience failure and you see it as another step up the ladder.

My Virtual Chest

In regards to my virtual chest situation, I am done with that bad failure, and am now a weight-room loyalist. Interestingly, I am now experiencing good failure constantly (those damn weights are heavy).

Tweety Bird can go suck it.



MIKE MICHALOWICZ (pronounced mi-KAL- o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called “the next E-Myth!” For more information, visit www.mikemichalowicz.com/.

What Is Ransomware And Why Do We Seem To Talk About It All The Time?

Ransomware is a form of malware which encrypts all of your files (or your entire computer/network) and demands a ransom payment (in the form of bitcoin) to get them back.

Watch a video of Sentinel One rolling back the encryption damage of a Ransomware attack on our website - www.computer-service.com/sentinelone and contact us to get protected today!

As of January 31, “outsiders” can now Skype into the White House Press Room. This enables journalists outside the Washington, DC, area to ask questions during White House press briefings. It’s part of the Trump administration’s strategy to keep in touch with people outside the beltway. Journalists attending via Skype must be at least 50 miles from the DC area. All political questions aside, it’s just another example of business (or, in this case, government) taking advantage of available technologies. Or, in this case, finally catching up... Skype, the world’s largest video calling service, is nothing new – it’s been around since 2003. Sometimes it just takes a while for users to figure out how to make tech work to their advantage. *Yahoo.com, 01.31.17*

Anti-malware programs can’t even touch this new kind of attack... “Fileless” attacks

became all the rage among hackers in 2016. According to a report by cybersecurity firm Carbon Black, fourth quarter 2016 saw a 33% rise in these “non-malware” attacks compared to the first quarter. Experts expect the trend to continue through 2017. Cyber-bad-guys carry out these attacks in any number of ways. Their “en vogue” method at the start of 2017 was hijacking PowerShell and WMI (Windows Management Instrumentation) to do their dirty deeds. Brian Kenyon, chief strategy officer for Symantec, said recently, “Fileless infections are difficult to detect and often elude intrusion prevention and antivirus programs.” Reports show the Democratic National Committee hack last year used a fileless attack. *DarkReading.com, 12.27.16*

“DIY” data security kits can offer basic protection. Are you a do-it-yourselfer willing to take

defending your company’s data into your own hands? If so, you can find a variety of low to no-cost products that provide basic safeguards. Koozali SME Server, for instance, bundles security and other server apps for small businesses. These include file sharing, directory access, redundant backups, firewall and web hosting. Its makers claim you can be up and running with it in less than 20 minutes. It’s based on Linux, yet allows you to network Windows and MacOS as well as Linux-based devices. It’s all free and there is no paid version. However, because no support is provided, you may need to contact a professional for assistance. *SmallBusinessComputing.com, 12.21.16*

Cassette audio tapes (remember those?) are making a comeback. Compact disk sales are declining, yet vinyl records have enjoyed a resurgence over the past several years. And last year, cassette sales rose to 129,000 units, an increase of 74% over 2015. So what’s up with cassettes – why so popular all of a sudden? Actually, the numbers are still miniscule compared to the 105 million CDs sold in 2016. Yet the bump in cassette sales reflects a growing appetite for tangible items that fans can cherish. Also, it doesn’t hurt that artists like Justin Bieber, Eminem and Prince brought tape reissues to market. Or that online retailer Urban Outfitters has exclusive deals to sell their cassettes, as well as vintage gear to play them on. *TheVerge.com, 01.23.17*

Who Else Wants To Win A Fun Prize?

The winner of last month’s Trivia Questions Contest was Beverly from Creve Coeur, MO! Her name was drawn out of ALL the people who submitted the correct answer the the following question:

What was the name of the earliest Irish settlement in St. Louis?

a) Laclede’s Landing b) Kerry Patch c) The Hill d) Dogtown

The correct answer was b) Kerry Patch

Now for this month’s trivia question. The winner will receive 4 tickets for Breakfast with the Easter Bunny at Eckert’s Country Farm in Belleville, IL on Sunday April 2nd from 8am-11am.

Roughly what percentage of the world’s money only exists in computers?

a) 10% b) 27% c) 62% d) 95%

Email us right now with your answer!
answer@computer-service.com