

Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"
Since 1984



Ready To Launch!

Do you wish you knew more about how to keep your business safe from cyberthreats? Do you wish your employees knew more about how to keep your business safe from cyberthreats?

Since cybersecurity for my fellow business owners is such an important topic, I've put together a series of weekly cybersecurity tips to show you and your employees how to drastically reduce your chances of being a victim of cybercrime.

Each week I'll focus on a single, simple thing that you can do to avoid a data breach which could have devastating consequences.

If you would like to sign-up for these security tips please give us a call or send Larissa a quick email at larissa@computer-service.com.

March 2018



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!"



The Goldman Sachs 10,000 Small Businesses Summit: The Big Power of Small Business

I recently attended the inaugural Goldman Sachs 10,000 Small Businesses Summit in Washington, DC and it was also amazing to visit our nation's capital for the first time. As graduates of the 10,000 Small Businesses program, we gathered to attend sessions about business from notable entrepreneurs and also to meet with policymakers to advocate for policies that support our ability to grow our businesses and to contribute to the US economy.

Additionally, I always appreciate the opportunity to once again discuss business topics and network with members of my cohort because I always learn something new.

The first day of the summit started with an impressive list of notable entrepreneurs and policymakers including Warren Buffett - CEO of Berkshire Hathaway, Richard Branson

- Founder of the Virgin Empire, Mike Allen - CEO of Axios, Lloyd Blankfein - CEO of Goldman Sachs, Sara Blakely - Founder of Spanx, Michael Bloomberg - Former Mayor of New York City and Founder of Bloomberg Media, Melanie Wheland - Founder of Soul Cycle, Adam Grant - Wharton School Of Business, Media Mogul Tyler Perry, Michael Porter - Harvard Business School, Governor Gino Romando, <continued Page 2>

Goldman Sachs **10,000 small businesses**

S U M M I T

THE BIG POWER OF SMALL BUSINESS

Get More Free Tips, Tools and Services At: www.computer-service.com
(314) 432-1661 (MO) or (618) 346-8324 (IL)

Senator Marco Rubio, Senator Chris Coons, Representative Debbie Dingell, Senator Tim Scott, Governor Rick Snyder, and Secretary of Commerce Wilbur Ross.

I've highlighted the talks given by Richard Branson, Warren Buffett and Sara Blakely on the opposite page because I found them particularly interesting.

Later that evening there was a party and networking event held at Union Station. The musical entertainment was provided courtesy of former congressman and MSNBC host of Morning Joe, Joe Scarborough and special guests Goldman Sachs CEO, Lloyd Blankfein, Former Mayor Of New York City and Founder of Bloomberg Media, Michael Bloomberg, and Treasury Secretary Steve Mnuchin also took the stage to share a few thoughts with the audience. The only thing that could have made the evening better would be if there was a special guest appearance by the President or the Vice President!

The second day of the summit was at Capitol Hill and began with a message from Speaker of The House, Paul Ryan. He emphasized that the core of economic growth in America lies with small businesses and that the federal government is dedicated to supporting small business owners and their employees throughout 2018 by focusing on cleaning up regulations and lowering taxes.

Later in the day we divided into groups based on state to meet with our local policymakers. A group of 5 of us met with the staff of the representative for our area, Rodney Davis, in the offices of the House of Representatives. A member of our group shared a story about how her business applied to work with the FDA and while she was completing the application she chose the NAICS code (a code indicating what type of business you operate) she thought was correct.

Months after submitting the application, the FDA fined her \$600 because they said she filled out the wrong NAICS code. She chose what she thought was the correct code, but instead of helping her fix the problem the FDA penalized her for her honest mistake.

This story echoes the concerns I shared with Rodney Davis's staff about how government over-regulation can create an unfair burden for small businesses that hinders growth. I emphasized that small



Former congressman and MSNBC host of Morning Joe, Joe Scarborough, provided musical entertainment for the party at Union Station to end the first day at the Summit, but not before special guests Goldman Sachs CEO, Lloyd Blankfein, Former Mayor Of New York City, Michael Bloomberg, and Treasury Secretary Steve Mnuchin took the stage and shared a few thoughts with the audience.

businesses don't have the same resources as larger companies, yet they are still faced with the same fines and penalties when they don't comply with the letter of the law, a situation that most often occurs as an honest mistake. I expressed hope that the government could listen to our concerns and try to adopt an attitude of cooperation and support to help small businesses.

After we had a chance to share our thoughts, Rodney Davis's staff brought up a topic that I feel is incredibly useful as a business owner, but that may not be common knowledge. If you, a business owner, are having a problem with a federal agency,

you should contact your local congressman. The congressman will contact the federal agency on your behalf and will advocate for you and try to work on a resolution. Knowing that this resource is available is very reassuring because it doesn't leave a small business left alone in a fight against the federal government.

The greatest lesson I learned from my trip to Washington, DC was that getting involved can only benefit my business. We were encouraged to reach out to our local representatives who commonly spend time visiting and learning about local businesses. I also highly encourage anyone looking to grow their business to participate in the FREE Goldman Sachs 10,000 Small Businesses program. Do you have any questions about the program? You can check out their website <http://www.goldmansachs.com/citizenship/10000-small-businesses> or reach out to me by phone or email at ryan@computer-service.com any time!



Fun Fact: Speaker of the House, Paul Ryan, has my first and middle name, Ryan Paul, only in reverse. I was very impressed with his speech and I was only 6 feet away from him, but sadly didn't get my picture taken with him.





Sir Richard Branson is an English business magnate, investor and philanthropist. He founded the Virgin Group, which controls more than 400 companies.

Reinventing A Business And The Race To Space

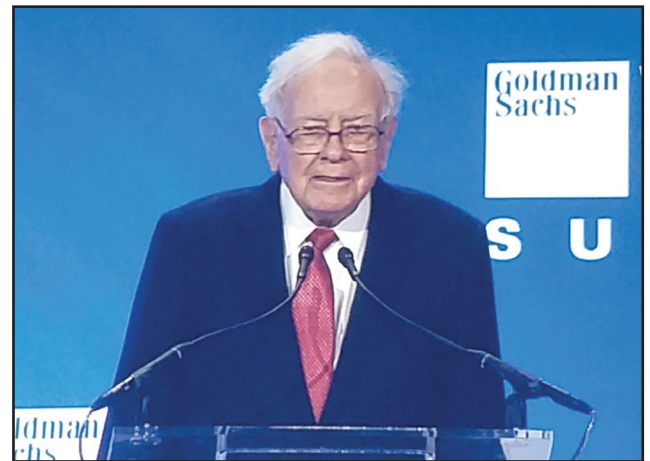
After a huge success in the music industry, Sir Richard Branson ventured into the world of air travel with the inaugural flight of Virgin Airlines 35 years ago. The Virgin Group now controls over 400 companies, some of which are working on getting people to and from outer space on the Virgin Galactic space shuttle.

When he addressed the audience of the Goldman Sachs 10,000 Small Businesses Summit, he shared his admiration for all entrepreneurs that try and try again to succeed, no matter how many times they may fail. He gave the example of how the Virgin Megastores were extinct after the invention of the iPod, but they quickly reinvented themselves to have mobile phones and now even space travel!

How Warren Buffett Unsuccessfully Tried To Buy St. Louis Based Enterprise Rent-A-Car

Over 30 years ago Warren Buffett tried to buy Enterprise Rent-A-Car from founder Jack Taylor. Of course, Jack refused to sell his growing business. Warren shared the story of Enterprise with the audience of the Goldman Sachs 10,000 Small Business Summit because Jack Taylor grew an empire with a single basic principle, "Delight the customer."

At the age of 40, Jack Taylor started a car rental company that he named after the battleship he served on during World War II, the USS Enterprise. With a fleet of only 17 cars, he took on the huge rental car companies of Hertz, National, Avis etc. with a single point of difference – to delight the customer! Enterprise is now worth more than all of the other rental car companies combined and hires more college graduates than any other company in the entire US.



Warren Buffett is an American business magnate, investor, and philanthropist who serves as the chairman and CEO of Berkshire Hathaway.



Sara Blakely is an American billionaire businesswoman, and founder of Spanx, a hugely successful intimate apparel company with pants and leggings founded in Georgia.

A Frustrated Consumer Turns \$5,000 And A Great Idea Into A Multi-Million Dollar Company

Sara Blakely, founder of Spanx, was selling fax machines door to door in sweltering Florida weather when she knew she wanted to do something more with her life. She saved up \$5,000 and came up with an idea for a problem that she experienced as a frustrated consumer. Her revolutionary idea was a cross between shapewear and underwear and she painstakingly learned the principles of patents, package design and business in order to eventually launch her business, Spanx.

Her background and talent in sales helped her land her first account in Neiman Marcus followed shortly by a segment on QVC. With courage, perseverance and significant determination, Sara grew Spanx to have an annual revenue over 250 million. She also maintains 100% ownership of her business!

■ The “Not Me!” Problem...And Why This Is Almost Guaranteed TO Happen To You

Security this, password that – now they want a password with 14 characters with two symbols? And I have to change it every three months? As difficult as it is to remember 24 different passwords, four PIN numbers and a slew of new cyber security processes, we still manage to instantly recall most of the tangible things in our lives. The code for the company door and alarm system, the passcode to our phones, the garage code, the other garage code – you get the

idea. But these numbers are based upon a time when the most “real” threat seemed to be someone busting in our door and threatening our families in the middle of the night. In 2018, those kinds of physical threats are far less statistically prevalent than cybercrime. In fact, data breaches and identity theft are occurring at three times the rate that home burglaries occur in the U.S. according to a 2016 study by the University of Kentucky.

Don’t succumb to the “Not me!” approach to the shift in crime. Understand that it can happen to you, and approach all aspects of physical and electronic security with the attention they deserve.

■ **7 Things Mentally Strong Leaders Never Do** Leaders need to stay mentally sharp to effectively lead their teams. Here

are seven things that truly strong leaders never, ever do.

1. They don’t mask their insecurities, but instead maintain their humility and acknowledge their mistakes and weaknesses.
2. They don’t go overboard with their emotions. Instead of suppressing their feelings, real leaders stay aware of how their emotions influence their behavior.
3. They accept criticism with open arms. Instead of protecting a fragile ego, mentally strong leaders take unfavorable feedback and use it to improve their processes.
4. They take responsibility for their actions. When a good CEO messes up, they apologize with sincerity and accept the consequences of their behavior.
5. They don’t mistake kindness for weakness. Offering extended bereavement leave isn’t letting your employees take advantage of you – it’s a common courtesy.
6. They don’t confuse confidence with arrogance. Though they’re sure of themselves, a good leader recognizes the necessity and competence of their team. They don’t put themselves over others.
7. They don’t fear other people’s success. When someone else is doing great things, they know that it doesn’t diminish their own accomplishments.

Inc.com 12/12/2017



Who Else Wants To Win A Fun Prize?

The Grand Prize Winner of last month’s Trivia Challenge Quiz is Mike from Staunton, IL! He was the winner from the drawing of people who submitted answers for my quiz question from last month.

Who was the first baseball team to spend Spring Training in Florida?

- a) New York Yankees b) New York Yankees c) Chicago Cubs
d) St. Louis Browns

The correct answer was unclear and there was an error...so everyone was entered to win! Now, here’s this month’s trivia question that has been adequately proofread. The winner will receive a \$25 gift card for St. Louis Bread Company!

Who was the only Speaker of the House to later become president?

- a) Abraham Lincoln b) James K Polk c) John Adams d) George W Bush

Submit your response to answer@computer-service.com!
Everyone who answers correctly will be placed in the drawing to win our fun prize!