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## Who Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Dennis Warneke of Lake Oswego. He was the first person to correctly answer our quiz question from last month, the answer was: C) Microsoft 3D Movie Maker

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just send in the correct answer to this month's trivia question to be entered into the drawing for a \$25 gift card to Amazon. Ready? Email us right now with your answer!

Who created Siri (the AI powered digital assistant)?

- a) MIT
- b) Apple
- c) SRI/DARPA
- d) Berkeley

Email us right now with your answer!  
Trivia@kamind.com

## Surviving the Great Resignation

The pandemic completely changed how freelancers function. Previously, full-time employees were the most sought-after employees. With the pandemic and the ensuing labor shortages, freelancers have been brought further into the corporate world, and it looks like they're here to stay. Now, if you want to attract freelancers to work for your business, you need to entice them.

One of the most desirable things you can offer a freelance worker is flexibility. Don't restrict their hours to the usual 9-to-5 – they want freedom, and with proper communication, flexibility can work to your benefit and theirs. Freelancers often feel disconnected from their team, and you should make an effort to include them as part of the team. Create an inviting atmosphere and encourage them to take part in team-building exercises. Lastly, you need to offer competitive pay and stick to it. If you're not paying them enough, they will find someone who will.



AMERICA'S  
FASTEST  
GROWING  
PRIVATE  
COMPANIES

This monthly publication is provided courtesy of Matt Katzer, CEO of KAMIND IT & Amazon Best Selling Author of "Securing Office 365 - Masterminding MDM and Compliance In The Cloud"

**KAMIND IT's Mission:**  
Assisting Organizations to Utilize Technology to Drive Innovation



Inc.  
5000



AEP  
Authorized Education  
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## TECHNOLOGY TIMES

INSIDER TIPS TO MAKE YOUR BUSINESS  
RUN FASTER, EASIER AND  
MORE PROFITABLY

### It's Time To Wake Up To The Reality of Cyber Security in 2022

All across the world, hackers are targeting and exploiting security weaknesses and holding data hostage. In May, the Colonial Pipeline was

hit by a cyber-attack that disrupted fuel supplies along the East Coast for several days. The company – and the FBI – paid hackers \$4.4 million in Bitcoin to regain control of the system.

Colonial Pipeline was not the only corporation that paid hackers an exorbitant amount of money. The NBA, Kia Motors and JBS Foods have also been victimized by cyber-attacks where hackers demanded millions of dollars. CD Projekt RED, a Polish video game developer, was also a victim of a cyber-attack, but since they had backups in place, they never had to pay the demanded ransom.

While these are all big organizations, that does not mean that small businesses are safe. These stories made the news because companies paid millions of dollars to regain

control of their data. When a small or mid-size business (SMB) gets attacked, they can't pay millions of dollars to recover stolen information. Instead, these hackers will usually go after customer and employee information as well as financial records and statements. When a hacker attacks an SMB, it often ends in the business closing their doors for good.

The year 2021 set a record for cyber-attacks, and 2022 is shaping out to be no different. If you're a business owner, you need to wake up to the reality of cyberthreats and cyber security before it's too late.

Here are a couple of the best cyber security practices you should put into place immediately.

#### Hire A Managed Services Provider For Your IT Needs

Cyber security awareness has grown over the past five years, but there are still plenty of SMB owners who think there is no need for cyber

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### WHAT'S NEW inside KAMIND IT

Happy Valentine's day  
To all of our Clients  
We love you all!

We are hosting two webinars in February: Microsoft Defender for Business, and Security Self-Assessment. Visit [www.kamind.com/training](http://www.kamind.com/training) for full details.

If one of your New Year's Resolutions was to learn more, don't forget the KAMIND Learning Management Systems (LMS) which is built into the Teams app. We have purchased subscriptions for all of our clients so that you and your users can learn everything you want to know about the Office 365 environment. If you haven't yet deployed the system, let us know and we'll take care of it for you. Call us at 503-726-5933 or email us at [info@kamind.com](mailto:info@kamind.com).



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security measures or that they're too expensive. The simple truth is that every business can be a victim of cyber-attacks. If you think it's too expensive to have your own IT team watching over your cyber needs, think again. Hiring an MSP is one of the best and most cost-effective ways to ensure that your network and information are protected.

MSPs can be incredibly beneficial to any business. They're designed to recognize and fix weak points in your IT infrastructure. MSPs work proactively to ensure that your business is fully protected in the cyberworld. They offer around-the-clock monitoring, data backup and recovery, firewall and network protection, real-time threat prevention and so much more. MSPs provide you with a dedicated team of IT professionals who are available to assist with any IT needs. If you have not looked into hiring an MSP for your business, you need

to consider it.

If you're interested in hiring an MSP or want more information about the benefits, reach out to us and we will assist with any concerns or questions you may have.

#### Create A Cyber-Secure Culture

Many cyber-attacks stem from employee error or misunderstanding. You need to make sure that all of your employees are aware of the risks associated with cyber-attacks. When you first hire an employee, train them on cyber security. In addition to this, your current employees should go through a reminder course at least once a year.

You'll need to inform your employees about the dangers of phishing e-mails and texts, downloading malware, social media scams and password protection. If you have employees working remotely, you should ensure that their devices have security measures built into them. If your employees are informed about the risks, they will be more observant so they can spot any potential threats. Your entire team needs to buy into the cyber-secure culture if you want your training to be effective.

In today's day and age, you can never be too careful when it comes to your cyber security. You need to be proactive and put into effect all of the security measures you possibly can. The year 2021 saw cyber-attacks reach new heights, and it's likely that these numbers will continue to rise even higher this year. Take preventive action and don't let your business add to the cyber-attack statistics. If you're unsure of where to begin when it comes to buffing up your cyber security practices, give us a call, and we will be glad to help.



## Customer Spotlight

### Ample Hills Creamery

We love the product that one of our favorite clients produces: ice cream!



## 2021 Wrapped

- In 2021 we made 102,500 gallons of ice cream.
- We donated over \$16.5k to 16 nonprofit organizations.
- We shipped pints to all 50 states.
- We debuted 8 new flavors.
- We brought back 11 fan favorites.



## Get Different and Avoid Defeat

When I released my first book, *The Toilet Paper Entrepreneur*, I hoped that it would be met with immediate success. Instead, nobody bought the book on its initial release day. Like most would be in this situation, I felt defeated. I had to think about my next step. Should I learn how to market effectively or simply give up on my hopes and dreams?

I knew that I wrote a good book and that it would help other entrepreneurs succeed, so it became my mission to properly market the book. The lack of good and effective marketing is what holds many businesses back from reaching their goals.

If you want to beat the competition, you must differentiate yourself from the rest. My book *Get Different* explains ways that you can make your company more visible in the business marketplace. I'd love to share the three main steps from this book, as they can help any business's marketing strategy be more engaging and effective.

- The first thing you need to do is differentiate your business from its competitors. If you rely on word-of-mouth marketing, you'll fail. Instead, you should get out there and use your marketing tools to ensure that people know your business is the best in the industry. Use your talents to stand out from the crowd. Be funnier or smarter than the rest, and consumers will surely take notice of your brand.
- After you get your consumers' attention, you need to attract and engage them. Give your campaign an authoritative, trustful, repetitive or socially significant approach so they feel comfortable using your business.
- Lastly, you need to be direct. After you get their attention, tell them what to do. Develop
- a call to action so customers and ideal prospects will take the next step. By picking a specific action, you can also measure the results and see how effective your marketing truly is.

Continued on next column

Proper marketing can be very difficult to achieve, but with these steps, you will be on the road to business success.

*Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book Profit First, which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.*



"My cat just gave me the greatest password!  
She walked across my keyboard."