



TECHNOLOGY TIMES

Insider Tips to Help Your Business Run Faster, Easier and More Profitably



Thomas Hill, President & Founder

"We are proud to be local because being close by when our clients need us means faster response time."

Happy Mother's Day to All the Special Moms in Our Lives



May 11th

TRIVIA CONGRATULATIONS

Angie John

Remote Area Medical



Angie knew that **Hedy Lamarr** is the co-inventor of a technology called "frequency hopping" that laid a key foundation for future communication systems, including GPS, Bluetooth and Wi-Fi.

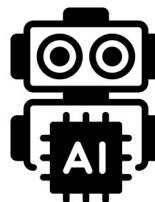
**TURN TO PAGE 3 FOR
THIS MONTH'S TRIVIA**



Power Moves: How Small Businesses Are Winning With Smart Tech Strategies

May 4–10 is National Small Business Week, so we're celebrating the business leaders who use smart tech strategies to work smarter, serve customers better and grow stronger. Here's how small businesses are making big moves with smart technology – and how you can too.

Getting Your Business Seen In The Age Of AI Search Engines



Once upon a time, ranking on Google was the holy grail of online visibility. Today, AI-powered assistants like ChatGPT, Google Gemini and Microsoft Copilot are the new gatekeepers of information. If you're not showing up in their answers, you're missing out on potential customers.

The secret? Keep your website fresh, relevant and easy to understand. AI tools prioritize well-structured, informative content – so make sure your site answers the questions your customers are asking. A regularly updated blog, an FAQ section that reads like a helpful conversation, and clear descriptions of what you do can boost your visibility.

It's like Mom used to say: "It's not just about *what* you say – it's *how* you say it." AI prioritizes real-world language, so write like a human, not a robot. Focus on clear, engaging content that is relatable to your audience. And don't underestimate the power of customer reviews. AI systems scan feedback for mentions of your company, so encourage happy customers to share their experiences.

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AI: The Secret Weapon For Small Business Agility

Small businesses have a natural advantage: they're not held back by the legacy systems that often slow larger corporations. This agility makes AI adoption easier – and the results speak for themselves. Nearly one in four small businesses have integrated AI into their operations, seeing a 12-point increase in profit growth potential compared to non-AI users, according to the US Chamber of Commerce.

With AI-powered tools, small businesses can automate tedious admin work, optimize inventory with predictive analytics and enhance customer service with chatbots – all without the friction of outdated infrastructure. The key, however, is to start small. Pick one challenge, such as improving inventory management. Then, try a simple solution, like a low-stock alert powered by an AI-assisted system. Even a simple strategy like this can make a big difference in optimizing inventory without a significant upfront investment.

But success with AI isn't just about using it – it's about using it wisely. Customers still

value human connection, so the most successful small businesses will be those that leverage AI to enhance, rather than replace, the human touch.

Tapping Into Consumer Trends For Growth

Staying ahead in business isn't just about adopting the latest technology – it's also about understanding what customers want right now. Consumer habits are shifting, with growing demand for self-care, comfort and experiences that spark joy. Small businesses that recognize these trends and adapt their offerings can build deeper customer connections and gain a competitive edge.

But nostalgia isn't the only factor driving consumer choices. Shoppers are increasingly drawn to businesses that align with their values – whether it's sustainability, inclusivity or ethical sourcing. Transparency and authenticity matter, which is where small businesses have an advantage. Unlike large corporations, small businesses can cultivate genuine relationships with their customers, authentically tell their stories and create brands people trust and want to support. By staying attuned to these cultural shifts, small businesses can

"We Can Focus On Our Business"

Since working with CD Technology we don't have to worry about the IT part of our business. We can focus on our main goal. We had always handled IT internally but that took our focus away. I would absolutely recommend CDT. They are always quick to respond and take care of all our IT needs with professionalism and thoroughness."

Benita Moody

Apex Property Management



position themselves ahead of the curve, meeting consumer demand in ways that resonate on a deeper level.

Smart Tech, Smart Business

Running a small business has plenty of challenges, but technology can make things much more manageable. Whether you're streamlining daily tasks with AI, improving your online presence or paying attention to shifting consumer trends, small changes will lead to meaningful results. As you celebrate Small Business Week, think about how tech can help you work smarter and connect with customers in new ways. Your next big move starts now.

"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:

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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-sized 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 www.CDTechnology.com/drip-tips/ Or Call Melissa at (865) 909-7606

The Art Of Effortless Networking For Small Businesses



The word "sales" was originally derived from the Scandinavian term for "to serve." But when was the last time you thought a salesperson was serving you? So many small business owners cringe when it comes to networking. It feels, well, icky to try to "sell" your business. But what if networking were more than awkward handshakes and business card exchanges that rarely lead to anything meaningful? What if it were about crafting an authentic story so compelling that people sought you out instead? That's the vision Matthew Pollard, "The Rapid Growth® Guy," presents in his approach to networking: ditch the random encounters and master the art of strategic connection.

Craft A Networking Hook

We've all been there – listening to someone drone on about their job title while we nod politely, waiting for an escape. Pollard challenges business owners to embrace what he calls the "networking hook." "People want to identify with a message, and for that, they will pay a premium. So what's yours?" he asks. Instead of stating your role, describe the unique impact you make. If you can make someone stop, think and say, "Tell me more," you've already won.

The Power Of Specialization

"Speaking to everyone is speaking to no one," Pollard warns. In a world drowning in generic pitches, specializing is the key to standing out. Pollard himself zeroes in on business coaches, chiropractors and attorneys – not because he can't serve others but because these industries need his expertise most. Finding your niche isn't about exclusion – it's about sharpening your value to those who need it most.

Know Exactly What To Say

Most people fumble when asked, "What do you do?" Pollard's advice is to keep it simple

and intriguing, and let the conversation unfold naturally. For example, skip the elevator pitch and start with a question or a bold statement. "I'm the [insert your unified message]," he suggests. Your unified message should help you authentically connect to the particular person/audience you're speaking to. Then, pause. Let curiosity do the heavy lifting before you continue. "Well, I hate seeing [niche] [define problems]," or "I love seeing [niche] [define success], but I find that [define problems]." This structure turns a monologue into a dialogue, inviting engagement instead of forcing a sale. It also makes it easy and smooth to ask, "Do you know anyone like that? to elicit a response.

Find The Right People In The Right Places

Pollard's golden rule for finding prospects is to be selective: "What meetups do they go to? What annual conferences do they attend? What associations are they part of?" These aren't rhetorical questions – they're a road map. The secret to effective networking isn't meeting more people; it's meeting the right people in the right places.

Master The Follow-Up

Great connections are meaningless without follow-up. Pollard introduces the concept of "Momentum Partners" – peers who open their networks to you – and "Champions" – high achievers whose credibility you can leverage. The best networkers don't just collect contacts; they cultivate relationships, check in with thoughtful messages and offer value before asking for anything in return.

The ultimate goal of networking? To never need to network again. "My goal," Pollard says, "is to help you master the room so you never have to go back into one." When you become known for your expertise, craft a compelling hook and nurture relationships, opportunities start coming to you.

Top 3 Reasons to Choose CD TECHNOLOGY

#1 FAST Response Time

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#3 90-Day Test Drive

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10 minute discovery call

Here is your chance to win
Lunch On Us!
This Month's

TRIVIA

In the US, more than any other day of the year, Mother's Day has the highest number of these every year.
What is it?

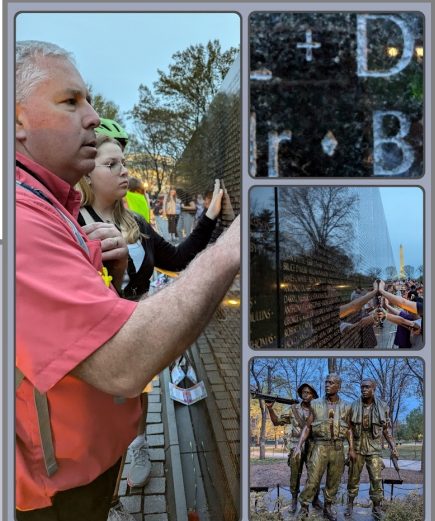
Email your answer to
RHill@CDTechnology.com
A winner will be randomly selected from all correct responses.

MEMORIAL DAY

REMEMBER AND HONOR

The Hill family visited Washington D.C. on our spring break this year. Among the memorials we visited, we found the Vietnam Veterans Memorial to be incredibly moving. The names of 58,000 servicemembers are listed on the wall. The diamond is for those who died and the cross is for those still missing.

April 2025



Cyberside Chat

One Dance And You'll Feel Better

Stop glaring at your running shorts, because a new study shows that just 20 minutes of dancing is as good as a gym session or jogging! Dancing combines aerobics, balance, coordination and strength-building exercises, so even just 20 minutes of boogying can have substantial health benefits.

Going Abroad? Turn Off Uber's Preferred Pricing

If you're traveling abroad this summer, make sure to turn off Uber's new Preferred Currency Pricing feature that sneakily adds a 1.5% conversion fee. It keeps prices in

your home currency but makes you pay more. Here's how to turn it off: Open the Uber app > Account > Wallet > Preferred Currency > No preferred currency.

Woman Receives First AI Bionic Arm

After being run over by two underground trains in London, a woman received the world's first AI bionic arm. Using AI, the arm continually learns and translates muscle twitches into arm movements. It's pretty cool when the stuff of science fiction meets reality.



7 Days

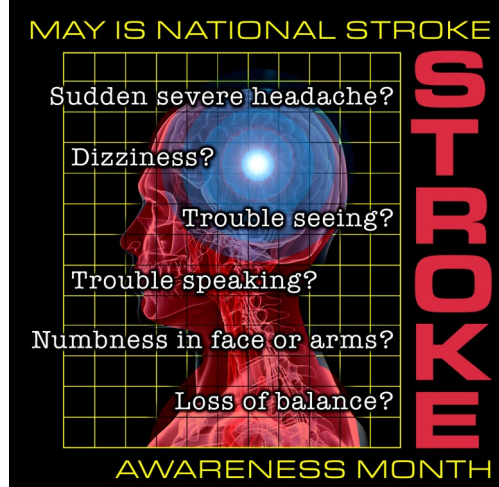
That's how long Google says you have to enter your correct recovery phone number

to get access to your account if it's been hacked. Go to your Google Account > Personal Info > Phone > Set-up to make sure your number is correct!



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PORT IN 20 MINUTES OR LESS



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Use Caution with QR codes

QR codes are convenient, easy to use, and increasingly common in our everyday lives. We use them to access restaurant menus, board an airplane, or pay for broccoli at a farmer's market. But, according to the Federal Trade Commission, scammers are using QR codes to steal.

It's an updated form of phishing called quishing. Scammers cover up legitimate QR codes with fake ones or send the malicious codes via email or text message. But the code doesn't link to any legitimate website. Instead, users go to spoof websites where they unwittingly enter their personal information. In other cases, the link may install malware on the victim's device.

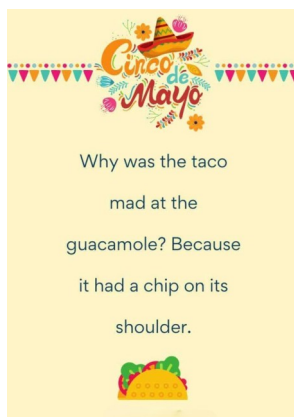
Watch for these common signs of a scam QR code:

- A QR code on a sticker placed over another QR code in a public place.
- Text messages or emails claiming to be government agency, such as a demand to pay unpaid tolls.
- Warnings about undelivered packages.
- Communications about suspicious account activity or password changes.
- Offers for investments.
- A QR code that offers a prize.
- A package you weren't expecting labeled with a QR code.
- Messages from unknown senders.

Never scan a QR code if it's suspicious or if you aren't sure whether it's safe. Instead, use your smartphone camera app to preview the attached URL. If it doesn't match the message or contains odd misspellings (like Amazan instead of Amazon), don't scan it. The digital security company Aura also advises smartphone users to avoid downloading QR code scanner apps, which can be loaded with malware themselves -- instead, use your phone's native camera app. Here is a totally legit QR Code with totally legit and FREE info that EVERY business owner needs to know...



CD TECHNOLOGY - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS



"This is the painting. You're looking at a QR code."

IMPORTANT NEWS:

Windows 10 Support Ends In 2025 – What Are Your Options?

In 2025, Microsoft will stop providing critical services like security updates, leaving your business vulnerable to threats and potential downtime.

Here Are Your Options:

- ✓ **Upgrade To Windows 11**
Not all devices will be compatible, so make sure to check with an IT expert.
- ✓ **Buy A New PC**
For businesses with older machines, a hardware upgrade might be your best bet.
- ✓ **Pay For Extended Security Updates**
Only available for up to three years (and it's not free).
- ✓ **Switch To Linux**
For those willing to explore new systems.
- ✗ **Do Nothing (NOT RECOMMENDED!)**
This could expose your business to cyber risks and compliance violations.

Don't Gamble With Your Business!
Plan Your Next Steps Today Call 865-909-7606

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May 2025

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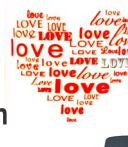
Vacation Smarter Apps | 4

IT'S TIME FOR YOU TO

**It's time to get MORE from
your communications.**

It's time to be:

- More Productive
- More Collaborative



YOUR PHONES!



PHONE | CHAT | VIDEO CONFERENCING | FILE SHARING | ALL IN ONE

**If you do not absolutely LOVE your
phone system...**

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Vacation Smarter, Not Harder With These Savvy Tech Tools

You've earned your vacation — don't let travel stress ruin it! These smart tech tips will keep you organized, secure, and stress-free.

Logistics Made Easy

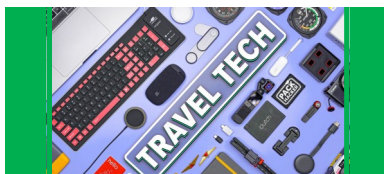
Road Trips: Apps like Roadtrippers help you easily add 20+ stops (you can only add nine in Google Maps). Plus, you can plan trips in advance in the app.

Itineraries: Skip the e-mail digging — apps like TripIt or TripCase automatically compile travel details into one master itinerary.

Travel Prices: Apps like Hopper predict when to book for the best deals on flights, hotels and car rentals. For bus or train travel, use comparison apps like Wanderu.

Accommodation: Stick to trusted platforms like Vrbo or Airbnb and keep payments and communications within the platform so that customer support can step in if something goes wrong.

Local Deals: Find local discounts on excursions,



spa treatments and restaurants through apps like Travelzoo.

Pack Smart

Digital packing assistants like PackPoint create lists based on your destination, activities and trip length so you pack only what you need. In crowded areas, a phone lanyard can also be a lifesaver. For extra security, an RFID-blocking wallet can protect your credit cards and passport from electronic pickpocketing.

Protect Your Data

We would be remiss if we didn't mention data protection. Update your devices, enable multifactor authentication and if you'll rely on public Wi-Fi, use a VPN to encrypt your connection. Bon voyage!

Contact Us

CD TECHNOLOGY

Serving our

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COMING SOON