



# TECHNOLOGY TIMES

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



Thomas Hill, President & Founder

*"In everything we do, we work to help small businesses maximize technology for long-term success!"*



## TRIVIA

### CONGRATULATIONS

**Luciana Fennell**  
with



Who's favorite American/ Patriotic song is America the Beautiful!

Thanks to everyone who entered. We expanded our 4th of July cookout playlist with all your awesome suggestions!

**TURN TO PAGE 3 FOR THIS MONTHS TRIVIA**



## THE COMPLIANCE BLIND SPOT:



## What You're Missing Could Cost You Thousands

Many small business owners operate under the misconception that regulatory compliance is a concern solely for large corporations. However, in 2025, this belief couldn't be further from the truth. With tightening regulations across various sectors, small businesses are increasingly in the crosshairs of compliance enforcement agencies.

### Why Compliance Matters More Than Ever

Regulatory bodies like the Department of Health and Human Services (HHS), Payment Card Industry Security Standards Council (PCI SSC) and the Federal Trade Commission (FTC) have intensified their focus on data protection and consumer privacy. Noncompliance isn't just a legal issue – it's a financial and reputational risk that can cripple small businesses.

### Key Regulations Affecting Small Businesses

#### 1. HIPAA (Health Insurance Portability and Accountability Act)

If your business handles protected health information (PHI), you're subject to HIPAA regulations. Recent updates emphasize:

- Mandatory encryption of electronic PHI.
- Regular risk assessments to identify vulnerabilities.
- Employee training on data privacy and security protocols.
- Incident response plans for potential data breaches.

Failure to comply can result in hefty fines. For instance, in 2024, the HHS imposed a \$1.5 million penalty on a small health care provider for inadequate data protection measures.

*continued on pg.2*

## 2. PCI DSS (Payment Card Industry Data Security Standard)

Any business that processes credit card payments must adhere to PCI DSS requirements. Key mandates include:

- **Secure storage** of cardholder data.
- **Regular network monitoring** and testing.
- **Implementation of firewalls** and encryption protocols.
- **Access control measures** to restrict data access.

Sources say noncompliance can lead to fines ranging from \$5,000 to \$100,000 per month, depending on the severity and duration of the violation.

## 3. FTC Safeguards Rule

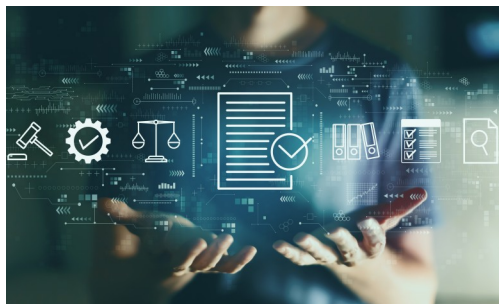
Businesses that collect consumer financial information are required to:

- **Develop a written information security plan.**
- **Designate a qualified individual** to oversee security measures.
- **Conduct regular risk assessments.**
- **Implement multifactor authentication (MFA).**

Violations can result in penalties up to \$100,000 per incident for businesses and \$10,000 for responsible individuals. Scary, huh!

## Real-World Consequences Of Noncompliance

This is just talk. Consider the case of a small medical practice that suffered a ransomware attack due to outdated security protocols. Not only did they face a \$250,000 fine from the HHS, but they also lost patient trust, leading to a significant drop in clientele. You have to take responsibility for and control of your data!



## Steps To Ensure Compliance

1. **Conduct Comprehensive Risk Assessments:** Regularly evaluate your systems to identify and address vulnerabilities.
2. **Implement Robust Security Measures:** Use encryption, firewalls and MFA to protect sensitive data.
3. **Train Employees:** Ensure your staff understands compliance

*"The single biggest benefit for our company since working with CD Technology is peace of mind. Their responsiveness and availability is far better than our previous IT company. I tell people, you will not regret switching to CD Technology!"*



~Jake Brewer  
Principal  
Broker

SmartSite Commercial Real Estate

requirements and best practices.

**4. Develop An Incident Response Plan:** Prepare for potential breaches with a clear action plan.

**Partner With Compliance Experts:** Engage professionals who can guide you through the complexities of regulatory requirements.

## Don't Wait Until It's Too Late

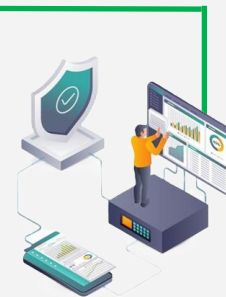
Compliance isn't just a legal obligation – it's a critical component of your business's integrity and longevity. Ignoring these requirements can lead to devastating financial penalties and irreparable damage to your reputation.

**Don't let a compliance blind spot jeopardize your success.**

## Free Cyber Security Assessment Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now

At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security assessment to uncover loopholes in your company's IT security.

After this is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.



**To get started and claim your free assessment now, call 865-909-7606.**  
**[www.CDTechnology.com/ITSurvey](http://www.CDTechnology.com/ITSurvey)**



# Jesse Cole

## On How To Create Raving Fans



Jesse Cole built the iconic Savannah Bananas brand from nothing by doing things differently. The key to his success was his “fans first” mindset, which centers on creating an incredible experience for each individual fan.

“[Fans] aren’t buying because of the product,” Cole explained. “They’re buying it because of how we make them feel. That’s the differentiator.”

Here are his takeaways for businesses who want to create raving fans too.

### Eliminate Friction.

Put yourself in the customer’s shoes and eliminate the friction they experience. Just like Walt Disney used to walk around Disneyland every day to find things to improve, businesses should go through the sales and onboarding process to look for friction points—and reduce them whenever possible.

### Entertain Always.

The heart of entertainment is to provide enjoyment, according to Cole. “How do you map the journey for your customers, every step of the way, to provide enjoyment and make their lives better?” he said. Think about the little details; there are many stages of the experience of working with

you, from first impressions to onboarding. Try to make every stage remarkable. Those interactions set the tone when someone starts working with you.

### Experiment Constantly.

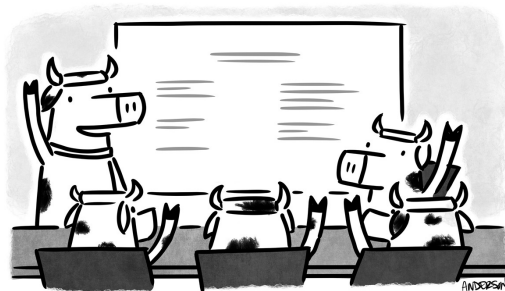
And don’t just experiment—try the exact opposite of what’s normal. Not every experiment will work, but the ones that do have the opportunity to become groundbreaking successes. And people only remember the successes, not all the failures along the way.

### Engage Deeply.

“Do for one, what you wish you could do for many,” Cole said. The Magic Castle Hotel in Hollywood is a master of this tactic as well; their CEO says the key is to “listen carefully, respond creatively.” By creating tailored experiences for individuals, you show your entire fan base that you care deeply for the people who support you.

### Empower Action.

“Stop standing still, start standing up,” said Cole. “None of the rest of it matters if we don’t empower first ourselves, and then our team.” He advised businesses to not underestimate the power of a thank you—to your team, your mentors and your clients—when it comes to building raving fans.



“Another unanimous vote! Man I love the herd mentality!”

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

## TRIVIA

What percent of public schools in the  
US have internet access?

Email your answer to  
RHill@CDTechnology.com

## Top 5 Reasons to Choose CD TECHNOLOGY

Call (865) 909-7606  
To schedule a FREE  
10 minute discovery call

### 1. Prompt Response Time

We begin working on your issue in 20 minutes or less during normal service hours.

### 2. We Have Been Serving East Tennessee for almost 3 decades.

As a locally owned and operated business, you are our neighbor!

### 3. We Are Your IT Service Department

**WE** take care of it. No blaming, no finger-pointing. We Focus on the Fix.

### 4. Freedom of Choice

There are No Long-Term Contracts to sign.

### 5. 90-Day Test Drive

What is better than risk-free?!

**“IN SCHOOL, YOU’RE TAUGHT A LESSON AND THEN GIVEN A TEST. IN LIFE, YOU’RE GIVEN A TEST THAT TEACHES YOU A LESSON.”**

**TOM BODETT**



# STOP



My memory is so terrible that I had to change my password to “Incorrect.” Now I get a reminder “Your Password Is Incorrect” every time I enter it wrong!

# THE HIDDEN COST OF WAITING

## Why You Can't Afford To Delay Your Windows 10 Upgrade

If you're still running Windows 10 on your business machines, let's cut to the chase: The clock is ticking.

On October 14, 2025, Microsoft is officially ending support for Windows 10. That means no more security patches, no more bug fixes and no more technical support.

But here's what business owners really need to understand: The cost of waiting isn't just about someday needing to upgrade.

It's about what waiting could cost you in the meantime.

### "We'll Deal With It Later" Is An Expensive Strategy

We get it - upgrading every machine in your business isn't exactly your idea of a fun budget item. It feels easy to delay...until something breaks.

But here's what procrastination *actually* costs:

#### 1. You're Operating Without A Safety Net

Once Microsoft discontinues Windows 10 updates, every new vulnerability becomes your responsibility.

Hackers love outdated systems because they're easy targets. It's like locking the front door but leaving the windows wide open.

One breach could cost you thousands - or worse, your entire business.

#### 2. Software And Hardware Compatibility Issues

Many business apps, such as accounting tools, CRMs and industry-specific platforms, are already phasing out support for Windows 10.

If your systems stop working mid-project or crash during a client demo, what's that worth?

And it's not just software.

New printers, peripherals and even security tools may stop playing nicely with your outdated OS.

#### 3. Lost Productivity

Outdated systems are slower, they crash more frequently and they frustrate your team. Even small lags add up over time, dragging down efficiency, morale and your ability to compete.

If every employee loses 10 to 15 minutes a day to tech hiccups, what does that cost you over a month?

#### 4. Emergency Upgrades Are Always More Expensive

Waiting until your systems crash or your team is locked out doesn't just create stress - it creates panic-spend mode:

- Emergency hardware orders
- Rush IT labor fees
- Business interruptions while machines are replaced

A little planning now saves a lot of scrambling - and money - later.

#### 5. You're Risking Compliance Violations

If your business handles sensitive data or is subject to regulations (HIPAA, PCI-DSS, etc.), using unsupported systems could result in fines or lawsuits. Many regulatory frameworks require up-to-date security - Windows 10 won't meet those standards come October.

### What Smart Business Owners Are Doing Now

They're getting ahead of the deadline, not just by upgrading devices, but by using this transition to:

- Audit what devices need to go

- Streamline tools and software
- Tighten up cybersecurity protections
- Plan smarter for IT spend in 2025

### How To Make The Transition Smooth

Here's what we recommend:

Run a compatibility check - Not all machines can run Windows 11. Find out which ones need to be replaced.

- Audit your apps - Make sure your essential tools are ready to run on Windows 11 or newer environments.
- Budget for hardware now - Don't get stuck in a supply chain crunch later.
- Partner with an IT provider - We can handle the transition from start to finish - no downtime, no surprises.

### Don't Wait Until October To Panic

Waiting until the last minute will cost you more - in money, stress and missed opportunity. We're helping small businesses make the upgrade the *smart* way: planned, smooth and optimized for future growth.

Book a FREE Network Assessment and we'll help you identify what needs upgrading, what can stay and how to build a transition plan that won't disrupt your business before the deadline. If you are already a partner and haven't booked a review, do it today!

# 865-909-7606



Get More Free Tips, Tools and Services At Our Website: [www.CDTechnology.com](http://www.CDTechnology.com)



## Attention Sales Associates

Airman J. Jones was assigned to the induction center to sell recruits GI insurance benefits.

Captain R.H. Smith noticed that Jones had a 100% record for insurance sales. It had never happened before.

The Captain then sat in the room and listened to Jones's sales pitch. Jones explained the basics of the insurance.

"If you have GI Insurance and get killed in battle, the government has to pay \$200,000 to your beneficiaries. If you don't have GI insurance, and get killed in battle, the government only has to pay \$6,000.

Now, who do you think they send into battle first?"

## Welcome BOA

*Burchfiel-Overbay & Associates*

Insurance Agency

We want to officially welcome BOA Insurance Agency to our CD Technology community. Established in 1919, BOA is proud to call Sevierville, Tennessee home, serving Sevier County and all of Tennessee. BOA is a full-service insurance agency with a team of highly qualified professionals working as independent agents to provide you with the best coverage for you, your family, or your business. They are building trusted relationships and

**BOA**

*Burchfiel-Overbay & Associates*  
Insurance Agency

## Bruschetta Puts Your Tomatoes To Good Use



Tomatoes were introduced to Italy from the New World in the 16th century but were initially considered ornamental or even poisonous. It wasn't until the 18th century that they became a staple in Italian cuisine. The addition of tomatoes to bruschetta likely evolved in this period. The classic tomato-topped version we know today became popular as a fresh, flavorful appetizer. It remains a beloved dish, often served as an antipasto or snack, symbolizing rustic Italian cooking.

### Tomato Bruschetta Recipe

Ingredients (Serves 4):

- 4-5 ripe tomatoes, diced
- 2 cloves garlic, minced
- 1/4 cup fresh basil, chopped
- 2 tablespoons extra virgin olive oil
- 1 teaspoon balsamic vinegar
- Salt and pepper to taste
- 1 baguette, sliced into 1/2-inch thick
- 1-2 cloves garlic (whole, for rubbing on toast)

Instructions:

1. Prepare the Tomato Mixture: In a bowl, combine diced tomatoes, minced garlic, chopped basil, olive oil, and balsamic vinegar. Season with salt and pepper. Let it sit for 15-20 minutes to marinate.
2. Toast the Bread: Preheat oven to 400°F. Arrange baguette slices on a baking sheet, drizzle with olive oil, and toast for 5-7 minutes until golden. Rub each slice with a whole garlic clove while warm.

### Thank You!

Thank You Andy Wallace, for your recent referral. We appreciate your trust and loyalty!

YOUR  
**Referrals**  
ARE OUR GREATEST  
*Compliment*

### Dear Teachers

may your  
**coffee**  
**be strong**  
and your  
**kids be calm.**



**Wishing all a safe and  
successful year!**



Exclusively for CDT clients! Do You Have a special event you would like to share with the community? Are you planning an open house, blood drive, block party, anniversary celebration, meet & greet... or any lead generating event open to the public? Let us help you get folks there. We would love to help you promote your special occasion by putting it in our next newsletter and share on all our socials! Just give us the details - make sure to include contact info and we will share your news.



August 2025

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## A Teacher's Prayer

St John Baptist de La Salle



Lord, let me be just what they need. If they need someone to trust, let me be trustworthy. If they need sympathy, let me sympathize. If they need love (and they do need love), let me love in full measure.

Let me not anger easily, Lord, but let me be just. Permit my justice to be tempered in your mercy. When I stand before them, Lord, let me look strong and good and honest and loving.

And let me be as strong and good and honest and loving as I look to them. Help me to counsel the anxious, crack the covering of the shy, and temper the rambunctious with a gentle attitude.

Permit me to teach only the truth. Help me to inspire them so that learning will not cease at the classroom door.

Let the lessons they learn make their lives fruitful and happy. And, Lord, let me bring them to You. Teach them through me to love You. Finally, permit me to learn the lessons they teach. Amen.

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

## Author: Apple Imprisoned Itself In China

Apple Inc. transformed China into a global powerhouse, a new book says, but in doing so, the world's largest technology company is now effectively a captive of China.

Patrick McGee, author of *Apple in China: The Capture of the World's Greatest Company*, says Apple has poured more than \$55 billion per year into China since 2015, training 28 million workers (more than the entire workforce of California) since 2008 in a vast and historic transfer of knowledge and technology.

China created a massive workforce out of their 1.4 billion people. That workforce made it possible to build 230 million iPhones per year, including 155 million for Americans.

McGee says the least understood story of the century is how China created a floating workforce of 300 to 500 million factory workers. Larger than the entire population of the U.S., the floating workforce is made up of people

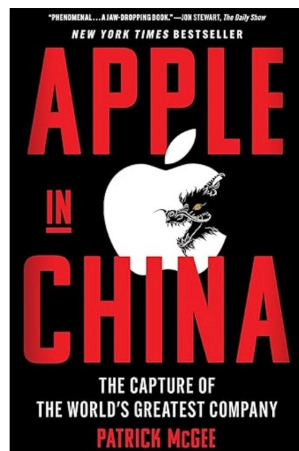
from rural areas who temporarily go to Chinese cities, where they are housed and trained. They labor in factories for 12-14 hours a day.

During a period of months, the entire workforce turns over and returns to the countryside. They are then replaced by a new workforce.

"The iPhone literally can't be built in America or anywhere else," McGee says. Although some iPhones are labeled 'Made in India,' this is little more than a tariff dodge. The iPhone wouldn't exist without China, McGee says.

Unfortunately, as other corporations have discovered, trade with China is "a one-way street," McGee says. Once a company does business in China, the Chinese learn the tech-

nology, replicate it, and then oust the company from the country. Apple has avoided this fate so far, but it literally can't move its operations, even if it wanted to do so.



### Contact Us

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