



TECHNOLOGY TIMES

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



Thomas Hill, President & Founder

"Change is inevitable but building trust happens when you consistently do what you say you will."



TRIVIA CONGRATULATIONS

Christine Gonzalez



Minnesota or Texas, who has the biggest state fair? This may be a debate that is never settled.

TURN TO PAGE 2 FOR
THIS MONTHS TRIVIA

There are many myths floating around when it comes to cybersecurity, and, unlike harmless stories, they can leave you with gaping holes in your company's cybersecurity defenses. Here are five common myths and the truth you need to know.

Myth #1: It Won't Happen To Us.

There's a common belief among small and medium-sized businesses that they are too small to be a target for attackers. But this isn't the case; in fact, some cybercriminals target SMBs specifically, with the knowledge that SMBs are less likely to have the resources for reliable cybersecurity.

Cyberattacks happen to organizations of all sizes, in all verticals and geographies, and hit 80% of businesses. The global financial toll? A projected \$9.5 trillion. And while large corporations can take the hit and recover, a single ransomware attack has the potential to put an SMB out of business.

So, regardless of what type of business or organization you have, you must protect

yourself from cyberattacks and reduce your exposure. Always assume you are a target – because you are one.

Myth #2: If It Worked Then, It'll Work Now.

It's very common for decision-makers to reason that since they've never been breached in the past, they won't be breached in the future either. However, that belief doesn't account for the rapid pace at which technology – and cybercrime – are evolving.

The threat landscape is constantly changing and there is a very real game of cat-and-mouse at play. If you're not moving forward, you're moving backward. Effective security is a cycle of anticipation, adaptation and action.

Myth #3: Once Secure, Always Secure.

Unfortunately, technology is fluid – just like your business. Every time you bring on a new member of staff and add new devices,

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your technology's configuration shifts. As it does, it creates new avenues of attack from cybercriminals.

That's why continuous monitoring and management are necessary to maintain security integrity. The attack surface stretches beyond common focus areas. Because of this, strong cybersecurity demands a holistic, proactive, continuous approach.

Myth #4: Business Optimization Is Incompatible With Security.

Many organizations still assume that security initiatives create operational friction – delaying releases, adding red tape and increasing costs. This outdated thinking frames security and business optimization as mutually exclusive, as if improving one must compromise the other.

While these perceptions may have roots in the past, they don't reflect modern practices. Today, security enables optimization. That means minimizing both waste and risk – including security risk.

In the end, secure systems are more resilient, predictable and cost-effective. This makes security a driver of business



performance, not a barrier.

Myth 5: A Strong Password Is All I Need.

Creating a strong password (at least 16 characters long and a blend of letters, numbers and special characters) for each account is important, but it's not the only step needed to keep your data secure.

For one, every account and device needs a *unique* password. If you reuse passwords, it means that if one of your accounts is hacked, all of your other accounts are at risk. To store all your unique passwords, we recommend a password manager!

Enabling MFA for every account will double your protection. The few seconds required to enter a code sent to your phone is well worth the extra security. That said, there are plenty of other vulnerabilities that savvy hackers can exploit to attack your business's data. That's why working with an MSP is a critical component of maintaining your company's cybersecurity.

"They return calls in a timely manner and show up when scheduled. We really enjoy working with CD Technology!"

Stacy Pfeiffer, VP

Diversified Enclosure & Screen, LLC



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

TRIVIA

For so long the red delicious was the most popular apple in the US but not any more. Which variety has the top spot right now?

Email your answer to
RHill@CDTechnology.com

A winner is randomly selected from all correct entries. So it's not too late to submit you answer! Unless it is November, then you're too late. Now let's go over to our neighbors in North Carolina and pick some apples. They'd love to see us, especially after the devastating season last year because of the flooding!

5 Daily Habits That Are Killing Your Work-Life Balance And How To Fix Them

Being passionate and dedicated to the work you do is a surefire path to success. But in the lives of many driven people, there comes a time when work begins to overtake other aspects of your life that are vital to living a full, happy, healthy existence. Here are five habits you're probably practicing that are preventing you from achieving that important work-life balance.

1. SUPERHERO SYNDROME

Just because you're a top performer doesn't mean you should act the hero. Ruthlessly prune extra work to all but the most critical of projects. There will always be more work – don't let it take over every moment of your day.

2. ARTIFICIAL URGENCY

Create very specific ways to determine the

actual priority of each project, markers that indicate whether taking a few extra days on something will actually affect your business.

3. UNDEFINED BOUNDARIES

When we take work home, we may feel like we're staying on top of everything, but in fact, without strict compartmentalization between work and life, neither is able to reach the heights that true focus will deliver. Draw a line in the sand and stick to it.

4. NO BUFFER

In order to even out your workload, you need to leave some space in your schedule for unanticipated events. One way to fix this is to create a 50% extra window of time for everything you need to accomplish.



5. CHASING TIME

It's easy to constantly focus on what's next, feeling as if you're always behind the ball. But it's vital that you commit to living in the moment as much as possible. And whatever you do, don't forget that your mental health is just as important as that pile of work you have waiting on your desk.

Dr. Phil

Pushes Business Owners to “Own It” — In Life And In Business



In a recent interview, in front of a room full of IT Business CEOs including yours truly, Dr. Phil McGraw, celebrity psychologist and talk show host, gave frank advice on what it really means to be in business—and how business owners stay true to themselves while doing it.

Staying True To Passion And Standing Out

“I don’t do anything that I’m not a hundred percent passionate about. And I never wanted to be a member of the herd. I didn’t want to be a face in the crowd,” McGraw said. “I wanted to market my education in a way that set me apart from the rest of the industry. I think you have to do that [in business].”

Define And Articulate Your Differentiator

“You have to know what separates you from everybody else that thinks they do what you do. What do you bring to the table that nobody else does? What do you do that’s different than everybody else? If you don’t know what your differentiator is, if you can’t articulate it and don’t market it in an easily perceptible way, then you aren’t really in business yet.”

You Are Your Own CEO

“I think every one of us is a company of one,” said McGraw. “I don’t care if you work for the United States post office. Every one of us is a company of one—and you are your own CEO. Then the question becomes: how are you doing in managing your career? How are you doing in

managing your stock? How are you advancing your game? What is the world willing to compensate you for? If you can’t articulate that with clarity and precision, then you’re not really in business yet. You haven’t gotten the courage.”

Define, Commit And Own Your Brand

“No one is going to confuse me with anyone else, just like you’re not going to confuse McDonald’s with a great steakhouse. That’s important to me,” he said. “Define your brand, decide what it is, make a commitment to it and ride that horse to the finish line. You’ve got to decide what it is that you’re selling and own it. Be who you are on purpose. Don’t just get up and react to the world. Decide who you are and do that on purpose. Don’t apologize for it. Own it.”

Authenticity Is Key To Facing Criticism

“In the pursuit of that, you will face criticism. Not everyone will like you and your brand. But that’s exactly why you have to believe in what you’re doing passionately,” says McGraw. “You can’t just put it on. You have to believe it. A lot of people don’t like some of the things I do. And I get that. But how boring would this world be, if we were all the same? We have a divisive world, in terms of ideas. But you have to believe what you believe. Then when somebody disagrees with you, if you’re authentic in your position, you won’t have a problem standing with it.”

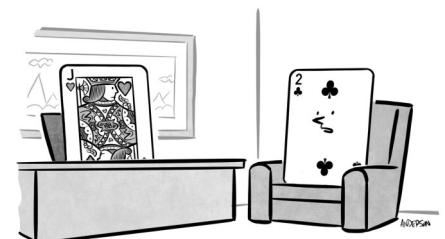
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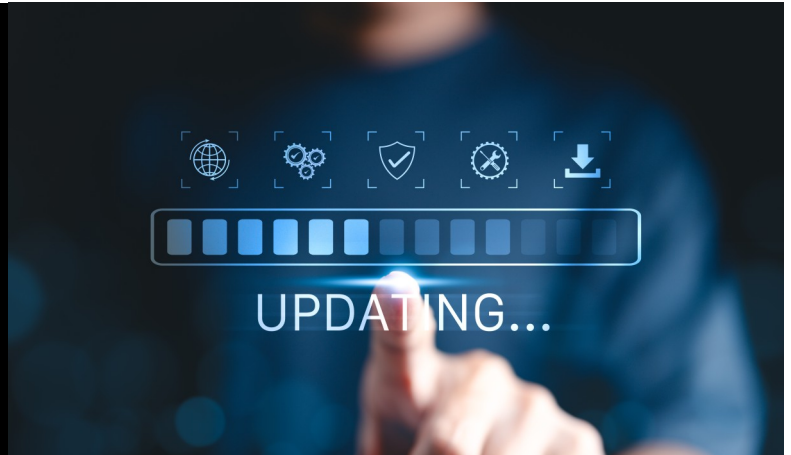
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"Where do I see myself in five years?
Maybe a 5 or 6."

5 SIGNS

YOU'RE DUE FOR A TECH UPGRADE



Hanging on to old technology for as long as possible seems like a great way to stretch your IT budget. However, the cost of doing so is much higher than simply replacing the tech. Continuing to use old hardware and outdated software can cost your business in productivity, budget and security.

The Real Cost

There are a few ways that outdated technology is costing your business. First, old systems move slower, causing your team to move slower and impacting productivity. These systems can also fail completely, causing unexpected downtime and put a major dent in your deliverables.

There's also the risk factor to consider. Outdated software and hardware are more vulnerable to cyberattacks, because they are no longer being patched to protect against known vulnerabilities. Hackers are able to exploit these vulnerabilities and access your business's data.

**You're NOT too small to get hacked.
You're just too small to make
the news!**

Because of this latent risk, your business also runs the risk of failing compliance audits. That's why it's so important to update to the latest software or hardware to stay secure.

Here are a few signs it's time to upgrade your technology:

1. Your Systems Are Still Running On Windows 10 Or Older

Windows 10 is rapidly approaching end of life; Microsoft will end support for it in October 2025. This means any new vulnerabilities will no longer be patched by security updates. Continuing to use Windows 10 past its end-of-life date is a major cybersecurity and compliance risk. To keep your business protected, start planning your upgrade path now and make the switch to Windows 11.

2. You Frequently Call IT For The Same Tech Problems

Frequent crashes and lagging systems aren't just annoyances, they're also indicators that your technology is failing. Slow systems, crashes, frustrated team members and constant tech support add up – and mean a significant impact on your productivity.

3. Your Existing Software Isn't Compatible With New Tools

If you're still using legacy software, it may not integrate with mobile apps or cloud platforms. This limits your ability to adopt new technologies, serve clients efficiently and scale your business.

4. Your Devices Are Slowing Down Your Team

If your team's computers are taking ages to boot up, or freeze or crash during video calls, they're slowing down your entire workflow. At the end of the day, time is money. Inefficient systems harm both. Devices more than three to five years old should be audited for performance and energy efficiency to ensure they aren't having a negative effect on your productivity and energy consumption.

5. You're Relying On Outdated Security Mechanisms

If your business's firewall or antivirus hasn't been updated in years, you're taking serious risks with your data. Cyberthreats evolve quickly; to keep your business safe, your defenses need to evolve too. Outdated systems are often the first point of entry for ransomware attacks.

If you're worried that upgrading tech will break the bank, we hear you. But hanging on to slow, outdated systems can cost more in lost productivity, security gaps and patchwork fixes. The good news is there are plenty of affordable, strategic upgrade paths to keep your business running smoothly without blowing your budget. Schedule a FREE discovery call to get started. Go to www.CDTechnology.com or call 865-909-7606. We will never sell you something you don't need and our recommendations are based on building trust with East Tennessee business for over 30 years.

Perfect Pumpkin Pie Using Fresh Pumpkin

Well it's that time of year again. Pumpkin Spice Lattes, pumpkin spice scented EVERYTHING, pumpkin soup, roasted pumpkin seeds, pumpkin muffins, pumpkin facial mask, painted pumpkins, pumpkin butter, pumpkin yogurt and ice cream, pumpkin cheesecake, pumpkin dip, pumpkin pancakes... Welcome back O Great Pumpkin Obsession.

This Pumpkin Pie recipe is for people who don't really like pumpkin pie. It's easier than you think and you'll never go back to the thick pasty can stuff.

Ingredients

- 1 sugar pumpkin, that's right, a small to medium ACTUAL REAL PUMPKIN
- 1 pastry for a 9 inch single crust pie
- 2 eggs
- 1 cup packed light brown sugar
- 1 tablespoon all-purpose flour
- 1/2 teaspoon salt
- 2 1/2 teaspoons pumpkin pie spice
- 1 (12 oz) can evaporated milk

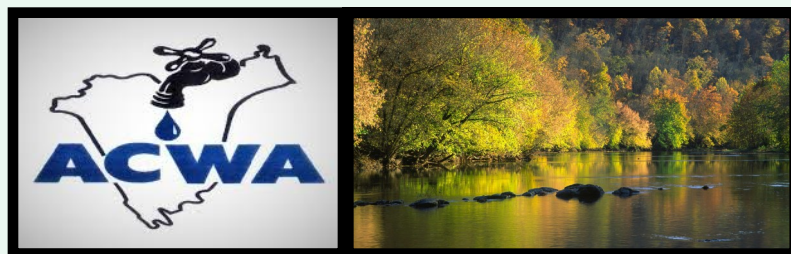


Directions

1. Cut pumpkin in half and remove seeds. Place cut side down on a cookie sheet lined with sprayed foil or parchment paper. Bake at 325°F for 30 to 40 minutes, or until the flesh is tender when poked with a fork. Or put in the microwave, cut side down on a plate... do whatever you wish, just get it tender enough to blend. Cool until just warm. Scrape the pumpkin flesh from the peel. Either mash, or puree.
2. Increase oven temperature to 450°F
3. Slightly beat eggs. Add brown sugar, flour, salt, 2 cups of the pumpkin puree, pumpkin pie spice, and evaporated milk. Stir well after each addition.
4. Pour mixture into the unbaked pastry shell. Place a strip of aluminum foil around the edge of the crust to prevent over browning.
5. Bake 10 minutes at 450°F, then reduce to 350°F. Bake an additional 40 to 50 minutes, or until a toothpick inserted near the center comes out clean. Remove the foil about 20 minutes before the pie is done so that the edge of the crust will be a light golden brown. Cool pie, and refrigerate overnight for best flavor.
6. There will be too much filling for 1 pie but not enough for 2. Good luck with that.



Welcome Anderson County Water Authority



We want to officially welcome Anderson County Water Authority to our CD Technology community. Providing the county with quality water and reliable service is the mission they are committed to. The Authority's primary source of water is drawn from the Clinch River. ACWA recently launched a new website which includes all the information related to water service, including bill pay options, that the community needs. We are happy they have chosen CDT to be their IT provider.



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