



Protecting Our Resources

Preserve Your Business Information

The National Park System was created to save not only areas of unspoiled nature and wildlife, but also to preserve historic and prehistoric landmarks and structures as well as other objects of historic or scientific interest. Just as the federal government sought to protect all these, every organization must save its valuable information and data.

The protection of this information has spawned a variety of technologies over the years. The first and most basic was backup. Because we're human, we make mistakes. We overwrite files, we delete things, we move files and lose track of where they are—especially electronic data. It's all too easy to do. And so, the "technology park rangers" created backups. Having a backup protects your information from any of these scenarios. Traditionally, a backup was saved overnight so that the most a person could lose was a day's worth of work.

Backups protect and save an organization from not only human error but also from technical disasters such as hardware or software failure, environmental disasters such fire or flood and much more. Simple power protection of critical devices on a battery backup or uninterruptible power supply is a basic requirement for most organizations.

But as technology has advanced, minute-by-minute or even second-by-second changes and revisions are possible with solutions like Office 365 that have revision and versioning built in without user intervention. Additionally, over time, backups were enhanced to protect and save an organization from not only human error but also from technical disasters such as hardware or software failure, environmental disasters such as fire or flood and much more. With today's backup technology, we can "spin up" a complete backup image of a computer within minutes or hours. Even better, depending upon the business need, this restored image can be accessed either in your own office or, if your office isn't functioning, in the cloud. Sadly, it's not so easy to restore a park or historic artifact.

There are more technologies that protect your information that every business should have. Almost all technology requires power to operate; and therefore, the absence of power creates obvious problems. Computers don't like to be turned off in the middle of writing a file. Networks cannot complete a data transfer when the power is disrupted even for a nanosecond. As a result, simple power protection of critical devices on a battery backup or uninterruptible power supply is a basic requirement for most organizations.

While many only think of parks when talking about our National Park System, the word to keep in mind is actually "system." Our National Park System includes natural areas, historical area, recreation areas, national capital parks and more. The National Park System

(Continued on page 2)



What's New

IT Radix Celebrates 10-Year Anniversary

IT Radix was happy to celebrate our 10th Anniversary last month at the Mayo Performing Arts Center (MPAC).

10 Months of Giving Back - FAMILYConnections -

IT Radix is celebrating our 10th Anniversary with 10 Months of Giving Back. This month, we'll be helping FAMILYConnections collect backpacks and school supplies to help students start off the new school year right.

If you would rather receive our newsletter via email, sign up on our website or send an email to resource@it-radix.com





Ten Years and Counting!

Ten years ago, I decided to start a new chapter in my professional life. Up to that point, I had always worked with or for others. I was at lunch with a friend discussing my next career move and she reminded me of the famous quote, "Insanity is doing the same thing over and over again and expecting different results." It was in that moment I realized that I wanted to shape my own company and make it different from the ground up.

So that night (or technically the next morning at 2am), I was up "googling" names for a company that reflected the idea that had been born in my head. It had to have meaning. I landed on "radix" which Google told me was the Latin word for "foundation" or "support" and the name "IT Radix" was born. To me, information technology is one of the basic foundations of a successful business. And while information technology supports the business, it is not the business itself. I wanted IT Radix to be an integral part of our clients' business structure. And by working together, our clients could succeed. IT Radix had its purpose.

Now I needed a great team and clients to help. I recruited some of the great people I knew; and together, we sat around my dining table and mapped out a plan. I had discovered something called marketing and a book called the Checklist Manifesto that resonated with my engineering education for creating consistent systems, checklists or methodologies for doing things. IT Radix was off to the races. We invested in some technology to enable our processes; we practiced good sales, marketing and operational behaviors; and over time, we onboarded more clients.

Throughout my career, I had learned about networking (people networking that is); and through networking, I was blessed with some good connections. Through these connections, our team and client family continued to grow. Fortunately, early on, I had a great business consultant who helped guide us in the creation of our Core Values and our strategic vision of a well-oiled, high quality "machine" delivering services that help our clients succeed—that we still live and breathe to this day.

Over the past 10 years, we've continued to hone and refine our business methodologies and practices, develop a strong culture of Clients First, Wow Service, Teamwork, Giving Back and more, as well as simply having fun every day. Our team has continued to grow and improve. We certainly have stumbled along the way, but it gives me great pleasure to wake up each day and work with a group of individuals and clients that I truly like. The first ten years have been wonderful and I'm looking forward to an even better ten years or more to come.

Preserve Your Business Information

(Continued from page 1)

has a vast array of systems and services to protect its assets.

Want to save yourself from the threat of ransomware or compliance reporting after a security breach? Be sure to have a system in place—many layers of defense—to save and protect your information. This includes security software like anti-virus, URL checking, multi-factor authentication, encryption, security awareness training, security monitoring, and more.

None of our national parks and historic areas would have been preserved without the foresight of our nation's leaders, artists, writers and individuals willing to take a stand and take action to preserve them. Businesses need to take a similar stand to protect its information and protect its future interests.

Need help walking down the "information protection path"? Give us a call today and take action to preserve your business information.



OUR CLIENTS SPEAK OUT:

THE BUZZ

"I knew Cathy Coloff before she started IT Radix. When the company she was associated with didn't work out, I was probably one of the many people that encouraged her to create a new company that would reflect the outstanding person she was (and is). As they say, the rest is history. Cathy has created a company that has become a leader in her lane. She is respected and admired by clients, staff and the community as a whole. Congratulations on 10 years."

Arnie Rintzler, Certified Business Coach — AWR Business Concepts

About AWR Business Concepts: Since 1993, AWR Business Concepts has worked with individuals and organizations in over 40 different industries, providing executive coaching and assessment tools enabling business owners to achieve their full potential.

The “Not Me” Problem Only YOU Can Prevent Online Threats



Security this, password that! Now they want a password with 14 characters and 2 symbols? And I

must 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.

Proudly folded & stuffed by Park Lake School

SPECIAL OFFER

 Cut the Cords!

Sign up for a year of IT Radix Management and Support during the months of July, August and September and receive wireless headphones.

Visit www.it-radix.com to learn more about what’s included in each of our proactive maintenance plans. Offer for new managed service clients only. Some restrictions may apply. Call **IT Radix** today to learn more!

National Parks are wonderful, except when they are not—just like when you are visiting all sorts of websites online. In both cases, staying safe and ensuring your security, should be the top priority. Here are some tips to keep you safe in both environments:



“Go” Before You Go — Your mother told you, so we do not mind reinforcing it! Public bathrooms can be dens of bacteria and yuck, especially in National Parks with so many visitors. It is not easy for the Park Service to keep them clean. Try to avoid them at all cost. Likewise, avoid using public computers and public Wi-Fi whenever possible—each increase your odds of infection.

Lock Your Doors — Surely all the other visitors in the parking lot are nice people on vacation enjoying the park just like you, NOT! So be careful—lock your car doors when you leave it and secure your valuables wherever you go. The same is true when on any technology device or website, be sure you use strong passwords and change them frequently!

Stay on the Trail — While “venturing off” may seem enticing while hiking through some beautiful landscape, it is not without risk. So too when online, be careful and avoid clicking on some “bait” that might take you to a risky place. Connect securely over https (not http). Note that the “s” stands for “secure.”

Leave Wildlife Alone — There is a reason they are called wildlife. Leave them alone. Internet wildlife can be just as frightening when it is near. So, stay away from it all. Use a web filtering firewall and employ real time URL checking to provide a defense

Wear Sunscreen — A National Park visit almost always means you are outside, so protect yourself with sunscreen to reduce exposure to the negative effects of the sun. And anytime you are working on a PC, especially when online, ensure that you have the latest protection which includes installing the latest updates for your PC and using an updated anti-virus 100% of the time.

Don’t Touch — The best advice in any park setting is to leave natural objects alone. In fact, everything in a National Park is federally protected and should remain in the park. Likewise, when online, be careful where you click and practice “click economy.” Careless clicking can lead you to touch the online version of poison ivy...or far worse!

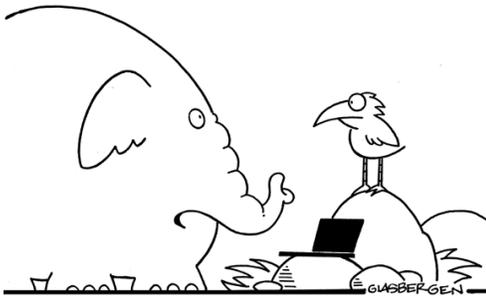
Keep Up Your Guard — Always be cautious in our park system; you really do not know the area very well nor do you know the people around you, so keep up your guard. Take all preventative measures when online as well, such as using anti-virus software, employing a firewall, and being careful with whom you share anything.

Clean Up — Just as leaving food debris around a campsite is an invitation to a visit from hungry wildlife, so too is not cleaning your cache on any computer or device. All browsers on any device typically keep track of where you have been and what you have done. It is easy for outsiders to view that cache, so set your preferences not to record any of your online activity.

Some might fear a bear attack in a national park. The same individual might also fear a direct strike into their computer from an outside attacker. But the truth is that in both National Parks and in surfing the web, most injuries that occur are self-inflicted often due to lack of preparedness or awareness. Follow these tips and stay safe! The words of Smokey Bear pertain to both staying safe in the woods AND online, “Remember...only YOU can prevent forest fires” (or online threats).

“We travel not to escape life,
but for life not to escape us.”

— Anonymous



“They say an elephant never forgets, but that was before I had so many passwords, user names and PIN numbers!”

From the desk of: Cathy Coloff
Subject: We Have Fun!



When Alex, Doug and I visited Olympic National Park a few years ago, I stumbled upon their “passport” program which gives kids (and adults, if you’re so inclined) a passport to have stamped when you visit a national park. I’ve always enjoyed being outdoors and learning about the natural world. I think visiting my grandparents in Montana really made me appreciate being in a remote area along a stream or small river. I can only imagine what it must have been like as a frontiersman.

We’re fortunate to have a great national park system that ensures everyone will have the opportunity to see nature preserved in its natural state. Not only can you enjoy the great outdoors, but you can learn, too. They have introduced all kinds of technology to help you experience and better appreciate the plants and wildlife. The visitor centers have excellent information and interactive displays to enhance your visit to a national park. Additionally, the Internet has made things accessible to those that aren’t actually able to go to the park. Over the years, we’ve had the pleasure of visiting a number of our country’s national parks; and as a result, I’m hard pressed to pick a favorite. What’s yours?

I want to thank everyone who came out and helped IT Radix celebrate our 10-year anniversary. It’s been amazing! As I was reflecting upon the history of IT Radix and our core values, I realized that somehow, we let a very important core value slip by—specifically, to have fun. I truly love what I do because for me, it’s fun. I’ll admit not everything is fun; but overall, I enjoy being part of IT Radix and strive to make it fun for those of us who work here as well as all the people we touch—our clients, our vendors and those who we simply meet. So, I’m pleased to add “Have Fun” to our list of core values...here’s to at least 10 more years of fun!



National Park Fun Facts!

- The national parks are habitat for more than 400 endangered or threatened plant and animal species.
- Bears have not killed a single person in Olympic National Park; but a mountain goat, which is not a native species to the region, killed a man in 2010.
- Our country’s first state, Delaware, is the only state that does not have either a national park or national monument.
- The Grand Canyon is known as one of the *Seven Natural Wonders of the World*.
- Mesa Verde was the first national park to be recognized for “works of man,” an acknowledgement of the incredible cliff dwellings left behind by the Pueblo Indians.

Campaigning with Smokey Bear

Created in 1944, the Smokey Bear Wildfire Prevention campaign is the longest-running public service advertising campaign in U.S. history, educating generations of Americans about their role in preventing wildfires. Despite the campaign’s success over the years, wildfire prevention remains one of the most critical issues affecting our country.



Smokey’s original catchphrase was “Smokey Says – Care Will Prevent 9 out of 10 Forest Fires.” In 1947, it became “Remember... Only YOU Can Prevent Forest Fires.” In 2001, there was a massive outbreak of wildfires in natural areas other than forests. To clarify that Smokey is promoting the prevention of unwanted and unplanned outdoor fires, the catchphrase was updated to its current version of “Only You Can Prevent Wildfires.”

So, how did Smokey Bear become linked to wildfire prevent? In 1941, Japanese submarines fired shells that exploded on an oil field near the Los Padres National Forest. Americans were shocked and feared that shells exploding would ignite numerous raging wildfires. With many Americans off to war, communities had to deal with wildfires as best they could. Protection of forests became a matter of national importance, and a new idea was born. If people could be urged to be more careful, perhaps some of the fires could be prevented. To rally this cause, Walt Disney permitted the use of Bambi in their posters for one year. Using an animal as a fire-prevention symbol proved very successful; and in 1944, the creation of Smokey Bear was authorized by the Forest Service. The first poster depicted a bear pouring a bucket of water on a campfire.

Thank you, Smokey! Your message is as relevant and urgent today as it was in 1944.