

Get Outdoors

Hire a Guide and Take a Hike

There are lots of wonderful things about hiking in the great outdoors. The first is that those “outdoors” can be almost anywhere...down the street or way up the road! Beyond that, there are many benefits of hiking. The physical exercise improves your bones, balance and heart/lung health. Your mental outlook too is improved because quality time moving through the open air reduces stress and anxieties of all sorts. Your relationships also can improve if you grab a friend or partner and venture out together.

Hiking in a new or challenging area, especially in a “destination” location, is a different experience and offers unusual challenges compared to a short weekend hike in the local county park. Enjoying new surroundings is wonderful, but the enjoyment can be enhanced greatly if you lean on the expertise of experienced trekkers who know the area, understand the risks and have specialized knowledge.

Hiring a guide will ensure that the group is safe getting from point A to point B without mishap and with a lot of fun along the way. An experienced guide will point out interesting tidbits along the way keeping things fun and exciting.

Taking on new technology is a lot like taking a hike in a new area. Likewise, it makes sense for business owners and managers to lean on the expertise of a trusted professional to guide them, reducing risks and enhancing productivity. The benefits of hiring a guide to help you with information technology are many:

- **Focus** – Allows you to concentrate your efforts on your core strengths and growth activities. Why bother wasting your time trying to figure out how to make technology work for you. Leave it to an expert, and focus on your business.
- **Experience** – An outsourced IT consultant has been exposed to numerous previous projects that in many cases apply specifically to your business and technical issues. Capitalize on that experience.
- **2nd Opinion** – Guidance from an IT consultant is like having another point of view on how you use technology. They might easily point out ways to optimize things further. A second opinion is well worth it.
- **Cost** – Paying for salary, benefits, workspace and all other expenses for a full-time employee can be very expensive. On top of that, it is hard for a lone IT manager to stay up to date. Consultants cost less.
- **Security** – With cybercrime increasing with each day and almost two thirds of attacks centered on small businesses, it makes sense to rely on an IT consultant who can accurately assess your vulnerabilities and provide security protocols. Security is important.
- **Efficiency** – So many technologies exist now—both local and mobile—that can enhance staff productivity. Many are very specialized to certain industries and types of businesses. An IT consultant can help wade through these, making you more efficient.
- **Training** – Too often new technologies are purchased or brought in-house, but no adequate staff training is put in place to ensure that the goals for purchasing it are accomplished. Instruction and training from the outside help to seat new technology more efficiently.

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What's New

Get Disaster Ready

September is National Preparedness Month. Does your business have a “keep working plan” in the event of a disaster?

Travel Advisory

Stolen Laptop

Include Remote Management and Monitoring software on your devices to keep them malware free and trackable if stolen.

September 19

Webinar

10-Minute Tech Talk:

Help! What's my P@5sW#rd?

www.it-radix.com/webinar

Starts @12:10 sharp

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



More free tech tips at:
www.it-radix.com/blog

RV There Yet?

It's a busy week...you're on the road and slammed with meetings. There won't be much downtime between obligations, and you need to get creative about working on the go. Starbucks, hotel business centers and lobbies, and co-working office spaces are all prime candidates for work. However, just because you need to camp out in an ad hoc working environment doesn't mean you should compromise on security and privacy, right?



Unfortunately, this tradeoff of security for convenience can outweigh potential benefits and leave us up a creek without a paddle. That's why we've put together a quick survival guide to bring you up to speed on digital camping 101.

Lock Down your Virtual Campground

If you went camping, you wouldn't forget to zip up your tent or extinguish your campfire at night. When it comes to your digital camper, the same care should be taken with your laptop and mobile devices. First, always lock your screen—even if you're just picking up your latte from the counter. Make sure any important documents are tucked away in your bag and aren't visible. You may even want to consider installing a privacy screen to discourage curious eyes or "shoulder-surfing" as well.

These basic steps help prevent wandering eyes from seeing data they shouldn't and also helps prevent malicious parties from installing malware onto your machine. While this may seem overly cautious, it's better to be prepared than risk loss of data. Think of these precautions as locking your front door while you aren't home.

Secure Your Private Connection to "Home Base"

Now that you've minimized your risk for unwanted guests tampering with your campsite, it's time to secure your laptop. First, you'll want to confirm your anti-virus solution is up to date and your operating system is fully patched. Many patches address and resolve known security vulnerabilities that attackers exploit whenever possible, so by keeping your system and software up to date, you're covering yourself from a wide variety of popular attacks. Think of this like a multi-vitamin for your machine.

Next, when you connect to your campsite's network, be sure to choose 'Public' profile for the connection type. This will prevent your computer from announcing its presence to your fellow campers and broadcasting information that is better kept private. Additionally, you will want to use your VPN to work within your private network or cloud to maximize your security.

While it seems simple enough, preparing in advance ensures a better camping experience, freeing yourself to focus on more important tasks.

Be a happy camper, and let IT Radix help you with "security on the go."

Thanks
for the
referrals!

Referrals are the best form of compliment! We would like to thank the following for referring us to their friends and colleagues:

Ashwin of Info Tran Engineers
Elizabeth of Johnson & Johnson Esqs.
Ellen of Botwinick & Company, LLC
Greg of Colao Law, LLC
Gretchan of Phelan, Frantz & Ohlig, LLC
Monica of Marketsmith Inc.
Scott of Prime Pensions, Inc.

Visit us at www.it-radix.com to learn more about our **Referral Rewards Program!**

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- **Morale** – Keeping good employees on staff and motivated is important, and ensuring they have the tech tools they need to maximize the value they bring to the organization is key. Outside IT support can help ensure employee esprit de corps is moving forward.
- **Management** – Have you ever had to manage a staff member who is responsible for something about which you know nothing? Outsourcing IT lets the executive team manage the process, not the employees.

When it comes to IT, let IT Radix be your trusted guide and stay on the trail to success.

OUR CLIENTS
SPEAK OUT:

THE BUZZ

"The NJSGA appreciates the fact that IT Radix is proactive, dependable and responsive. For our business, those are key attributes."

Mike Moretti, Director of Communications — New Jersey State Golf Association

Up, Up and Away!



Some folks not only like to get outdoors, they like to get up in the clouds in a hot-air balloon. The 5th Dimension in 1967's "Up, Up and Away" said the world's "a nicer place" up there. Ballooning originated in France in the 1780s and has grown in popularity ever since. Most balloons fly somewhere between 1200 and 3000 feet above the earth's surface.

While being up among the clouds is great for ballooning, being or working "in the cloud" has nothing to do with being 1200 or even 20 feet above the earth. The "cloud," in computing, is not in the heavens or among the winds. The cloud just means that your data and/or software is stored somewhere other than within the four walls of your business. The cloud refers to software and services that run on the Internet, instead of locally on your computer or network.

Call IT Radix for cloud solutions that will raise your business to new heights today!

Proudly folded & stuffed by Central Park School

SPECIAL OFFER



Smooth Sailing Ahead!

Sign up for a year of IT Radix Management and Support during the month of September and receive an REI gift card.

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!

Wildflowers or Wild Files

Call me crazy but a well-crafted electronic filing system is a beautiful sight to behold. To many, electronic files and folders can be much like wildflowers on a walk through the countryside. Files and folders, like wildflowers, sprout up in the darnedest places. Finding just the file you need can be like looking for the perfect purple wildflower in a field of yellow yarrow. Before you go picking or pruning your files, it's important to establish some ground rules for how you're going to handle your electronic data files within your business. Here's a few tips to help your wild "file garden" become beautifully manicured and maintained.

First, most organizations usually need to designate someone to take charge in developing and documenting your document management strategy. It can be an individual or team but without establishing organizational ownership, it will be difficult at best to create order from file chaos.

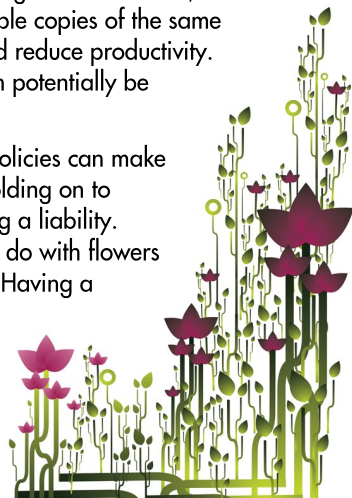
It is best practice to create consistent filing structures that can be applied across categories such as clients, vendors, HR and more. Using a formula that includes the date in a consistent manner in a document name will automatically sort files in chronological order when looking in folders.

Typically, it is best practice to create consistent filing structures that can be applied across categories such as clients, vendors, HR and more. Additionally, you'll want to develop some basic document naming standards. If, for example, you're an accounting firm, using naming standards such as "Tax Return," "Source Documents," "Engagement Letter," and the like will help everyone easily identify what information is contained in the document without having to open it. Additionally, using a formula that includes the date in a consistent manner in a document name will automatically sort files in chronological order when looking in folders. A simple tip is to create a template folder structure that can be copied each time a new client folder or other is added.

Next, you'll want to manage who has access to what. Did you know that there are specific laws about picking wildflowers in the U.S.? Similarly, organizations need rules about who can access different files and folders. Limiting access to files is akin to putting fences up around your information garden. You'll want to decide who within your organization has access as well as what they should and should not share outside of your organization. With the proliferation of file sharing tools and email, it's not unusual to discover that your organization has multiple copies of the same files in multiple locations which can create confusion and reduce productivity. And if the files have been shared externally, security can potentially be compromised.

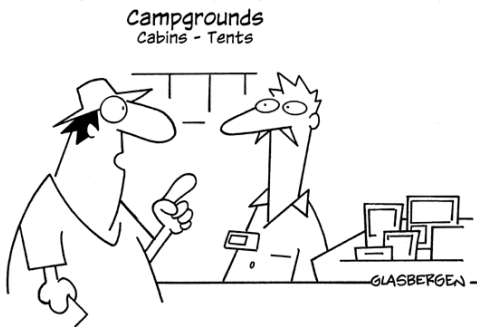
In many organizations, the lack of document retention policies can make for a large problem. How? Many organizations are holding on to documents that have reached their maturity date creating a liability. You may wish or be required to remove the files, as you do with flowers once they are past their prime or are completely spent. Having a well-organized file structure can make this a simple process like pruning dead flower heads.

While we love fields of wildflowers, when it comes to electronic data, IT Radix prefers a well-manicured and maintained file structure. Need help establishing your file system, give us a call today.



“In every walk with nature
one receives far more
than he seeks.”

— John Muir



“My family wants a genuine back-to-nature camping experience, but with Wi-Fi, air conditioning, and satellite TV.”

From the desk of: Cathy Coloff

Subject: Leveraging Technology in the Great Outdoors



As summer starts to wind down and we head into fall, I’m reflecting on my activities outside of work. In past newsletters, we’ve used more mainstream sports such as football or basketball to be our theme; but this summer, we chose “Get Outdoors” and activities that I, for one, really enjoy. As I was reviewing our newsletter article topics, I was pleased to discover that I have had an opportunity to partake in almost all the activities we “covered” this summer—only surfing stands out as something I haven’t yet tried. But sailing, hiking, biking, kayaking, golfing and more...these are right up my alley. I’ve come to learn that these are “ageless” activities that can be enjoyed solo, as a group, and thankfully, at any age. My only desire is to create more free time to enjoy them more often.

Fortunately, technology is helping me do just that. We recently upgraded to fiber Internet service at our Vermont house. This combined with our cloud-based business applications and services has made it even easier for us to be physically closer to some of my preferred locations in the great outdoors. Now, thanks to technology, I can enjoy work and fun activities more easily. I do often wonder where our world is headed and how will my grandchildren’s children be living—will it be like the futuristic worlds you see in the movies or something we cannot even yet imagine. Obviously, time will tell. In the meantime, I will continue to enjoy getting outdoors in my kayak that was purchased after some online research, wearing my Apple watch that tracks my paddling strokes and heart rate, and then head home to catch up on email.

I hope you too can leverage technology to make your work and home life more enjoyable.



Outdoor Fun Facts!

- The most popular outdoor activities among the general public are: running, biking, camping, fishing, and hiking.
- By 2060, day hiking is projected to see the greatest rate of growth in adults out of any outdoor recreational activity.
- In 2008, trail availability was the #1 amenity among prospective home buyers—outranking things such as security, golf courses, parks, and access to shopping.
- Each year in the United States, 40 million people go camping.
- Hot air balloons were carrying people through the air almost a century before the Wright Brothers were even born.

Birders of a Feather Flock Together



Birdwatching, or birding, is defined as “a form of wildlife observation in which the observation of birds is a recreational activity or citizen science. It can be done with the naked eye, through a visual enhancement device like binoculars and telescopes, by listening for bird sounds, or by watching public webcams.” According to a U.S. Fish and Wildlife survey, 45 million Americans say they regularly observe birds—9 million of them are between the ages of 18 and 35.

There have been numerous studies on the health benefits of birdwatching and how it reduces depression, anxiety, and stress mainly due to the calming effect of communing with nature. According to Dr. Nooshin Razani, Director of the Center for Nature and Health, the benefits of sustained exposure to nature are immense. “Within minutes of being in a natural setting, things like cortisol, a stress hormone, improve. Within 15 minutes, the ability to solve puzzles and cognitive benefits are seen. Even attention seems to get better. At around that time, blood pressure improves and so does pulse.” Razani notes that a lifetime of regular exposure to nature—whether walking in a park or camping in a forest—is associated with improvements in cardiovascular disease and longevity.

Technology steps in to embrace birdwatching... eBird is a citizen-science online database of bird observations run by Cornell University providing scientists, researchers and amateur naturalists with real-time data about bird distribution and abundance. Birders log their sightings, players select single locations on a map each day, and get credit for a bird if a real-life birder spots that species within a 10-kilometer radius that day. Their next scheduled event is October Big Day where tens of thousands of eBirders will have 24 hours to put their favorite place on the global birding stage. Join in on the fun and see if you can help beat last year’s total of 6,331 species found on a single October day? Learn more here: <https://ebird.org/news/october-big-day-19-october-2019>