

## This Tequila Is Worth a Shot

Do you know any hit songs that had just one word as the lyric—actually one word repeated three times? You sure do. The song is “Tequila” by the 1-hit wonders, The Champs, in 1958. The song has a unique and memorable beat that has been referenced and resurfaced in pop culture since its release. The Champs (named for Gene Autry’s horse) were just an amalgamation of studio musicians assembled to record a few other tunes. “Tequila” was penned by Dan Flores (aka, Chuck Rio) and was the last song recorded in their session. Some of the musicians had already exited the session when it was noticed there was no B side ready for the recording of “Train to Nowhere.” The remaining musicians were rounded up and the song was written on the spot. The “tequila” lyric was inserted to cover up holes in the arrangement. Once an enterprising DJ in Cleveland flipped over the “Train to Nowhere” platter and played “Tequila” things started happening.

The tune had a unique and different sound. It stood out from all the other songs on AM radio at that time. It also had an incredible amount of focus. Most of the theme of the song includes just two chords E and D back and forth in numerous repetitions. And it just had one lyric repeated as well.

Is there a lesson for businesspersons in the initial and continued success of this song? We think so... **Be Different, Unequaled, Unusual, Distinct, Dissimilar.** That is a lot of words to reinforce how important it is for a business to have a Unique Selling Proposition (USP). Each must have something different to offer, a point of separation from all the others in its competitive environment. A USP is just words, but they are important because they elucidate what makes your business, product, and service different in the marketplace. That difference is focused on the specific and peculiar value you deliver to your clients and customers. If you are new to developing a USP, here are two tips to get you started: a) Aim for the right audience. While your business can deliver benefits to many, there is a specific cohort that is in clear need and can gain immense value from what you deliver; and, b) Differentiation is the key. Clarify in the USP the things about you and your business that are distinct from others and are important to a client when making a buying decision in your favor. It is okay to brag a little!

*(Continued on page 2)*



### Take Note

#### RED Month Donations

This year’s matching donations will benefit **Green Vision Inc.** Check out our website to learn how we can work together to help others in need. [www.it-radix.com/red](http://www.it-radix.com/red)

#### We’re Just a Phone Call Away

In observance of Thanksgiving, our office will be closed Thursday and Friday (Nov 28 & 29). If you need assistance during this time, please call 973-298-6908 and our on-call staff will be happy to help.

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



More free tech tips at:  
[www.it-radix.com/blog](http://www.it-radix.com/blog)

## Tequila Worth a Shot

*(Continued from page 1)*

**Focus, Focus, Focus.** We are reminded here of the saying about the single most important thing in real estate is Location, Location, Location. Every day, successful business managers focus their energy, time and resources on the core processes and products that deliver value to them. Other things that get in the way of that are funded minimally, out-sourced, totally ignored, or just plain not done. While the lyric, tequila, was used to cover up holes in the tune, in practice, it became the core of the song... the memorable portion that gave it longevity. Focus leads to differentiation delivering something superior, not "average" in your competitive marketplace.

It took 15 years for another song about tequila to hit the charts. That was "Tequila Sunrise" by a super group with many hits and an over 50-year career—The Eagles. Talk about a band that was unique and focused... WOW!

Proudly folded & sealed by Central Park School

## Introducing... Damian

Damian comes to IT Radix with his bachelor's degree in psychology from SUNY Oneonta and his Microsoft certification from New Horizons in Albany.



After almost 20 years with a medium-size financial institution, Damian brings the many hats he's worn and his security-focused mindset to IT Radix. He has always had a keen interest in technology and loves the changing nature of it. That is what lit his fire to pursue a career in IT. Damian has many years of experience as a systems engineer and analyst with expertise in systems and networks, licensing, and mobile applications. His background and experience made his transition onto the IT Radix team practically seamless! His favorite thing about working at IT Radix is being able to help our clients and simultaneously continue to expand his IT knowledge.

When Damian is not working, he has many interests and hobbies. He enjoys photography, especially taking nature photos on some of the many hikes he takes. He also enjoys mountain biking, spending time with his family, and anything Halloween related! Damian is a self-proclaimed Halloween enthusiast; and Salem, MA, is his favorite place to visit!

Damian is a transplant to New Jersey. He was born and raised in New York and moved to the Garden State in early 2024. He now lives in Morris County.

### Damian's favorite quote:

"The best computer security starts with the ability to think first and click second."

Damian's personal philosophy: Never disappoint your future self.

## RED Month — Free Electronic Recycling

Recycle | Energize | Donate



**Recycle...** Give back to the earth and keep electronics out of landfills.

**Energize...** Make a difference and ramp up the energy in your life by doing good!

**Donate...** Help others in need.

During the month of November, drop off your items 10am-4pm at our IT Radix office. For every recycled computer received, IT Radix will donate \$1.00 to Green Vision Inc.

Details along with complete list of accepted items: [www.it-radix.com/red](http://www.it-radix.com/red)



## Cybersecurity is More Than Just Keeping Threats Out

### Cybersecurity Protects Against Threats Both Inside AND Outside Your Organization

One of the most publicized breaches of the last decade was when BBC reported that a Heathrow Airport employee lost a USB stick with sensitive data on it. Although the stick was recovered with no harm done, it still cost Heathrow the equivalent of \$150,000 in fines.

Yes, cybersecurity is about protection. However, protection extends to both external AND internal threats such as employee error.

Attacks are increasingly focused on human social engineering, like phishing, and criminals bank on your staff making mistakes.

#### How Do Your Employees Use Social Media?

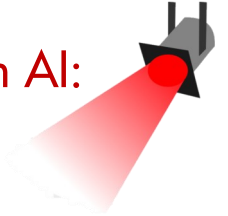
Because security threats are diverse and wide-ranging, there are risks that have little to do with your IT team. For example, how do your employees use social media? "In an era of social engineering, there must be precise guidelines around the content being shared since it could eventually lead to a breach," states CompTIA. Attacks are increasingly focused on human social engineering and criminals bank on your staff making mistakes. IT Radix offers employee security training and testing services to engage your employees in your cybersecurity efforts.

#### How Do You Manage Relationships with Third-Parties?

Additionally, managing relationships with third-party vendors and partners often involves some form of data sharing. "The chain of operations is only as strong as its weakest link," CompTIA points out. "When that chain involves outside parties, finding the weakest link requires detailed planning."

Everyone in your organization is responsible for being vigilant and aware of security best practices and safety as it relates to their jobs. Make sure your cybersecurity strategy puts equal emphasis on internal threats as much as external ones. Forewarned is forearmed... contact IT Radix today to learn more about our security awareness training and testing services for your employees.

## Spotlight on AI: Synthesia



Discover Synthesia AI, the cutting-edge platform transforming video creation. With Synthesia, effortlessly generate professional, high-quality videos without needing cameras, microphones, or studios. Using advanced AI, Synthesia allows you to create custom videos by simply typing text, which is then transformed into lifelike, engaging video content. Ideal for businesses, educators, and marketers, Synthesia streamlines the video production process, saving time and resources while enhancing your content's impact.

Whether it's for training, marketing, or personal projects, Synthesia AI is your go-to tool for innovative, efficient video creation. Dive into the future of video production and experience the ease and excellence of Synthesia AI today!

### Welcome!

A warm welcome to our newest Management and Support clients:

Apy International LLC  
Dykstra Walker Design Group  
George J. Keller & Sons, LLC  
Morris County Soil Conservation  
Security Control Integrators

Remember, **IT Radix** is here to service all of your technology needs!

## Inside This Issue

- Why your business needs a Unique Selling Proposition (USP)
- How cybersecurity protection extends to both external AND internal threats
- Meet our newest team member—Damian

IT Radix Family and Friends  
321 Delighted Clients Drive  
Geekville, NJ USA

*"If you want to make the world a better place, take a look at yourself, and make a change."*

— Michael Jackson

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From the desk of Cathy Coloff

As Thanksgiving approaches, it is an opportune time to reflect and express my personal gratitude for the bounties in my life.

I am incredibly thankful for our clients, whose trust and support drive our success every day. Working with such a wonderful team is a true blessing, as their dedication and camaraderie make every challenge surmountable.

The opportunity to meet amazing people through our work enriches my life and broadens my perspectives. Each day brings new lessons and experiences, fostering continuous growth and innovation.

Together, we create a vibrant and dynamic environment where everyone thrives.

I hope you have a safe and happy Thanksgiving.

