



TECH BYTES

GET READY FOR CARES ACT 2

Here's what we've heard will be in the new act:

- Extension of the \$600-per-week UE benefits through January 2021
- Hazard pay for some essential workers
- Enhancing tax credits for employers to keep workers on their payroll
- Providing full COBRA subsidies for those who lost their healthcare
- Another round of personal stimulus checks
- Rent, mortgage and utility payment assistance for individuals
- And many more items not yet released

The proposed legislation is 1,815 pages in length, which is an ominous document to read. It is suspected that it will be broken in parts so that the portions that are not in contention will pass quicker.

We will try to keep a pulse on the developing and ever-changing legislation and keep your customers posted via e-mail with news we feel is pertinent to you and your small business.

May 2020



This monthly publication provided courtesy of Will Sperow, General Manager of Blue Bay Technology.

OUR MISSION

To provide our clients with the same expert-level of support that we would expect ourselves; provide it in an understanding and compassionate environment; and, work to exceed your expectations.



Cybercriminals Are Out In Full Force In Today's Crazy Times – Here's How To Stop Them

In the past couple of months, just about everyone has been forced to shift priorities. If you're like many business owners, you are intently focused on pivoting your business to accommodate today's "new normal." In fact, you are probably investing so much of your time in trying to retain your customers and generate new cash flow that you barely have time to even *think* about cyber security.

The problem is that cybercriminals and hackers know there's no better time to strike than during a global crisis. In fact, they're probably working overtime to craft new malware while the rest of us are trying to manage how our lives have been turned upside down. While you are so focused on your business, these cyber thugs are finding new ways

into your IT network so they can steal data and passwords, compromise your clients' private information and even demand large ransoms.

Cybercrime is already on the rise and is expected to cause \$6 *trillion* in damages by 2021! But, if history repeats itself, you can bet hackers are already out in full force right now. We've already seen how headlines are changing from stories about COVID-19 to accounts of a frenzy of cyber-attacks on corporations and small businesses.

Here are solutions you can implement during these crazy times to help protect your business data, money and productivity:

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Or call (703) 261-7200 to speak with an Client Relationship Specialist

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1. Be more suspicious of incoming e-mails. Because people have been scared, confused and not really focused for a while now, it's the perfect time for hackers to send e-mails with dangerous malware and viruses. You probably have received a bunch of COVID-19-focused emails. Always carefully inspect the e-mail and make sure you know the sender. There has already been a CDC-gov e-mail address out there that's not legitimate and has spammed inboxes across the country.

Avoid clicking links in the e-mail unless it's clear where they go. And you should never download an attachment unless you know who sent it and what it is. Communicate these safeguards to everyone on your team, especially if they are working from home.

2. Ensure your work-from-home computers are secure. Another reason to expect a rise in cyber-attacks during these times is the dramatic increase in employees working from home. Far too many employers won't think about security as their team starts working at the kitchen table. That's a dangerous precedent.

First, make sure your employees and contractors are not using their home computers or devices when working. Second, ensure your work-at-home computers have a firewall that's turned on. Finally, your network and data are not truly secure unless your employees utilize a virtual private network (VPN). If you need help in arranging or

improving your new work-from-home environment, we would be happy to get your entire team set up. Our goal is always to help your business to thrive with greater cyber security and superior technology that improves efficiency.

3. Improve your password strategy. During crises like this one, your passwords could mean the difference between spending your time working to grow your business and trying to recoup finances and private data that's been hacked. Make a point now to reevaluate your passwords and direct your team to create stronger passwords.

Also, while it's so convenient to save your passwords in your web browser, it also lessens your security. Because web browsers simply require their own password or PIN to access saved passwords, a skilled hacker can bypass this hurdle. Once they access your saved passwords, they can steal as much as they want – credit card information, customers' private data and more!

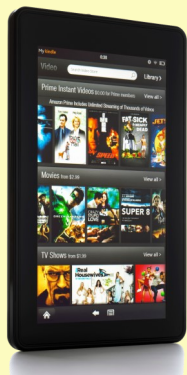
Instead, you should consider a password manager to keep all of your passwords in one place. These password managers feature robust security.

You, your team and your family have enough to concern yourselves with at the moment. There's no need to invite in more problems by letting your computer and network security slide during these times.

While this coronavirus scare has negatively affected countless businesses, we are proud to say we are open and continuously servicing our customers. If you need additional security advice or would like to have a consultation to discuss how to keep your data safe or how we can help you work more effectively, simply connect with us today.

Cybercrime is already on the rise and is expected to cause \$6 trillion in damages by 2021!

Help Us Out And We'll Give You A Brand-New Kindle Fire For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of April.

Simply refer any company with 10 or more computers to our office to receive a FREE computer network assessment (a \$999 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free Kindle Fire 8 Plus tablet with wireless charging dock as a thank-you (or donate \$100 to your favorite charity ... your choice!).

Simply call us at 703-261-7200 or e-mail us at sales@bluebaytechnology.com with your referral's name and contact information today!

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In Memory of, and Tribute to, our co-worker and friend David Delo



David worked for Blue Bay for just a short period of time. But, during that time he became a valued member of the team and developed cherished relationships with his co-workers and the client's he served. David possessed a level of knowledge and expertise in his field that made him proud, yet humble, and made him a perfect fit with us. He was a presence unto himself – one of a kind. David possessed a sense of self-assuredness and confidence, in an unassuming way, that made our clients feel like they were in good hands and genuinely cared for. At Blue Bay we focus on the quality of relationships we build, and David was a consummate “builder.” He always had an open, calm, caring and attentive way about him that made our clients, co-workers and I'm sure anyone else he met feel at ease and important. We all wish that we had David with us for much much longer than we did. It would have been an honor to get to know him better and develop stronger bonds. We all miss David and were certainly not prepared to move forward without him, either professionally or personally. But we must move forward, as hard as it is. We can only take with us what we learned from David – pride in your work, diligence in all that you do, self-awareness, humbleness, treat people with respect, instill trust, be an active part of your community, share yourself and your knowledge/talents, be patient, find something you love and do it, see and create beauty, don't condescend, truly care, express yourself, and be “you.”

A Message from David's Family

David Michael Delo was granted his unlimited stein of beer this past Easter Sunday. He did many things with his big heart since being gifted to this world on November 18, 1986. David committed eight years to the Army Reserves working as a Cyber Security Analyst; did three stints in South Korea and earned the rank of Sergeant. Upon his separation from the Army, David continued working in cyber security locally in Winchester and throughout Northern Virginia. Besides his proclivity for technology, David enjoyed working with his hands to create unique pieces of art and founded his own company, Lame Dog Workshop, creating custom furniture for select clientele. His craftsmanship can be seen at multiple locations throughout Winchester, most notably the tap handles at Winchester Brew Works. In his free time David enjoyed hiking, camping, yoga, joy rides on his tricked-out tricycle and volunteering for local events and causes such as Rally in the Alley, Hop Blossom, and Gooddogz.org. David was a tinkerer, a MacGyver, a Jack-of-all-Trades, a jokester, a lover of the arts, but most of all a great friend to many. He was a tremendous force in every life he touched and there isn't a place you could go where he isn't known. A memorial service will be planned after the current social environment has resolved to accommodate his large family and enormous fan base. David is missed beyond comprehension. In lieu of flowers we ask you to support your local artists and small businesses that David loved so much and plan to pour one (or two) out for him during the pub crawl in his honor on November 18th.

If you are interested in attending the memorial service and/or the pub crawl; please email phofmann@bluebaytechnology.com and we will forward your email to the family.

Think On The Known, Not Just The New



Neophilia is an obsession with new things simply because they're new – not necessarily better or improved – or novel. It makes people stand in line overnight for the newest technology release or scour the Internet to find the latest and greatest product, trip or experience.

We often read books and attend seminars to find new things to ponder. Sometimes the influx of new information and ideas is so rapid that we don't use what we've learned or integrate it into our behavior.

So, what if we thought about the important things we've learned or responded to questions we already know we should answer? What is known but not recalled or revisited can shape and improve your life.

Think about these knowns:

Things you think you know because somebody told you? Think independently.

Things you don't visit because they can be frightening? Be courageous.

Things you've only thought about

superficially? Go deeper.

Things you'd like to do? Dream a little.

Things you've stopped doing that used to bring you joy? Revisit them.

Things you need to know? Learn them.

Things related to your values and worldview? Live them.

Things that would improve your health and longevity if you consistently did them? Do them.

The Bible says in Philippians 4:8, “Think on these things,” and then lists known and timeless things – what is right, what is true, what is lovely and what is pure. Nothing new in the list, but everything is worth thinking about often and deeply.

Sometimes the known is as valuable – or even more valuable – than the new.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an “idea studio” that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series “Team Building: How to Motivate and Manage People” or his website, marksanborn.com, to learn more.

■ 4 Ways To Grow Your Business Without Working Harder

Incentivize Results – According to the Journal of Economic Psychology, people love cash incentives but are often more motivated by specific noncash rewards. It could be time off or lunch for a week. All you have to do is tell your team what results you want, offer a creative incentive and, chances are, those results will be met!

Prioritize Time – Use the “80/20 rule” as a guide. Also known as the Pareto principle, it states that 80% of the effects come from 20% of the causes. Going by this principle, 20% of your time spent on tasks should yield you 80% of the results. If you have to put in more effort to achieve results, reevaluate your approach (or take on fewer projects).

Evaluate Technology – Are you using outdated technology and software? You could be slowing your business down and harming

productivity – not to mention putting your business at serious risk of data loss or a data breach. Look at what you’re using now and compare it to what’s on the market. There have been major improvements, even in the last five years, that can boost productivity like crazy.

Open Communication – Open-door policies go a long way. Have weekly team meetings and a company-wide chat (such as Slack or Google Hangouts). The easier it is for individuals and teams to communicate, the easier it is for them to collaborate, and that can help things move very smoothly. *Inc., Feb. 13, 2020*

■ 3 Ways Successful People Turn Adversity Into Success

1. They say, “Bring it on.” They want adversity. It’s what helps them grow. Without adversity or something pushing back at us, we can stagnate. We need to be challenged!

2. They make bold decisions. Successful people make decisions knowing they may be taking on a lot of risk, but if they don’t push ahead, they won’t get the results they want. And if they make the wrong decision, it’s a learning experience.

3. They embrace the learning experience. You can’t grow and find success without continuously learning. You have to solve problems and collaborate with others, so when the next challenge comes along, it’s easier for you to adapt. *Business Insider, Feb. 13, 2020*

■ Use These Apps To Get More Done Each Day

Productivity: Evernote – Take notes, clip info from the web and save select e-mails for quick access and organization.

Time Tracking: RescueTime – It gives you a breakdown of how you use your time on every app and website. It also allows you to set productivity goals. The premium version (\$6/month) even lets you block sites during certain times.

Project Management: Asana – Create task lists, prioritize tasks, assign due dates and monitor progress. Asana even integrates with other apps, like Evernote and Google Drive.

Communication: Slack – Communicate with individuals, teams or other specific groups. Everything is saved, so you’ll never lose a key piece of info. *The Simple Dollar, Feb. 3, 2020*



“After dinner we need to have a frank and honest discussion about work/life balance.”