

## What's New

### VIRGINIA WORKING TO PASS THE NATION'S FIRST EMERGENCY TEMPORARY COVID-19 SAFETY STANDARD

This is what it means for you:

- Social distancing measures and face coverings for employees in customer-facing positions and when social distancing is not possible
- Frequent access to handwashing stations or hand sanitizer
- Cleaning of high-contact surfaces
- Notification of all employers within 24 hours of a co-worker testing positive
- Prohibiting employees known or suspected to have COVID-19 from returning to work for 10 days or until they have two consecutive negative tests

Go to [www.doli.virginia.gov](http://www.doli.virginia.gov) and read the current version of the statute (16 VAC 25-220). The statute contains many new or revised VDOLI requirements and there are rumors of heavy fines if the statute guidelines are not followed. The statute is due for final publication in late July/early August. The statute will be in effect for six months; but, has the potential to become permanent.

**August 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.



## Why NOT Investing In IT Can Cost You BIG

*If you haven't invested in IT security, then your business is at risk.*

These days, it's easy to take technology for granted. It just seems like everything works so well. If things are working well, why spend more on things like data monitoring or secure cloud storage?

Here's a startling fact: a lot of business owners take this approach to network security. They might think, "This will never happen to me," when it comes to data breaches, malware and hacker attacks. While they might be great at running their businesses, they may end up skimping on their IT security.

They see it as something they simply don't need to invest in. But a lot of business owners end up paying big

because they aren't serious enough about IT security. A simple virus scan app or firewall just isn't enough. Hackers and cybercriminals are *relentless*.

Here's another startling fact: threats like data breaches, malware and hacker attacks are a lot closer than you think. When you go cheap with your network security or don't work with an experienced IT services company, it can end up costing you big in the long run.

A lot of business owners skip out on things like network security, cloud backup, data protection and data monitoring because they don't like the up-front cost or another monthly bill. In reality, while you can expect an ongoing cost, working with a managed IT services firm can be

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remarkably cost-effective (and smart!).

When your network security solutions are running smoothly, you won't know it. It all happens in the background. But because it's not something you "see" on a daily basis, you might wonder if you're really getting your money's worth. This can be a challenge for business owners who may want to see tangible results for something they pay for. The good news is that you *can* get tangible results!

Many IT services firms let businesses customize their reporting. You can actually get daily, weekly or monthly reports from your IT security company! You can see exactly what they're doing for your business and the exact threats they're protecting you from.

More than that, a good IT services company is going to work closely with you. They'll provide you with the information, resources and tools you need in order to focus on your customers and the successes of your business. They'll educate you and your team and help you identify the best technology for your needs. That's the definition of peace of mind!

Here's why it can be so costly to NOT invest in IT security:

SCENARIO 1: Imagine you're hit with a malware attack, and it takes your network out of commission. Customer data is at risk, and your business comes to a

**"When your network security solutions are running smoothly, you won't know it."**

screaming halt. You have to call in IT experts to fix the problem ASAP. This is a break-fix approach to IT services.

In this event, you're going to be charged BIG to get your business up and running again. The IT specialists will have to scrub your network and make sure everything can be recovered. Not only do you have to pay to get your network cleaned, but your cash flow also takes a hit while you wait around to get everything fixed.

SCENARIO 2: You're hit by a data breach. Hackers are looking for information they can exploit, such as credit card numbers, passwords and other identifying information. They often sell this information to other cybercriminals. In almost every case, this information CANNOT be recovered. Once it's gone, it's gone.

This means you have to take action FAST to make sure stolen information cannot be used. This includes changing credit card information and updating passwords. In the event of a data breach, the sooner you inform your customers, the better. But this is a double-edged sword. Your customers need to know so they can protect themselves. At the same time, your customers may lose faith in you because you put their data at risk.

These are just two examples out of many. When you don't take IT security seriously or you're cheap with your technology, it can end up costing you BIG in the end. Work with an IT security company that will work with you to protect your business the right way - and help you avoid scenarios just like these.

## Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

### PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"

Don't Trust Your Company's Critical Data And Operations To Just Anyone!



This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

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## Client Spotlight

MEET



**Next Level**  
Cleaning Solutions

the new  
cleaning  
company in  
town!

NLCS is a new company in our area that specializes in products and services that are EPA approved and will let you keep your peace of mind when bringing employees back into your office. As we all know by now, COVID-19 is not going anywhere any time soon. And, due to the pandemic, most business owners (and homeowners) are worrying about things they never did before – communicable disease and how to mitigate it. This, unfortunately, is going to be our “new norm.” And, as business owners, we are obligated to keep vigilant about maintaining a safe work environment.

Due to the “outside-of-the-box” thinking of Johnny Koons, Owner & Operator of NLCS, a product is now available to you that was once only available commercially. These products and services are far superior to anything you could buy off-the-shelf and can protect your environment for up 90-days. That means four major applications a year with “spot” cleaning. NLCS has already been contracted by many large organizations to provide them with products and services.

You and your employees can enjoy a safer and cleaner work environment with NLCS products and services. NLCS provides advanced surface cleaning, decontamination and long-term germicidal protection via a fast-acting application that destroys a wide variety of impurities in interior environments. You will reduce the potential for the growth or transmission of sickness, contamination and bacteria when they safely spray the organic surface purification and protection compound.

The antimicrobial treatment provides 90-day surface protection against viruses, germs, bacteria, allergens, mold and fungi. NLCS applies the solution safely and quickly, ensuring your facilities or company vehicles stay as bacteria, allergen and virus-free as possible. And, it's quick and easy to apply so your daily business activities will be minimally impacted. These products are suitable for business offices, residential, school & daycare facilities, vehicles & transportation facilities, warehouse & storage facilities, and gyms & fitness studios. Essentially anyone can benefit from NLCS products and services anywhere.

Hall of Famer Darrell Green has partnered with NLCS to provide the highest quality of disinfecting solutions to rid your environment of harmful viruses and bacteria. Their fast, detailed, and committed disinfectors will rid your environment of threatening viruses like COVID-19 that could contaminate your office, home, gym or other work environments.

Please visit their website at: [www.nextlevelcleaningsolutions.org](http://www.nextlevelcleaningsolutions.org) to find out more about the products and services offered by NLCS. Be sure to watch the video on the Home Page to learn more about the products.

You can email Johnny Koons at [Info@NextLevelCS.Org](mailto:Info@NextLevelCS.Org) or Darrell Green at [DGGreen@NextLevelCS.Org](mailto:DGGreen@NextLevelCS.Org) with any questions you may have or to request a quote. Or, you can call (703) 822-4352 and speak to Johnny Koons.

## It Better Be Packaged Right

Joshua Bell is a world-renowned American violinist who made his Carnegie Hall debut at the age of 17 and now performs with the world's premier orchestras and conductors. His talent causes concertgoers to flock to the greatest concert halls in the world where the average seat costs \$100 and front-row seats are in the thousands.



The *Washington Post* newspaper set up an impromptu concert with Bell as an experiment on perception and priorities. Would people in a hurry recognize the brilliance of this musician, even though he was dressed in jeans, a long-sleeved T-shirt and a baseball cap? Would the beauty of his music transcend the moment and cause them to pause and enjoy this incredible talent in the busy train station in Washington, DC? Would priorities take precedence over listening to an international virtuoso who had recently won the Avery Fisher Prize as the best classical musician in America?

The only thing that was exceptional to see for those who passed by Bell that day was the \$3.5 million Stradivarius violin he was playing (made in 1713). But to those who saw him playing, it just looked like a regular old violin. The “package,” the perception of the concert, didn't draw people's attention, even though the talent was exceptional. There was no advertising, no fanfare, no hype, no fancy clothes, no amazing concert hall or fabulous stage – it was just some guy in a baseball cap, standing up against a wall with his violin case open to receive donations.

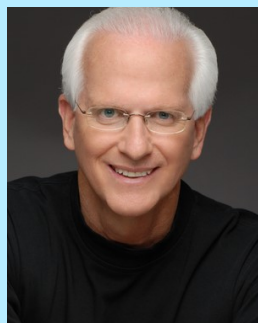
Could a man who is paid \$1,000 per minute to perform, a man who was playing the music of Bach, Brahms, Ponce and Massenet, get their attention? Not really. The three-minute video

will show you that 1,097 people passed by. Only 27 people put money in his violin case as they walked by, and of those 27, only seven of them paused for a moment to listen. Bell made \$32.17 in 43 minutes of playing. There was NO applause or acknowledgement of his skill ... a skill that, three days prior to this experiment, had drawn people to completely fill Boston's Symphony Hall.

See Bell playing at the Metro at [YouTube.com/watch?v=LZeSZFYCNrW](https://www.youtube.com/watch?v=LZeSZFYCNrW).

The point I am trying to make is that packaging is critical. When you are making a presentation to your client, boss or peers, you can never forget that. You may have all the data and skills to make the presentation, but if you want to stand out, then pay attention to how it is packaged. Perception isn't everything, but it helps. As the experiment with Bell proves, it takes a lot more than just talent to get their attention.

Author Terry Goodkind once said, “*Reality is irrelevant; perception is everything.*” If a person doesn't perceive the value, then to them, it's not valuable. Good packaging elevates the perception of value.



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Tony Robbins, Tom Peters and Stephen Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.*

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## Don't Overlook This 1 HUGE Issue In Your Company

Is it possible to communicate too much? Yes! In a report from GuideSpark, researchers found that the average employee receives about nine e-mails every day that are labeled as "must-read," which means these e-mails are relevant to their day. These are mixed in with less relevant e-mails, and that causes a lot of clutter.

This is just one form of communication we deal with every day. Add in face-to-face, phone and text communication, and it really piles up. It becomes a communication overload.

Communication overload destroys productivity. E-mails take time to read and to respond to. When your in-box becomes full, you're looking at a large part of the day.

How do you fix this? Prioritize your messages. Use e-mail as efficiently as possible and keep it short. Avoid sending company-wide e-mails if they aren't relevant

to everyone. Target e-mails to the people who need that information. Also, if employees are getting outside e-mails that have zero relevancy, unsubscribe from those sources. *Small Business Trends, May 12, 2020*

## Staying Secure In A Social Media World

The age of social media has let millions of people reconnect and stay up-to-date with family members, friends, in-laws and acquaintances. It also continues to shape how we all communicate with each other. It's important to keep a few things in mind before you check your newsfeed.

There is no delete button on the Internet. Everyone knows how to capture a screenshot. Even if you keep your social media completely private, when relationships change, nothing is private. Are you going to be comfortable in 10 years with what you post today? It will be archived forever. If you post in online forums or comment on news-related websites, consider

using a pseudonym. Don't share names of real businesses, clients, friends or family. If a bank manager wouldn't allow a picture of all of the money in the vault to be shared on the Internet, then you shouldn't allow a picture containing any confidential, financial, legal or other protected documents and items to be shared either.

A good social media policy in the office now can save headaches down the road.

## Top Tips For Improving Remote Working

**Limit meetings.** Remote meetings over Zoom, for example, can bring productivity to a halt. While in-office meetings also slow productivity, Jason Fried, CEO and founder of Basecamp, suggests it's more harmful in a remote setting. Instead, focus communication through simple e-mails or chat apps.

**Foster community.** Leaders within your company should routinely check in on the rest of the team. Ask them how their work is going, how their weekend was or what they're looking forward to in the week ahead. A little regular social interaction goes a long way.

**Have a dedicated workspace.** The great thing about remote work is that you can do it anywhere. But this can also invite distraction. Encourage your team to have a dedicated work environment outside of their normal living space. Having access to a door that can close is invaluable! *Inc., May 7, 2020*

