

*Happy Holidays*



During this holiday season, we would like to take time to reflect upon the good things we have... like our partnership with you!

Thank you for giving CTTS the opportunity

to work with you and assist you with all your technology needs. It is always an honor and a valuable experience for us.

We appreciate working with you and hope that the holidays and the coming year are filled with health, happiness, and spectacular success for you, your coworkers, family, and friends.

Please note that our office will be closed on Tuesday, December 25th in observance of Christmas Day and again on Tuesday, January 1st in observance of New Year's Day. If you have a technology emergency, call us at (512) 388-5559. We're always ready to give you our world class IT support and services.

Thank you from all of us at CTTS: Jamie, Josh, Sara, Dustin, Brandon, Kara, Kurt, Tony, and Michelle.



This monthly publication provided courtesy of CTTS, Inc.



## 2 Places You Should Never Cut Corners With IT

Today's technology empowers business owners in ways that would have seemed incredible even 10 years ago. With a humming network connecting your team to the rest of the world, and with just a few simple keystrokes, your organization can complete tasks that used to take days.

However, the endless possibility that accompanies technological advancement comes with a catch: to be truly effective, IT requires investment – not just of capital, but of time and attention, resources all too dear to the harried entrepreneurs of the modern age. Perhaps this is why, everywhere you look, small to midsize business owners are not only failing to realize the full potential of their technology, but are unknowingly leaving massive gaps in their systems and processes

for malicious entities to exploit. And so, budding companies that would otherwise dominate the market are prematurely stamped out by competitors with more tech savvy or are hamstrung by costly data breaches.

Even in the midst of this trend, we understand how easy it is to ignore your company's glaring technological gaps. You imagine that you don't have the time or money to address the issue, or that you'll do it down the road once your business is better established. But no matter how big or small your business may be, there are a couple of foundational tech concerns that you should never cut corners on.

### 1 SECURITY

Pretty much every successful company today is intimately

intertwined with the technology on which it depends. So it makes sense that your primary worry should be protecting what's yours from those who want to snatch it. Think of it this way: would you hire a \$5 locksmith to secure your office? Of course not. Then why do so many business owners put their livelihood behind a flimsy, \$5 firewall – or, even worse, a free antivirus? In 2018, it is more likely that your business will fall victim to a cyber-attack than it is that thieves will arrive at your office in the dead of night, according to a 2017 report from Kroll.

In 2015, SEC Commissioner Luis A. Aguilar wrote, "Cyber security is clearly a concern that the entire business community shares, but it represents an especially pernicious threat to smaller businesses. The reason is simple: small and midsize businesses are not just targets of cybercrime; they are the principal targets." With this in mind, cyber security should always be one of your top priorities.

**"... you're inviting a crisis into the equation that could easily have been avoided with a keen, proactive eye."**

## 2 TECH SUPPORT THAT GOES BEYOND THE "BREAK-FIX" APPROACH

It's difficult to overestimate the money, time and stress it can cost you when your technology breaks down. Between server downtime, haywire software, connectivity issues and myriad other potential problems, when your stuff breaks, it can cause more than a massive headache – it can put you out of business.

Most business owners realize this, but many still opt for the classic "break-fix" strategy. Unfortunately, "If it ain't broke..." is a dangerous maxim by

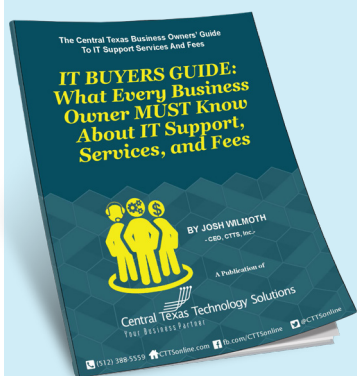
which to steer a ship. If you wait to address a problem until after it becomes an issue, you're inviting a crisis into the equation that could easily have been avoided with a keen, proactive eye. And when your server fails, or your network experiences hiccups, or some other unforeseen issue rears its ugly head, an unfamiliar break-fix technician will take longer to fix the issue than an expert who's been working with your specific network from start to finish and already knows it inside out. It's just not worth it.

In addition, proactively managed service providers will consistently make recommendations to keep your company competitive. Whether it be a small upgrade to software here, a patch there or an overhaul of your server system, these moves can be invaluable in the breakneck marketplace. And, of course, since they're keeping tabs on your tech at all times, any potential problems get addressed long before they hit your bottom line.

By leveraging technology, you and your business can do amazing things. Partner with a team of IT professionals who are actively invested in your success and confidently push your company into 2019.



## Free Report Download: The Business Owner's Guide To IT Support Services And Fees



### You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

**Claim Yours Today at: <https://www.CTTOnline.com/ITBuyersGuide/>**





Healing Thru Horses

# Client Spotlight: ROCK (Ride On Center for Kids)

It's hard to walk the grounds of ROCK (Ride on Center for Kids) and not immediately fall in love. There is a peacefulness here where healing happens, and for this month's newsletter we'd like to share this special place with you.

What started out as a simple solution to support a child with down syndrome has grown into 20 years of serving children, adults and veterans, improving life skills and independence in the development of their relationship with the horse.



## A Tiny Red Shed, 4 Clients, and A Borrowed Horse

CEO and Founder, Nancy Krensek began her journey as a physical therapist over 30 years ago. In 1998, Nancy discovered a huge improvement in children with disabilities when they began using a motorized scooter. Through further

investigation, it was found that these same benefits could be attained through horsemanship. After training with the American Hippotherapy Association and many months of borrowing horses and land to help these children, George and Barbara Brightwell graciously donated 20 acres to Nancy and her mission. Thus, ROCK was born!

With the help of WWII Veteran, Sgt. Merlin Hoppe, a tiny red shed was built as the office/tack room/volunteer room/hay barn. Additional red sheds and fencing, now known as "Classic ROCK", still stand on ROCK's original 20 acres, though dwarfed by the covered pavilion where ROCK's majority of activities are now held.

Since that humble beginning, ROCK has experienced massive growth and today sits on 60 acres to successfully execute their mission.

## Healing Thru Horses

Communications Director, Kathy White, says that horses are very sensitive to the participant's emotions and when building that connection with the horse they are learning to communicate with this sensitive animal. Working together, she says it helps to "rebuild relationships with human counterparts as well."

These relationships have astonishing results. There is an extensive wall of research posters proudly lining Nancy Krensek's office. Displayed are a portion of the 20+ research collaborations that have been completed with the help of ROCK and local universities.



According to one study on Human Movement Science, similar pelvic movement patterns are shared between humans and horses so that when riding a horse, that person receives a simulated walking experience (Garner, Rigby, 2014). Add trained instructors, the supportive healing environment and relationships built at the ROCK, and the rider can improve their balance, behavior, social skills and more.



With 300 volunteer spots per week, 29 horses, and 28 staff members, ROCK stays very busy, but keeps things organized with their processes and procedures. Quality Texas, a foundation that helps non-profits, has recognized ROCK's successful operations and helps to evaluate and streamline their processes. By completing the processes and training required for the awards ROCK has won with Quality Texas, they have seen great improvements in efficiency.

### **How CTTS Plays a Part**

Since May of 2017, CTTS has been a proud partner with ROCK, handling all their technology needs from day to day operations to special events like the annual Barn Dance.

Thanks to our generous Clients and our CTTS C.A.R.E.'s (Computer Assistance Resource Exchange) Program, we were able to donate refurbished machines to help with the continuous growth of this nonprofit organization.

ROCK is a CTTS Managed Services Client, meaning that not only are we just a phone call away for all their technology needs, but we also have proactive monitoring software for easy maintenance, advanced security protection, and secure data backups to make sure all their important data is safe, secure and easily accessible in the event of a disaster.

### **How You Can Help ROCK**

There are many ways to become involved with ROCK. In fact, ROCK recently received the Bronze award (3rd place) as Best Place to Volunteer/Donate in [Georgetown's Best](#). You can make a difference in the lives of these individuals by giving your time, funds, equipment, or attending any of ROCK's events.

#### **Volunteering**

You can be a part of the magic that happens at ROCK by volunteering your time. There are many opportunities to work with the horses and participants directly by being a sidewalker, horse handler or feeder. You can also help by providing dinner for Veteran program participants, or if you are a Veteran, becoming a Veteran volunteer. There are also many events throughout the year to get involved with and show your support.

#### **Donation**

By donating as little as \$50 a month, donating equine equipment or even a horse, you can help support this organization. Tuesday evening's ROCK On Veterans program has 2 classes with a free meal in between classes, usually provided by donors.



#### **Sponsor a Horse**

The Horseshoe Club is a great way to become involved with ROCK. It takes a lot to care for a horse, not to mention 29 horses! In order to keep tuition costs low for participants, sponsoring a horse through the Horseshoe Club helps to pay for items such as food, veterinary care, and hoof care (trimming every 6 weeks and shoes as needed). ROCK has recently added a new horse to the herd, Icy, who is in need of a sponsor.

#### **Events**

Most recently, the ROCK On Veterans Open House celebrated their 20th anniversary and 13 years of serving Veterans and Service Members. The annual golf tournament, the ROCK Rider Cup Classic, is held every fall and also benefits ROCK On Veterans. Their biggest event is the annual Barn Dance every Spring, where there is live music and dancing, an auction, food, and a great time!

If you would like to learn more, the best way to contact ROCK is by visiting their website: [www.rockride.org/contact/](http://www.rockride.org/contact/) or you can give them a call at (512) 930-7625.

Garner, Brian & Rhett Rigby, B. (2014). Human pelvis motions when walking and when riding a therapeutic horse. Human movement science. 39C. 121-137.10.1016/j.humov.2014.06.011.



## I Have A Perfectly Legal Way For You To Save A Bundle Of Money On Taxes, Computer Hardware, And Support!



### But You Have To Act FAST...

Thanks to a recently updated tax deduction titled "Section 179 Election", the Federal Government now allows you to buy up to \$1,000,000 in machinery, computers, software, office furniture, vehicles, or other tangible goods and thereby **REDUCING** your taxable income on your current year's tax return.

Effective January 2, 2018, H.R. 1 (aka the Tax Cuts and Jobs Act) had a substantial (and welcome) impact on Section 179. The biggest impact is that it increased Section 179's deduction from \$500,000 to \$1,000,000. This could mean a substantial boost to your bottom line this year. But to get the deduction for tax year 2018, you have to act now, as once the clock strikes midnight on 12/31/2018, Section 179 can't help your 2018 profits anymore.

Act now to save a lot of money on IT services and support for 2019 and beyond. Just call me directly at (512) 717-9061 for more information.

## The Importance Of Pride

### The Key To Better Serving Your Customers

The famous business guru Peter Drucker wrote more than 10,000 pages on the subject of management. Across 39 books translated into 36 languages, you can bet he learned a bit along the way. It's the reason he's widely considered the "founder of modern management." In his book *The Practice Of Management*, Drucker states, "There is only one valid definition of business purpose: to create a customer. The customer is the foundation of a business and keeps it in existence. He [the customer] alone gives employment."

Recently, I had the opportunity to work with Farm Credit Services of America, a customer-owned financial cooperative that finances and protects farmers and ranchers in Iowa, Nebraska, South Dakota and Wyoming. Everywhere I turned and with every person I interviewed, it was obvious Mr. Drucker would be thrilled with their business philosophy. Their customer is truly their No. 1 priority. All policies, procedures, products and services are in place for the sole purpose of helping their customers.

Maybe we should all consider ourselves "customer-owned cooperatives." After all, every part of our existence is based upon our customers. They may not directly own our companies, as they do at Farm Credit Services, but, as Mr. Drucker wrote, they alone give us employment.

Farm Credit Services was having an Executive Summit with 70 senior directors to discuss what more they could do to better serve their customers. They allowed me the opportunity to interview 15 people, from senior



management to sales and field personnel, so I could dig down to find what really makes them tick. They didn't inquire as to what I would be asking their employees, nor did they give me any directions, concerns or restrictions as to what I could discuss. It doesn't get any more transparent than that.

Did I uncover any complaints, concerns or frustrations? Sure I did – every company has them. But more importantly, I discovered how proud they were to be serving their customers. Their heartfelt dedication to doing everything they could to ensure their customers succeed in a competitive and volatile market was a pleasure to witness. If someone were to ask me how I would sum up Farm Credit Services, I would choose one word: proud.

You can't mandate proud. You can't force people to be proud. Pride is a culture, a foundation deeply rooted in the fabric of an organization. You can feel it whenever you're around a proud organization, see it in the actions of their entire team and hear it in their words. We could all learn from Farm Credit Services's example. If you want to succeed, both personally and as a business, then you need to:

**Think proud** – embody pride in your attitude.

**Feel proud** and show it in everything you do.

**Be proud** and be willing to stamp your name on the job you do for the people you serve.



*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, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.*

## ■ 4 Ways Your Employees Will Invite Hackers Into Your Network

Cyber security is a complicated issue, no matter how you slice it, but one of the surest ways to reduce your risk and strengthen your defenses against hackers is to educate your team. Forewarned is

Phishing, the most prevalent, uses e-mails, chats or web ads impersonating trusted entities to trick employees into clicking malicious links. Baiting is similar, but purports to offer something enticing, such as a music or movie download, to deliver malware onto your system. Quid pro quo hackers offer a “service” in exchange for access to private data, such as an employee’s login credentials. Tailgating is when an unauthorized person physically follows one of your employees into a restricted area or asks to “borrow” their device for a bit and steals all the info they need directly.

Make sure your team is on the lookout for these malicious techniques, and you’ll be that much more secure. *SmallBizTrends.com, 9/20/2018*

forewarned, so make sure they fully understand the risks associated with the most common social engineering strategies.

## ■ USE THESE 3 STRATEGIES TO BREAK YOUR BAD TECH HABITS

If you’re trying to kick an addiction to your smartphone and other addictive tech, and you’re tempted to turn to them whenever you feel uncomfortable or anxious, don’t give up. Instead of seeking a distraction whenever you feel bored – for example, checking your e-mail for the 10th time or logging in to Facebook – learn to embrace silence, and yes, even boredom. If you find yourself checking your phone too much at work, set physical boundaries to restrict yourself. Put it in your desk or another place that adds an extra step to accessing it. The next time you have downtime, instead of whipping out your device right away, mull over a specific problem or idea on your own – you might be surprised what you discover.

*Inc.com, 7/20/2018*



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“We haven’t yet found what’s causing the ringing in your ears, but we were able to set them to vibrate.”

