



Please Welcome Greg Chan!

We are excited to announce, we have a new Team member - Meet Greg Chan! Greg is our newest Support Specialist and will be providing our Clients the prompt, courteous and professional reliability they've come to depend on from CTTS.

After graduating from University with a BA in Computer Sciences, Greg joined the U.S. Army in 2001 because of 9/11. In the Army he worked and gained further training on computers/networks in the S6 shop and ToC while deployed in Iraq. Greg then served in the DoD for another 3 years doing more computer work on servers across South Korea.

With experience on large enterprise networks, and now certified with MCSE, A+, and Network+ (to name a few), Greg went from the DoD to working at a range of companies, including IBM and Dell, to joining a MSP company where he was a Senior IT Consultant/IT Manager.

Greg moved to Austin in 2015. He worked for 3 years at Applied Materials, first as Remote Deskside Support Manager, then as an Engineer where he was sent to Asia to work in the FAB on servers/networks at the Toshiba and Samsung plants. Greg then moved over to a local construction company as the IT Manager and was directly responsible for all the IT operations and IT budget for the company.

Greg lives in Georgetown and is happily married with 1 son. During his time off he enjoys spending time with the family, reading, pool and playing poker.



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Making This One Mistake With Your Network Can DESTROY Your Business

A lot of businesses wait until something breaks before they fix it. And even then, they may take a “patchwork” approach to fixing the problem. They are reactive rather than proactive. Sometimes taking a reactive approach is fine, but other times, and depending on the circumstances, it can lead to even bigger problems.

When it comes to network security, for example, being reactive to problems can be downright dangerous. It's not just hackers you have to worry about. There are power outages, data loss, equipment failure, and more. In IT, a lot can go wrong. But if you're proactive about cybersecurity, you can avoid many of those pitfalls.

Reactive IT support used to be the norm. Most network security specialists went to work after something went wrong.

Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security. They have an “it won't happen to me” attitude. The truth is that these are the people most at risk. It's not a matter of if, but when. Hackers and cybercriminals are more active than ever.

Thankfully, proactive support is now the norm. More and more IT services and security firms have the tools and resources to protect you BEFORE the worst happens. So, why partner with an IT services company?

There are many reasons why it's a good idea. One great reason that doesn't often get talked about is that working with an IT services company is an added value for your customers. When they know you're taking IT security seriously – and when they know their data is safe – their trust in you is boosted.

When you build trust, you build loyalty, and customer loyalty is getting harder to come by these days. Plus, happy, loyal customers are much more likely to refer you to others who may be in need of your services. That alone makes investing in proactive IT security worth it.

Here's another reason why working with a proactive IT services firm makes sense: it's MUCH easier than trying to do it yourself. Many small businesses simply don't have the resources to hire an internal IT specialist or a team. Not only can that be very costly, but it's also rarely practical. Think of it this way: if you hire an IT specialist to handle your network security, manage cloud backups and provide general IT support, then what happens when they take a day off or take a vacation?

Having a dedicated IT specialist on your team isn't a bad thing, but they can be stretched thin very easily. You could be left with gaps in your support should anything go wrong. Suddenly, you don't have anyone you can call. Working with a dedicated IT services firm solves these problems.

“Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security.”

To take that a step further, good IT services companies are also great at catching problems before they become problems. They can catch things that might not have even been on your radar. For example, if your cloud backup service isn't backing up your data correctly, or is backing up



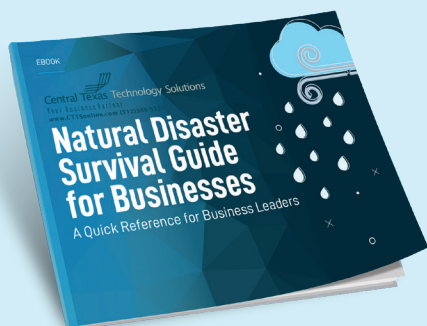
the wrong data, they'll catch that. Maybe you're saving data that's not properly encrypted. They'll catch that. Maybe you have an employee using software that's months out-of-date. Again, they'll catch that.

When you call up an IT services company and say you want to take a proactive approach to your network security, they should be willing and able to provide just that. An experienced firm will have a team with the training, certification, and experience required to tackle today's cyber threats while managing your network's day-to-day needs.

They know IT because they live IT. They help with data recovery should anything go wrong; they are your help desk when you have questions or concerns and they keep your onsite malware protection up-to-date. They are tailored to your business's specific needs. And as you grow, they adapt to your changing needs.

Put an end to the outdated way of thinking about IT security. It's time to be proactive and to recognize your company's vulnerabilities before they become vulnerabilities. You just have to make the call.

Free eBook To Ensure You and Your Business Are Safe Long Before Disaster Strikes



June 1st officially marks day one of Hurricane Season. While your business may make it through just fine, every business must prepare for the worst. Those that don't plan ahead, may never fully recover from a disaster. But as we've recently learned, not all disasters are created equal. And not all businesses are at risk for every kind of disaster.

That's why this quick Disaster Survival reference guide can help you ensure that your business can keep operating whether it's hit by mother nature, or human nature.

Simply call (512) 388-5559 and we'll send you a free Natural Disaster Survival Guide or instantly view Online here: <https://bit.ly/Disaster-Survival>

Making Your Website Win



With technology continually evolving how we do business, and Internet being the king of communication and information, an out-of-date website can quickly lead potential customers to find business on the sites of your competitors.

Here are 5 tips to make sure your website isn't stopping your sales:

1. Be Clear

Don't assume the customer knows what you're selling, clearly state what it is you offer. Engage the user in a conversation and paint a picture of what success looks like when they choose to do business with you.

2. Have A Call to Action

Choose what action you want them to take, make it easy for them to do so in various locations throughout your website.

3. Value Proposition

What will the potential customer lose if they don't do business with you? Resonate with your customer's needs and demonstrate your competency in how you can add value and solve their problems.

4. Due Diligence

Research your target market and use language that demonstrates that this content is designed for them specifically.

5. Have a Secure Site

Did you know that Google shows all non-SSL websites as "Not Secure". Because SSL certificate helps protect your website data, it's actually a requirement for accepting payments online. If your site is missing this little feature, you'll want to talk to your web developer right away.

Questions or comments? Give us a call today: (512) 388-5559

The Many Faces Of Leadership

Employees' happiness at work is more important in the workforce than ever before, and that feeling of fulfillment and engagement often comes from the top. If you are aware of what type of leader you are and how your leadership affects employees and clients, you can mitigate your weaknesses and discover your strengths to ultimately lead more effectively.

Let's take a look at a few leadership personas I've witnessed while coaching and what works best for each.

In-The-Weeds Leaders

Leaders who are "in the weeds" tend to spend too much time in the day-to-day. They get bogged down with what's in front of them and don't think outside the box. Without innovation, the company runs the risk of coming to a grinding halt.

These leaders need to delegate current tasks to their team members. They can then focus on finding new ways to drive the business forward. In-the-weeds leaders may even need an outside party to hold them accountable for setting and reaching these new goals.

Frustrated Leaders

These leaders know their companies can be better, but they're upset because they can't scale at the rate they want. They bottle up their grievances and aren't sure where the disconnect is with their teams.

These leaders could seek guidance from a third party, whether that's a friend or colleague. An outside perspective can help identify problem areas. They also need to hear out their team members and get firsthand accounts on what's not working. Both perspectives can help turn frustration into focus.

Mindful Leaders

These leaders recognize that rapid growth is positive as long as they scale appropriately with formal organization



and efficient processes. They are careful to avoid pushing forward blindly and losing essential parts of their culture and values along the way. However, they may take too long to think things through and miss new opportunities that come along because they couldn't act quickly enough.

These leaders should make sure they are sticking to the systems they have in place while remaining open to new opportunities and evaluating them in a timely manner. It's important to constantly reevaluate and adapt as the company grows and changes shape.

Control Freaks

These leaders can't seem to let go of the wheel. They micromanage and don't trust their team to get the job done, which fosters an atmosphere of frustration and mistrust. In this atmosphere, they can no longer lead effectively.

They should work with their teams to identify why the company exists, what motivates team members and why their work is important. That will not only help the leader and the team establish a better dynamic, but it will also help them both understand where the company is now and where it's going.

When evaluating your leadership style, be honest with yourself. If you can pinpoint where you are on the leadership spectrum, then you'll better account for your challenges and capitalize on your assets. And that's how you become more self-aware and, in turn, a much stronger leader.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.



Client Spotlight: Faith in Action Georgetown

For seniors unable to drive, it can be isolating and nearly impossible to access

the people, places, and resources they need to survive. Faith in Action Georgetown has been providing transportation for homebound seniors in our community for the past 19 years.

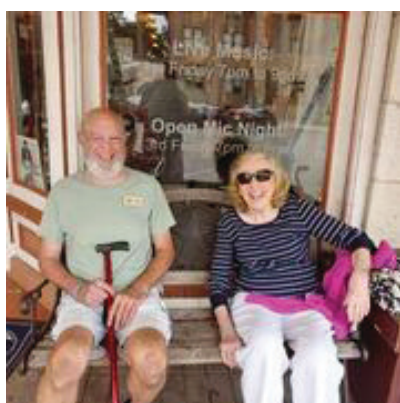
Thanks to this 501c3 nonprofit organization and its resources, seniors can maintain their independence as they age, thus improving their quality of life.

Volunteers provide rides for clients to a variety of destinations including medical-related offices, grocery stores, barber/beauty shops, banks, activity centers, support groups, and more. With over 13,000 rides in last year alone, and averaging 170 rides per week, they stay busy keeping seniors connected.

Curbing the Crisis

At double the national average senior population, Georgetown has become a magnet for the retirement community. Unfortunately, with social distancing measures in place, the once lively downtown has become a ghost town.

During this pandemic crisis, Faith in Action is taking the appropriate measures by keeping their staff, volunteers, and clients at home and safe. They not only serve seniors, but their average volunteering age is 68, both within the COVID vulnerable population. To protect everyone, all transportation has temporarily ceased unless medically necessary.



Continuing Connections

With social distancing measures in place, everyone is affected and there is a common general feeling of isolation. Faith in Action is combating coronavirus by

finding new ways to keep everyone connected and continuing their efforts to assist our seniors while keeping everyone safe. It's not just the rides they provide, but the bonds that are formed, and the relationships that help to keep everyone strong.

After calling their 900 Clients, checking on them, and seeing how they could best support them, Faith in Action launched the Buddy Program. Twice a week, volunteers call to check up on their clients to see what they might need and how to best utilize Faith in Action's resources. This includes assisting with ordering groceries online and even curbside pick-up.



Putting Technology Pieces in Place

Faith in Action is keeping up a presence through Voice over Internet Protocol (VoIP) telecommunications, allowing them to be mobile and remote.

The VoIP technology allows you to make and receive voice calls using a broadband Internet connection from anywhere in the world. By answering phones in real-time and having "Faith in Action" show up to the receiving end no matter the location of the caller, it helps keep things familiar and cements the bond where they've already built that trust.

Recently Microsoft announced that they are donating up to 10 licenses of Microsoft 365 Business Premium for 501c3 nonprofits. One of the core applications in this suite is Microsoft Teams.

Client Spotlight: Faith in Action Georgetown

Having their documents in the cloud by utilizing Teams, has also been instrumental to their uninterrupted workflow, making the switch from office to home an easy transition. This unique tool is the digital hub that brings conversations, content, and apps together in one place all from a single experience.

Another pivotal point in how Faith in Action is staying connected as a team has been the use of the video chat feature on the Teams application.

Taking advantage of the technology tools that CTTS has had the privilege to put in place is keeping them on top and ahead of their client and organizational needs.

A Client with CTTS since 2017, we're proud to help manage the various technologies that keep them up and running.



Finding Their Future

In order to remain adaptable to the current situation and establish a positive future outlook, the leadership team is currently planning what it looks like to return to a safe environment for their staff, volunteers, and the seniors they serve.

Executive Director, Vickie Orcutt says, "We will continue to support our community and adjust how our services are provided to keep everyone safe." The continuation of the Buddy Program as things stabilize will help keep everyone connected.

An extra unfortunate side effect from the health precautions they've put in place was the canceling of



the annual Faith in Action Benefit Concert. While they were able to enjoy a live replay of a previously recorded event during a Facebook watch party, an event so well received by members of all ages in the community is best experienced in person.

Typically held in the spring and having anywhere between 500-700 attendees, the event is now postponed and tentatively scheduled for Thursday, September 17th, 2020.

Serving over 900 seniors, the continued loyalty of nearly 450 volunteers is what keeps the wheels rolling at Faith in Action, allowing Georgetown seniors to fulfill their basic needs and maintain their independence.

If you are able to share your time with some of our wonderful seniors, or help to sponsor an event, or would like more information about attending one of their inspirational events, you can find out more and get in touch with Faith in Action in any of the following ways:

Call: (512) 868-9544

Email Vickie at Director@FaithinActionGT.org

Visit their website at <http://www.faithinactiongt.org/>

■ Do These 4 Things To Grow Your Business



1 Don't Let Yourself Become Complacent

Success often leads to complacency. Businesses hit their stride, but that success isn't going to stick if you aren't constantly searching for new opportunities and adapting to change.

2 Have A Sense Of Urgency

In the early days of your business, you may have had a sense of urgency. You need customers to thrive, but as you grow, that urgency can fade. It ties right back into complacency. You need strict metrics and constant goals. Always be pushing toward something new.

3 Watch The Economy — And Your Industry

The world is always changing, especially now. Things change globally, regionally and locally. You need to be ready to adapt. Businesses that aren't ready to adapt to changes in the market or economy will be left behind.

4 Embrace Discomfort

New ideas can take some time to get used to, especially if they're game-changers. However, if you brush aside ideas because they make you uncomfortable or disrupt the status quo, then you may miss the greater benefit of those ideas.

Inc., March 11, 2020

■ Use These 3 Steps To Protect Your Smartphone From Hackers

1 Update Your Phone And Apps

Just like you update your computer, you need to update your phone. Developers constantly update security patches. Like you, they want to stay ahead of the threats.

2 Lock Your Phone

Every smartphone comes with a bevy of security options to keep people out — except for you. Whether you use a passcode (the more complicated the password or PIN, the better) or biometrics (fingerprint or face recognition), you need to use something.



3 Avoid Public WiFi

Just as you wouldn't connect your laptop or tablet to unsecured public WiFi, you shouldn't connect your phone. If given the chance, hackers can and will try to access your phone and sensitive data. Consider using a VPN if you need to access public networks.

Digital Trends, Nov. 23, 2019

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**Tech Tip #172:
How I Work**

Tech Tip of the Month: How I Work

What does your typical day look like? In this popular tech tip, Jamie shares with us a few of her favorite tools, tactics, rituals, and tricks that she personally uses on a daily basis to support CTTS and our amazing Clients...

By Jamie Myers

Read it Here: <http://bit.ly/Tech-Tip-172>