

TECHNOLOGY UPDATE

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

WHAT'S NEW

**WELCOME OUR
NEW EMPLOYEE:**

**Matt
McAuley**
Computer Service
Technician



**AUGUST
2017**



"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"

Bryan
Lachapelle,
B4 Networks Inc.

B4 Networks Inc.
170 Hwy 20 W, Unit 3a, Box 249
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Tel: (905) 346-4966

Amazon CEO Jeff Bezos' Secret to Avoiding Overwhelming Emails

Do you look at your inbox and want to cry? If so, you're not alone. According to widely cited Radicati Group research, the average person gets 120 business emails every day. If you don't manage your emails, you could end up in another statistical majority.

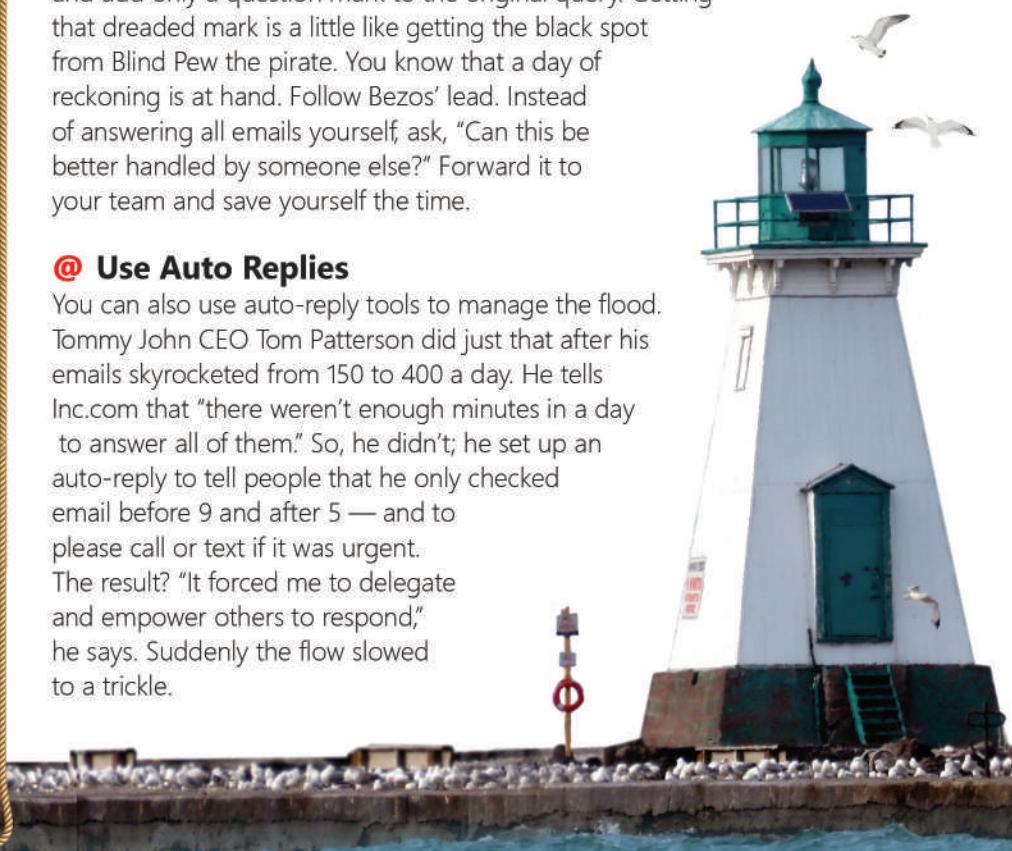
People spend at least 14 percent of their workday on email alone. Is it any wonder that a recent Harris Poll found that only 45 percent of our workdays are spent on actual work? If you're looking for the solution to your email woes, start with some of Silicon Valley greats.

@ Bezos Delegates

If you want to watch a corporate team start to sweat, see what happens when they get a "?" email from Jeff Bezos. Business Insider reports that the notoriously easy-to-contact Amazon CEO will forward customer complaints to his people and add only a question mark to the original query. Getting that dreaded mark is a little like getting the black spot from Blind Pew the pirate. You know that a day of reckoning is at hand. Follow Bezos' lead. Instead of answering all emails yourself, ask, "Can this be better handled by someone else?" Forward it to your team and save yourself the time.

@ Use Auto Replies

You can also use auto-reply tools to manage the flood. Tommy John CEO Tom Patterson did just that after his emails skyrocketed from 150 to 400 a day. He tells Inc.com that "there weren't enough minutes in a day to answer all of them." So, he didn't; he set up an auto-reply to tell people that he only checked email before 9 and after 5 — and to please call or text if it was urgent. The result? "It forced me to delegate and empower others to respond," he says. Suddenly the flow slowed to a trickle.



Amazon CEO Jeff Bezos' Secret to Avoiding Overwhelming Emails (Continued)

@ Do You Get More Emails Than Bill Gates?

And it really should only be a trickle; Bill Gates reports that he only gets 40–50 emails a day. Ask yourself, "Should I really be getting more emails than Bill Gates?" One possible cause for email inundation, according to LinkedIn CEO Jeff Weiner, is other employees sending too much email of their own. He writes, "Two of the people I worked most closely with ended up leaving the organization within the span of several weeks after they left I realized my inbox traffic had been reduced by roughly 20–30 percent." If you have over-communicators in your ranks, ask them to tone back the digital flood.

@ Set Boundaries

Creating a hard buffer between your email and your life is another CEO tactic. Arianna Huffington doesn't check her email for a half hour after waking or before going to bed, and she never touches it around her kids. That space to breathe is essential to maintaining a work-life balance. And if it gets bad enough? Etsy's Chad Dickerson has a solution: email bankruptcy! He tells Fast Company that every few years, he just deletes everything and starts fresh!

Not all Silicon Valley gurus have it figured out, however. Apple CEO Tim Cook doesn't get 120 business emails a day. No, according to an ABC interview, he gets closer to 700. He just gets up at the crack of dawn every morning and starts reading. Hint Water CEO Kara Goldin does the same thing, preparing for a 12-hour workday with a marathon email session. But as you can tell from the other people we've discussed, this is an exception, not the rule. Emulate Jeff Bezos or Arianna Huffington instead and watch your email stress melt away.

**For more information contact us at right away
at (905) 346-4966 or info@b4networks.ca**



Here is what a client is saying about us:

B4 has proven to be a terrific IT partner for Frontier Utility Locating Services Inc. When we decided to outsource our IT, B4's services aligned with Frontier's perfectly. 24 hour service, attention to detail and follow through are just some of the things that make this relationship work.

Stuart Zaltz – Frontier Utility Locating Services Inc.



FRONTIER
UTILITY LOCATING SERVICES INC.

B4 Networks Exceeds Goal at Extra Life 24-hour Gaming Marathon Charity Event

Extra Life 24-hour Gaming Marathon recap

We worked hard last month and raised a total of \$2661 USD at our Extra Life 24-hour gaming marathon charity event. We played games deep into the night with only one goal in mind: to raise as much money as possible for the McMaster Children's Hospital.

Just hours before the event started we were setting up shop and getting ready to play, however, we were still trailing behind our initial goal of \$2000 USD. Once 4 o'clock hit, we launched our streams and started playing our games. We laughed, we ate, we played and we had fun all in the name of charity, and by the end of the 24 hours, broke past the \$2000 USD milestone. We're extremely excited about how everything went, and look forward to future charity events like this one.



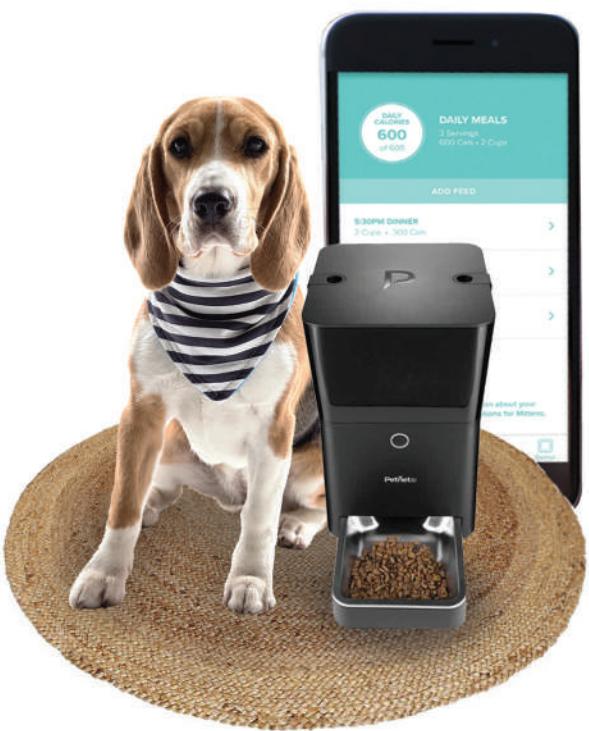
Shiny New Gadget Of The Month: **Petnet SmartFeeder**

Petnet is looking to upgrade pet care with their new automated SmartFeeder, targeted toward pet owners who frequently travel or those with packed, variable schedules.

After you install the SmartFeeder app on your phone, it'll ask a few questions to get to know your animal, including their age, weight, activity level, and food type. This last feature is particularly interesting, as the feeder will recommend feeding amounts for dozens and dozens of common cat and dog foods, though users report it can be a little finicky.

After it gathers the information, you can set up regular, automatic feeding schedules for your furry friend. After that, it's an almost entirely hands-free process, until you need to reload the feeder with your animal's preferred food.

Its \$150 price tag may be a little steep for most pet owners, but for the busiest Ñ and laziest Ñ of us, it could be the perfect addition to your already-automated home.



Client Spotlight

NuVest Management Services is a Canadian-owned firm offering accounting and finance services to small and medium-sized companies. Their approach brings the same competitive advantages enjoyed by large organizations to small and medium-sized companies.

NuVest offers onshore, offshore and blended offerings, which can be customized to meet any company's requirements. Their onshore offerings take advantage of the familiar, well-educated and skilled Canadian labour market.

This is then supplemented by their offshore offerings in the Philippines. These blended solutions take advantage of the relative skills and advantages of both markets. At NuVest, teams from both Canadian and Philippine offices work together as a coordinated unit.

(888) 809-1456
www.nuvest.net info@nuvest.net



Where Danger Lurks: Keeping Kids Safe Online

The world is a more dangerous place for kids than ever before in history. Here is how to keep your kids safe online.

Kids spend an average of **nine hours a day online**, using social media, playing games, engaging in chat rooms, looking at videos, and generally browsing the web. While the Internet can be educational and informative, it is also where danger lurks.

Not speaking to strangers used to be a standard, basic instruction that parents gave to their children. Now, however, parents are oblivious to the incessant online "chat," which is simply a virtual version of talking to strangers. There are many inherent dangers in giving kids unfettered access to the internet. Among the dangers is that kids will grow up too fast, be traumatized or confused by images they see and text they read, become a victim of bullying or some other crime, or be swayed to think in a way that is dangerous to their well-being. Following are some examples, and how parents can keep kids safe online.

■ Traumatized by Images and Text

Young kids who are given tablets, phones, and laptops to "play" with while the parent is busy are easily traumatized by images and text encountered on the internet. Simple and innocent sounding keyword searches that a child might enter can quickly bring up raunchy material that is sometimes purposely formatted to come up in a minor's online search. There are people who get a thrill out of posting unseemly images and formatting them with kid's cartoon character names, for example.

■ Grooming by Pedophiles

As with any hunter, pedophiles hang out where their prey is, and kids are the prey of pedophiles. That means that pedophiles hang out in kid's chat rooms and they set up user accounts on kid's online games like Minecraft and Roblox. An online gaming environment allows other users to comment as they play. Public comments are visible by everyone, and it's easy for a child to become a target of a pedophile during game play. Once the target is identified, the pedophile uses sophisticated techniques to garner trust, sympathy, and friendship. At that point, the pedophile may then suggest having a more private conversation that invariably leads to a sexual nature. Over time – and pedophiles are very patient – they can actually have a child consent to a sexual encounter, which is orchestrated by the pedophile.

■ Being a Victim of Phishing

Not every internet criminal is after your child. They may use your child to obtain personal information they use for identity theft. Kids and teens are poor gatekeepers of personal information. Their young, innate sense of immortality also makes them feel like they are too smart for a scam like phishing. When it comes to personal information that can be used to obtain financial and identity records, kids simply can't be trusted to keep it safe.

■ Becoming a Victim of Bullying

Online bullying is increasing. **52% of young people report that they've been bullied online.** The actual figure is probably higher because kids are often embarrassed about being bullied. Bullying can lead to anxiety, poor academic performance, depression and can even have fatal consequences. Bullying usually happens on social media, but it can also take place on online gaming platforms.



Matt McAuley
Computer Service
Technician

New Employee-Welcome

Matt's Words of Wisdom: In life, as in tech, don't be afraid to hit reset.

Matt: Computer Service Technician, avid gamer who enjoys anything Spider-man, Doctor Who, and Football...Go Bills!

Q: What are you looking forward to with working at B4 Networks

A: I am excited to learn as many new things as possible while working with a great group of like minded individuals. I am also excited to build a friendship with the people I work with.

Q: If you could have a superpower, what would it be?

A: Telekinesis

The 3 Hardest Questions About Your Career

By Geoff Smart

I love helping people strategize about their career. A recently retired governor just contacted me to schedule a career strategy chat. I'm guessing he has a sense of what he wants to do next, but needs a sounding board in order to come up with a plan. I hope that my approach (described below) will not only be useful for him, but also for you. It starts with answering these three hard questions:

1. What is my skill-will bull's-eye?

Your skills (what you can do) and your will (what you want to do) line up in what Randy Street and I call the "skill-will bull's-eye." I recently helped a Fortune 500 VP find hers when she struggled to put her finger on her core talents and interests. Was it head hunting? "No." What about coaching? "I don't think so?" What about designing the process that businesses use to recruit? "YES! That is what I get to do only part of the time in my current job. That is what I want to do with more of my time." Presto — a skill-will bull's-eye!

2. What are three career paths?

Force yourself outside the box by outlining three different career options. Following from the previous example, that VP had only previously focused on a corporate path. That was Path 1, so I asked what were two other paths she could consider. "Well, I guess Path 2 would be to try to join an existing consulting firm ... and Path 3 could be that I hang out my own shingle and do that kind of work solo." We discussed the pros and cons of each path, and she eventually chose Path 2.

3. Who are 10 people who can help me get my dream job?

Do you know "hundreds of people?" Great, but let's prioritize the 10 most likely to get you your dream job. Start by listing past bosses who know your work and are well-connected. Now list clients or customers who respect you. Next, add a college friend or two with connections. Then a good recruiter, followed by any powerful family friends you may have. Once you have your 10, write out a half-page message summarizing the career path you're looking for and the reasons you'd be a good fit for that path. End by asking for a few minutes of their time to pick their brain — minutes that will hopefully end in referrals to your dream job.



Dr. Geoff Smart is the No. 1 thought leader on the No. 1 topic in business:

hiring and leading talented teams. Dr. Smart founded the leadership consulting firm ghSmart in 1995, a firm he still chairs today. He is also a nonprofit founder, government advisor, and Wall Street Journal best-selling author.



NEWS BRIEFS

■ This Genius Debit Card Lets Parents Control Their Teenagers' Spending

If you feel like your teen views you as a walking ATM machine, startup company Current might be able to help.

Their new app — also called Current — allows you to track and control your teen's spending through the company's debit card. Current offers a series of robust services designed to teach your child financial responsibility while still letting them have some say over how and when they spend their money. You can set up daily spending and withdrawal limits, but you can also set up contingencies — money that's freed up, say, when chores or tasks are completed.



Techcrunch.com 5/9/2017

■ You Won't BELIEVE Where Hackers Are Hiding Malware Now.

If you use Popcorn Time or VLC, listen up: Hackers are targeting your subtitles.

Yes, that's right — from bad kung fu movie dubs to the latest and greatest European cinema, this technique hides malware in the downloaded subtitle information for a movie. Once it's in your computer it takes root and communicates with the attacker. By the intermission, your machine belongs to them! If you're a Popcorn Time user, you can download the patch online. VLC and other media players should have the problem patched by the time of printing. Or, you know, you could just not download movies from the internet ... but we all know how likely that is.



Techcrunch.com 5/24/2017

■ How a University Campus Is Using This New Technology to Keep Its Students Safe.

Remember when you got locked out of your dorm building back in college and had to wait for someone to go in or out?

Those days may be gone, if new technology out of China has anything to say about it. Dorms at Beijing Normal University are being fitted with face recognition software, which will let residents in — and keep intruders and other unwanted people out.



Mashable.com - May 23, 2017

HIGHLIGHTS FOR THE MONTH

August Slinky Day is August 30th!

- www day (Aug 1st)
 - Lighthouse day (Aug 7th)
 - Lazy day (August 10th)
 - Women's Equality Day Event (Aug 26th)
 - Slinky day (Aug 30th)

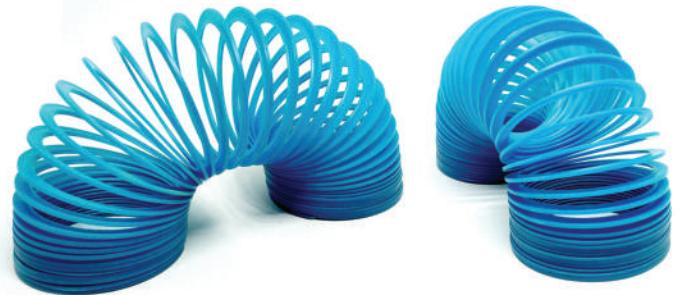


PHOTO ALBUM



TEKTIP

STAY SAFE ONLINE!

Modern technology such as the cloud and mobile devices have made everyday tasks a simple matter for consumers.

Unfortunately, when it comes to technology, greater convenience often comes with greater risk.

At the end of the day, security comes down to you: the user. Especially in the modern age of social media, it's more important than ever to control your visibility.

It's easier than you may think for hackers to learn what they need to know about you.

Social media allows them to gather information about your work, family, pets, favorite vacation destinations and more, which makes it easier for them to guess passwords and send fraudulent emails while posing as someone else.

The best way to combat this trend is by controlling your privacy settings on social media, using complex, unique passwords and enabling advanced security features such as two-step verification.

To learn more about the most effective ways to protect yourself against online threats, contact B4 Networks at help@b4networks.com or (905) 346-4966

