



Stop accepting the status quo  
of your current insurance plan.

Realize there are other options and  
possible coverage you need  
today that you are without!

**Our number one priority is YOU and YOUR needs!**



Contact us today for a **FREE No Hassle**  
**Coverage Analysis and Comparison Proposal**

**484-366-1281**

**info@jabins.com • www.jabins.com**

# INCREASED CYBER THREATS AND HOW TO PROTECT YOUR FIRM



## TECHNOLOGY TIPS

**By Marc Umstead,  
Plus 1 Technology**

In a press release from  
the White House on

March 22, 2022, the President states:

*"I have previously warned about the potential that Russia could conduct malicious cyber activity against the United States, including as a response to the unprecedented economic costs we've imposed on Russia alongside our allies and partners. It's part of Russia's playbook. Today, my Administration is reiterating those warnings based on evolving intelligence that the Russian Government is exploring options for potential cyberattacks."*

He further explains:

*"If you have not already done so, I urge our private sector partners to harden your cyber defenses immediately by implementing the best practices we have developed together over the last*

*year. You have the power, the capacity, and the responsibility to strengthen the cybersecurity and resilience of the critical services and technologies on which Americans rely. We need everyone to do their part to meet one of the defining threats of our time — your vigilance and urgency today can prevent or mitigate attacks tomorrow."*

Regardless of your political affiliation cyber-attacks have been growing exponentially and are predicted to grow even faster in 2022. Cyber-attacks are often agnostic. They are not targeting a specific size, type, affiliation, or industry type. Cyber attackers are usually focused on one thing and that is success. The goal of small businesses is to not be the soft target. Cyber attackers often use tactics that try to access thousands of companies and are only successful against the ones with the least amount of cyber protection.

So, what can you do to ensure you aren't a soft target?

# RE/MAX ACHIEVERS REAL ESTATE



*Celebrating*  
**35**

**YEARS IN BUSINESS**

**RE/MAX ACHIEVERS INC**  
**COLLEGEVILLE OFFICE: (610)489-5900**  
**POTTSTOWN OFFICE: (610)326-1200**  
**WWW.ACHIEVERSPA.COM**



**AGENTS! Would you like to join  
RE/MAX Achievers and sell real estate?!**

**Call John E. Ohler, Broker/Owner  
Nicole Roman, VP at 610-489-5900!**

**Call RE/MAX Achievers for all of your real estate needs!**  
**Award winning Realtors are at RE/MAX Achievers!**  
**OVER \$150 Million Sold in 2021!**





CHRONIC LUNG DISEASE MANAGEMENT PROGRAM

ClearWay empowers you to manage your COPD through direct one-on-one training with our nurses. And it's proven to reduce the chance of your COPD causing a hospital visit.

Call 855.237.0195 to learn if ClearWay is right for you.



TriCounty  
HOME HEALTH

lhcgroupp.com/locations/tricounty-home-health

1. Use 2FA/MFA on all your accounts. Two factor authentication is the best way to protect your accounts from malicious access.

2. The #1 security threat to any business is... YOU! Like it or not, over 90 percent of all security breaches in business are due to an employee clicking, downloading or opening a file or entering their credentials. We recommend that every employee who uses a computer completes our annual cyber security training to help educate them on the tactics used by these malicious actors.

3. Use complex and different passwords for all your web accounts. We recommend using a password management tool that can assist using complex passwords for each website or account you have.

4. Make sure you are using a business grade firewall/router. You can use an ISP provided router to protect your network from cyber attackers.

5. Have an Excellent backup. Make sure you have daily offsite backups ready for any situation.

6. Work with a MSP to ensure your accounts are monitored. We have seen malicious actors pull off complex schemes to steal \$100,000s of dollars because they had gained access to an account and were able to read the emails for months before acting. Does a malicious actor have access to your account right now? You probably would tell me no, but do you know?

7. Protect all devices that have access to company data. If your employees are working from home, are they doing so on company protected devices? Home devices on home networks can be a huge security risk if they are not configured correctly.

Do you have an MSP you work with? If so, check in with them. If not, get one. You can't run a business anymore without professionals managing your technology. The old adage of "A Man Who Is His Own Lawyer Has a Fool for a Client" now can be related to technology. You can't do it yourself. Your brother's neighbor's kid who is good at Halo can't do it either. Bob in sales who is interested in technology can't do it either. You need an MSP with the knowledge, the tools, the monitoring, and the experience to keep your business secure. Doesn't have to be us (I hope it would be) but you need to get one!

Marc Umstead can be reached at 610.792.5660; email: mumstead@plus1technology.com.

BE BETTER.  
GROW FASTER!

We Can Help.  
Join Today!



Workshops  
Insurance Savings  
Networking  
Employee Retention  
Sales Growth

Small Business  
Resource Association

SBRAssociation.com

814.808.7272

2395 Lancaster Pike Shillington



Facility Services

Commercial Janitorial Solutions



COMMERCIAL CLEANING • CARPET CLEANING  
FLOOR CARE • PAPER PRODUCT SUPPLY



OFFICE • INDUSTRIAL • FINANCIAL • RETAIL • HOSPITALITY • HEALTHCARE

• Experienced professional cleaners  
• Uniformed employees  
• Quality assurance

• Emergency service  
• Day porters  
• Insured

Call us today to schedule your FREE no obligation janitorial proposal!

KKBS Facility Service focuses not only on professional cleaning but also professional relationships. We understand that our clients want thorough and sanitary cleaning results each and every cleaning.

WWW.KKBSFACILITYSERVICES.COM • 610.401.0620  
320 Abington Drive, Wyomissing, PA 19610



SOTTOSANTI  
LAWN • CARE

Serving Berks County Since 1978

- Landscape design and installation
- Hardscaping
- Patios
- Walkways
- Retaining walls
- Sod and seed lawn installation
- Excavation
- Snow removal
- Lawn mowing and maintenance
- Spring / fall cleanup
- Edging and mulching
- Shrub trimming and removal
- Fertilization and aeration
- Tree and shrub installation and maintenance



We Can Help You Create  
the Outdoor Living Space  
of Your Dream!

Residential  
Commercial  
Free Estimates  
Fully Insured

We're big enough to get your job done and small enough to know your name!

610.670.7639 • 610.370.1507  
www.sottosantilawn care.net