

CST Tech News

What's New

I'm going rogue! I don't know about you, but I am sick of talking about cyber security protocols, state and federal requirements, backups, email and everything associated with keeping your technology up and running. I get it, you just want it all to work and we definitely make every attempt to ensure it does!

This month, I am stripping it all back – NO technology talk in this article. Instead, I was thinking about just a "get to know me" section.

As I get to know my clients, many ask why a tech company? Why the passion (remember Passionate NOT Pushy)? So, I think it is time to answer a few questions about who I am and ultimately, what drives this company.

Q - Why technology?

A – The short answer is because I am good at it and the bonus is I LOVE it. Tech, in general, is not a one and done – something you learn and never changes. Tech changes every day! I enjoy the challenge of that. Early in my career, I worked with some horrible tech companies who did not give a crap about their customers, and I just couldn't do it. The only way to change it was to create my own company where I get a say in the quality and level of service. CST really does care about our clients and their success.

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This monthly publication provided courtesy of Shawn & Lisa Brown, Owners

Our Mission:

To provide outstanding technology services to our customers allowing them to focus on their business.

Upgrade Your Network And Quickly Experience These 4 Amazing Benefits

If you own or operate a business, you've probably adapted to a number of changes over the years. As you inch closer to year-end, it's time to figure out what still needs to be done. One of those potential changes might be an upgrade to your network infrastructure.

When you look at making updates or adjustments to your business, you're probably doing so in an effort to bring in a greater profit than the previous year. While updating your software or hardware might not provide an obvious benefit to your sales goals, it can help save your business quite a bit of money in the long run. It can even boost your sales and overall productivity when the right updates are put in place.

Here are four major benefits that come with updating your

network infrastructure.

Faster Internet Connection

New technological advancements are made every day, and failing to keep up with them can hinder your business operations. This can be seen clearly with Internet connectivity. If your Internet speeds are slow, your employees will work at a slower pace. Client-facing applications will also lag and can be detrimental to your customers' satisfaction with your business. Investing in a new network will allow you to utilize faster Internet speeds so you and your employees can work quicker with fewer interruptions; this will improve productivity and help more clients in an efficient manner. We have discovered with many of our clients that the internet speeds you are paying for is NOT what you are getting so at minimum, be sure you

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Or give us a call at 877.954.4100

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are getting what you pay for – we can help with this if you need us to. Just give us a call!

Better Network Security

We talk about the importance of cyber security a lot, and it's because one successful cyber-attack could bring irreparable harm to any business, regardless of reputation or size. Cyberthreats are more complicated than ever before, and cybercriminals can easily navigate old and outdated networks. Newer networks are built with more defenses to thwart would-be hackers. Even if you've recently upgraded your network, you need to continually update your software. New patches are continually released that help plug the holes cybercriminals are exploiting. You should have a firewall that is being monitored by someone who is taking care of those updates. Don't let a hacker get in to your network without you ever knowing it.

More Compatibility

An upgraded network provides business owners with more options than they could ever dream of. You'll have access to countless applications that will benefit your business and give you a step ahead of your competitors, but your network needs to be as strong as possible to get the most out of them.

**"As your business grows,
your network needs to
grow with it."**



Less Time Maintaining Your Network

If you upgrade your network on old infrastructure, you will put more strain on your system, and your IT person or company will have to step in to help out. Investing in modern infrastructure will help fix many problems in your business and will give your employees more time to be productive, including your IT specialists.

Now that you're aware of the benefits of upgrading your network infrastructure, when should you do it? As your business grows, your network needs to grow with it. You will also need to upgrade if you're experiencing any issues with your current network. If you work in an industry that deals with sensitive client information, like a law firm, you may be legally required to keep your network up-to-date as much as possible.

Upgrading your network and keeping it up-to date will come with many benefits and few drawbacks. If it's been some time since your last upgrade or update, it's time to reevaluate your needs. Give us a call!

"I DIDN'T KNOW"

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.



It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-size quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

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Q – You seem really “driven” – Did you get that from your parents?

A – HECK YES! Both of my parents were self-employed. They owned a Contracting Company, and I watched them work hard, struggle, succeed and earn every penny to ensure all seven, yes seven, of their children could thrive. My Mom was a Tupperware Manager for over 40 years and earned most of our “extra’s” selling plastic. She was good at it, and it got her out of the house when she needed it most. Along with that, I lived on a working dairy farm where the alarm went off at 5 a.m. To say the least, we worked hard and appreciated everything we had. Although my Dad passed away in a vehicle accident 1994, my Mom just celebrated her 91st birthday. And just in case you were wondering, she still gets up every day and goes to work at that same Contracting Company. She has no plans on retiring and enjoys watching my brother continue its’ success. She is an inspiration to me and my compass when I feel lost. By the way, of my seven siblings, FOUR are self-employed running successful companies.

Q – What’s Next?

A – Shawn and I have worked hard at growing this company and we are excited to continue that. I am the dreamer, and he is the realist much of which stems from his military background. We have two children in Florida (along with their spouses) which is why CST has a presence there and guess what – they too are self employed owning and operating a successful contracting firm! We are so proud of them for their drive and determination. Our other son lives in Seattle Washington and absolutely loves his life there. Our plan is to continue to do what we love, educate those around us about technology and learn something new every day. We will travel back and forth between our home in the Adirondacks and our home in Florida all while enjoying our five grandchildren. The team at CST is incredible and just as passionate about this company and its clients’ as we are. We truly are blessed!

So, there you have it! Just a little bit about me and what makes this company tick. You can rest assured that next month, I will be back on the technology train with all its challenges.

Oh, if you haven’t called the office lately, let me introduce Michelle Villarreal to you. She is our newest team member, and one small part of her job is to answer the phones. Be patient as she learns who each of you are.

Remember, always “Passionate NOT Pushy”

Lisa

Get Hired For Your Dream Job

By Closing With These 3 Things

Over 20 years ago, I taught as a volunteer business finance teacher at a low-income/high-crime high school. A junior at that school approached me for mentorship, so my firm bought this aspirational leader a *Wall Street Journal* subscription and requested that he read it every day. We also invited him to check back with us every six months if he wanted more career advice to become a successful business leader.

This student continued to work hard and earned a scholarship to a highly respected college. After graduating, he worked long hours for two different investment banks and even served a successful stint as a COO of a public company. Recently, he reached out to me and asked, “Geoff, a headhunter says I’m 1 of 2 [finalists for my first CEO job], with a decision to be made shortly. Any thoughts on how to close the deal, or should I let it close itself?”

I was excited for my mentee as this was a great opportunity. I didn’t have to ponder his question long to come up with an answer. I told him, “You close it! Here’s how. You reflect your understanding of their goals and wishes, tell them you are fully excited, tell them you look forward to working closely with them, seek their counsel and keep them fully apprised of what’s happening in the business and your intentions.”

Hiring managers and boards want to know their potential candidate is crystal clear about their expectations and long-term goals. By stating your understanding of their specific goals, you’re showing you’re on the same page as them. Boards don’t feel comfortable when they feel that CEOs want to take the company in a direction that does not match their wishes.



You tell the board you are fully excited because sharing enthusiasm and unbridled excitement for the mission is not something your competitors will do. They’ll view it as a sign of vulnerability when, in reality, it’s a sign of confidence. Sharing your love for the opportunity is never a bad idea.

And you tell the board you’re looking forward to working closely with them because one of their greatest fears is that a new CEO will leave them in the dark. Boards want to know what is happening in the business and what the CEO plans to do to reach their goals. When you inform your new bosses you plan to be communicative, you’re reassuring them you will keep them in the know.

Never leave the close to chance. Following this advice will lead to a better chance of landing the dream job you recently interviewed for.



Dr. Geoff Smart is chairman & founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.

3 Ways To Stay Resilient During These Uncertain Times

Over the last few years, we have seen plenty of uncertainty. The pandemic, politics, wars overseas, inflation and a looming recession have done nothing but make these uncertain feelings grow. It's left many business owners wondering how they can stay resilient. Here are three ways to stay resilient during these uncertain times.

Embracing Change

In order for your business to see success, you must embrace change and work with it. It doesn't matter if the changes are coming from inside or outside of your business – if you're well-prepared to embrace them and adapt, you will continue to see success.

Empowering Your Team

Your team should be able to make changes without waiting for approval. As the business owner, you must clearly communicate goals so your team can make decisions the same way you would.

Finding A Mentor

You will not face a situation in your business that is completely new. Someone somewhere has already faced the same obstacles and found a way to overcome them. Find a mentor with vast experience who can offer advice and guidance when you're unsure about what to do next.



November Events

6th Daylight Savings
8th Election Day
11th Veterans Day
24th Thanksgiving!

Hello Autumn

Now that spooky season is over, we hope you have all had time to pull your favorite candies from your kids stash. We all do it, its ok, you're not fooling anyone!

However, the time has come to put away the spiders and skeletons and bring on the pumpkin pie and sweet potato casserole. November is upon us and that means we are all getting into family mode. For us in NY, we are bringing out the cozy blankets and for our clients down the East Coast, light those bakery scented candles. Its time to give thanks for all of our blessings!

CST loves November because we have an excuse to get a little extra family and friend time. We are reminded to be thankful for our lives and help the community whenever possible. Although, we try to be grateful and helpful all year round, there is something about the Thanksgiving season that puts everyone in a good mood, and who doesn't love all the neighborly love!

As always, if there is anything you need, please reach out. We never want our clients to struggle with their technology as that truly is the reason we exist.

We hope you have a great Thanksgiving and enjoy time with those you love.

Jessica



"My computer crashed...to the ground when I got frustrated and threw it out the window."