



network and includes viruses, adware, spyware, and the like that will do anything from steal your passwords and other sensitive information to taking over your computer. Ransomware, for example, can take control of your computer and the hacker will offer to give control back to you for a price. Malware protection is usually focused on the money-hungry programs than system-crashing viruses.

Most antivirus software includes some malware protection, and most malware protection software includes typical virus identification in its knowledgebase, but neither is a comprehensive barrier against online threats which is why you need both.

### Backups

No security system is completely infallible. Someone is always going to design a program no protection software is ready for which is why it's important to have a backup system in place for your computer, and your website. Hiring a professional IT company to back up your system daily will allow you to recover data almost instantly, saving you a headache and protecting your revenue. Malicious threats aren't the only causes of system or website failure; hardware wears down, servers crash, even a power failure can cause technology to reset. There are backup programs available that will allow you to be up and running again inside 20 minutes versus the 2 to 5 days (or more) it will take to rebuild from scratch.

Additional security layers are standard for most developers, and those include password protection, password and data encryption, privacy controls, and email spam filters. These additional layers don't come with antivirus, anti-malware or backup systems so checking in with your IT personnel to make sure those steps are in place and up to date is worthwhile due diligence.

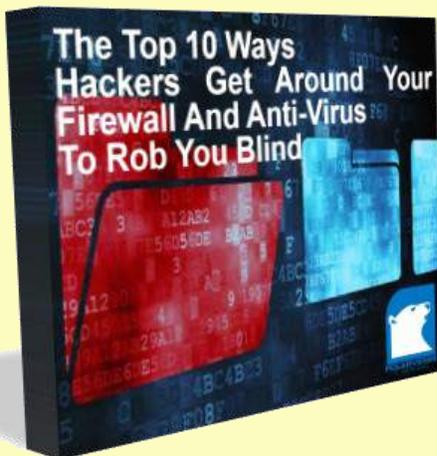
Protect your computer, your network, your website, and your customers by enabling a layered technology security system.

Polarverse can provide layered security and defend your system in real time against threats - most of the time we've neutralized the problem before our clients knew there was anything worth worrying about.

**Call us today at 519-489-0646.**

Chris Davis  
Founder & CTO  
Polarverse IT Services

## FREE eBook: The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind



Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are "low hanging fruit." Don't be their next victim!

**This report reveals the most common ways that hackers get in and how to protect yourself today. Claim Your FREE Copy at:**  
<https://goo.gl/H8Ysnl>

## Chris' Desktop



My little girl is growing up fast she just turned 4 this month if you can believe it! We celebrated with some fun at the indoor playground and arcade at Bingeman's Funworx and then back home for a pool party. I spent the weekend before finally getting the backyard in order now that the inside is mostly done as I wanted to get a kiddie pool for Jillian to play in. Between the pool and the park behind the yard she was all set!

It didn't arrive in time for the actual day but I got a small desk for Jillian and made room in my home office for it. So sweet the first morning it was here and I said I was going to check some email Jilli says "I'm going to do some work at my desk too!" :D

**What's Happening at Polarverse:** I travelled to Nashville, Tennessee last month to go to the annual Dattocon event put on by Datto. The purpose of the conference is to educate IT professionals on new services and various areas of business management for IT companies. I find it worth going for the training alone but there is the added bonus of networking with others in the same profession (and I can go full throttle nerd speak). This is just one of the major events I go to throughout the year that helps me learn about and implement new products to help my clients run their businesses more smoothly without worrying about their computer networks.

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## Jillian's Toddler Times



I'm 4 now! I had a great birthday visiting with friends and going to parks both inside and outside and some with water! I got a lot of books as presents – I love my stories!

Papa got a pool for me at the townhouse and I get to play with my Paw Patrol pups in there! We had my birthday party on the deck and ate outside with nice big chocolate cake!

Now I have a desk too in papa's office, he says I'm his CEO – chief entertainment officer ha ha – what?

## Shiny New Gadget Of The Month:



## Finally: An Easy Way To Control The Family Net

Got kids aged six to 16?

Circle With Disney is a new device that helps make Internet struggles at home a thing of the past. Imagine: no more negotiating with kids to get off the web and come to dinner (or get their homework done).

This 3½-inch white cube with rounded corners (it's not exactly a circle...) lets you control Internet usage around your house with a tap on your iPhone. (Android compatibility coming soon.)

With presets by age group, or custom controls, Circle helps you restrict who in your family surfs what, and when. It also tallies how much time each person spends on any site. You might even want to monitor your own Facebook or Pinterest time (or maybe not...).

Circle also lets you put your whole home network on pause, sets up in about five minutes and works with your router.

Just \$99 USD at [MeetCircle.com](http://MeetCircle.com) may be all you need to win your family back from the web – at least for a few minutes a day.

## LESSONS MY DOG TAUGHT ME ABOUT ENTREPRENEURSHIP

The other afternoon, I thought I was taking a little break from the biz world, though, as I took advantage of a sunny day (one of the rare ones this winter) to throw the tennis ball for my dog, Daisy. She never tires of the game, chasing every ball down and faithfully dropping it at my feet. It occurred to me that a surprising amount of the good business advice I've read is actually played out in the way my dog interacts with the world. You don't necessarily need an MBA to figure out what's important in the business world. Maybe you just need a little lesson in canine values.

Here's what I observed:

**1. Basics matter.** My dog doesn't care if she wears a diamond studded collar from the latest doggy designer. She doesn't prefer bottled water from some exclusive spring in the Swiss Alps, and she couldn't care less if the dog next door doesn't care for her. My dog wants food, shelter, and companionship, and everything else ... well, doesn't really matter to her much. If her basic needs are satisfied, she's satisfied. The next time I'm fretting over what kind of paper I want my business cards printed on, I'm going to remind myself that much of what we worry about isn't important at the end of the day. We need to take care of the basics.

**2. Training matters.** When we first got Daisy as an adult rescue, she was a bit of a terror (there was a reason she was returned to the shelter 5 times, and we were her "last chance."). She chewed on things she shouldn't, jumped on people, howled constantly, and she didn't always "go" where we wanted her to (ahem... outside). She wasn't inherently bad, though. She was an angel inside, she just needed training. She needed consistent structure. Just like our pooch, employees need to be trained, and they need to have crystal clear, consistent expectations. You can't constantly change the rules and expect your staff to pull it off. Instead, you need to lay down rules, establish the consequences if the rules aren't followed, and you reward good behavior.

Taking the time to properly train your dog (and your staff) always pays dividends.

**3. Play matters.** At the end of the day, my dog passes out, exhausted from a full day of activity. If there's a day when she doesn't get as much exercise as she needs, she's out of sorts. She's grouchy, doesn't sleep well, and she's – quite frankly – a pain in the ass. When we spend the time to take her for a walk or a run, though, she's a dream. If she gets enough tennis ball time, she's not only happier, but everyone else around her is happier, too. She and I have a lot in common. When I'm slammed at work, I used to have trouble finding time to exercise, until I realized that getting in a workout made my outlook much sunnier. Physical exertion is essential for my mental health, and makes me better at everything I do. Take the time for physical activity. And if you are ever passing through Boonton, New Jersey, join me for a hike, run or a session in the weight room. Daisy has the most fun playing with others, and us humans do too.

**4. Trust matters.** My dog is super friendly, but she's wary of people she doesn't know. She'll nose around, checking out that new person smell, and she'll observe for a while before she'll let her guard down. She's rarely picky, but there are some people she never really warms to. She's smart. Waiting for folks to demonstrate that they're trustworthy is just good business. Whether it's hiring an employee for a trial period or using split testing for a new ad concept, it's wise to start slow – take baby steps until you're certain that a person or a plan is sound.

So I'm not going to abandon my entrepreneurial endeavors in favor of throwing tennis balls with my dog. But I am going to remind myself of the simple values that should guide the way I approach my business. What matters? What values should I keep front and center? The basics, training, play, and trust: that's what really matters, and I learned about it from my dog, Daisy.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. For more information, visit [www.mikemichalowicz.com/](http://www.mikemichalowicz.com/).

# TECH TRENDS



## Want to know your Lyft or Uber passenger rating?

Ratings are a two-way street with both Uber and Lyft. Of course, as a passenger you can rate your driver. Yet passengers are rated too, by their drivers. To find your average Uber passenger rating, open your Uber app and tap the menu bar in the top left corner. Then follow this path: Help > Account > "I'd like to know my rating." Tap "Submit" on the explanation page and your rating should then appear. Lyft has no such system, however their support team may send your average passenger score to you if you request it. Want to improve your score? Be nice to your driver and show up at your pickup location on time.

-Glitterless.com

## Forget apps...here comes the voice-controlled future.

Soon, we won't be fumbling around with a gazillion different apps, trying to

figure out which one turns off the sprinklers in the front yard... Apple Siri, Amazon Echo and now Google Home all point to the future of digital living. When it comes to voice plus smart machines vs. finger taps on a phone, voice wins, hands down. You don't want to use a weather app, you just want the forecast. Your customers won't go to your website and download an app; they'll interact with your business in some way by voice. That future will arrive in the next five to 10 years. Will your business be ready?

-Inc.com

## Skip the airport - just hop in your e-jet and fly!

By 2018, owning your own battery-powered VTOL (Vertical Takeoff and Landing) two-seater could be one step closer to reality. That's the plan for the Lilium Jet, being developed in Germany under the auspices of the European Space Agency. This Jetsons-looking aircraft sports "fly-by-wire" joystick

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controls, retractable landing gear and gull-wing doors. Its developers claim it will have a top speed of 250 miles per hour and could be available to the public as soon as 2018. Designed for daytime recreational flying, it's quieter - and safer - than a helicopter, thanks to its battery-powered ducted fan motors and intelligent, computer-controlled takeoffs and landings. And pricing, according to its developers, will be far less than similar-sized aircraft.

-GizMag

## Is your mobile website stressing people out?

Of course, page-load times can affect conversion and brand perception. But did you know they also affect user heart rate and stress levels? According to a 2016 study on mobility by Ericsson, page-loading delays lead to an average 38% jump in heart rate. Remember the last time you watched a horror movie? It's about that stressful... Not how you want your visitors to feel. To keep your page loads painless and your visitors happy, make sure your website is mobile-friendly. It needs to be quick and easy to navigate and engage with. You have a lot at stake in your website - and making it stress-free for visitors could make a big difference.

-HubSpot Blog



"This is Tom. He creates awareness."