

SOLUTIONS

FOR BUSINESS



Vacations Begin at Bob & Jo's RV Center


PANORA TELCO


Guthrie Center
communications

Top Five Online Security Tips	3
Common Security Threats	3
Spotlight: Bob & Jo's RV Center	4
Hackers Don't Cause All Security Breaches	6
How Safe is Your Data?	7



SOLUTIONS

FOR BUSINESS

PANORA TELCO

Main Office: (641) 755-2424
 Technical Support: (641) 755-TECH (8324)
 Request a Service Call: (641) 755-2424
 Request a Locate: (800) 292-8989
 Mailing: 114 East Main, P.O. Box 189
 Panorama, IA 50216

GUTHRIE CENTER COMMUNICATIONS

Main Office: (641) 332-2000
 Technical Support: (641) 332-2225
 Request a Service Call: (641) 332-2000
 Request a Locate: (800) 292-8989
 Mailing: 403 State Street
 Guthrie Center, IA 50115

Solutions for Business is a publication of Panora Telco, 114 East Main, P.O. Box 189, Panorama, IA 50216 and Guthrie Center Communications, 403 State Street, Guthrie Center, IA 50115.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form, electronic, photocopying, recording, mechanical, or otherwise without the prior written permission of Panora Telco or Guthrie Center Communications. All rights are reserved.

Editorial and Circulation – Contact Curt Thornberry, 114 East Main St., PO Box 189, Panorama, IA 50216, (641) 755-2424

Trademarks – All brand names and product names used in this publication are trade names, service marks, trademarks, or registered trademarks of their respective owners.

Additional Issues – Extra issues are available to business customers on a limited basis while supplies last. Contact Curt Thornberry, 114 East Main St., PO Box 189, Panorama, IA 50216, (641) 755-2424

Copyright © 2016 by Panora Telco, Guthrie Center Communications, and Cornerstone Publishing Group, Inc.

POSTMASTER

Send changes to:
 Curt Thornberry, 114 East Main St.,
 PO Box 189, Panorama, IA 50216

Paying attention pays off in the business world. As we all know, it's the small details that can have big impact. Paying close attention to what customers are saying, how technology is changing, and what competitors are doing can go a long way toward success.

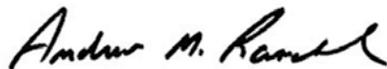
Another thing that requires attention is online security. In this issue of *Solutions for Business*, we share several articles on this important topic. On page 3, you'll find the **Top Five Online Security Tips** that every business should put into practice, along with a review of **Common Security Threats**. As you'll learn on page 6, **Hackers Don't Cause All Security Breaches**, so keep this in mind when developing employee training and procedures. On page 7, we ask the question, **How Safe is Your Data?** It may be time for your business to reassess your data backup and storage strategies.

Take a quick vacation from your work today and read the **Business Spotlight on Bob & Jo's RV Center** on pages 4 and 5. This family business in Guthrie Center has been equipping people to enjoy vacations since 1977. Their long history can be attributed in part to their tradition of paying attention to customers and consistently providing friendly, attentive service. To help this business stay connected and work efficiently, Guthrie Center Communications provides phone and internet services.

We're paying attention to advances in communications and are ready to meet your business challenges. Let us know how we can help.



Sincerely,



Andrew M. Randol
 General Manager
 Panora Telco & Guthrie Center Communications



PANORA TELCO





Top Five Online Security Tips

Everyone at your
business has a hand in
protecting against threats

Cybercriminals are a sneaky bunch and the consequences of their actions can range from poorly functioning computers to a devastating data loss. Fight back by having your staff consistently take the following precautions:

- 1. Be sure all computers and mobile devices are running the latest operating systems (OS).** Malware creators are always adapting, and so are OS developers. If a vulnerability is identified, developers will fix it in the next update, so you want to be sure you have it installed.
- 2. Use antivirus and antispyware software and keep it up to date.** New threats are discovered daily and keeping your software updated is one of the easiest ways to protect your business from an attack; simply set your computers to automatically update for you. Also, activate your firewall and regularly download the security protection updates (known as patches) that are released by most major software companies.
- 3. Educate your employees not to open email attachments from unknown sources.** Computer viruses are commonly spread through email attachments so it's vital to pay attention to the source before opening them. In addition, make sure your employees don't click on links within unsolicited email messages.
- 4. Use long, complex passwords that are unique to each account.** Each time an employee creates a new password, it should be long (preferably at least 14 characters) and contain uppercase and lowercase letters, numbers, and symbols. It's also important to not use the same password for multiple accounts and to change passwords regularly.
- 5. Only download software from reputable sites or stores.** Cybercriminals tuck malicious code into fake versions of the programs and apps that you want. The best way to avoid a phony is to stick to official company websites and app stores.

For more information about online security, visit www.us-cert.gov/cas/tips.

COMMON SECURITY THREATS

In addition to computer viruses, some of today's most common threats include:

Denial-of-Service Attacks

A denial-of-service attack (DoS) is an attempt to make a computer resource unavailable to its intended users. It generally involves preventing an internet site or service from functioning efficiently or at all.

Cyber Extortion

Cyber extortion is a new twist on an old racket—"Give us money or we'll shut you down." Methods vary but can include a denial-of-service attack (DoS), theft of confidential data, defacement of your website, or an attack that locks up or encrypts your data.

Unsecured Wireless Access Points

If your Wi-Fi network has unsecured wireless access points or ones with outdated security technology, hackers could gain access.

Rootkit

A rootkit is a set of software tools intended to conceal running processes, files, or system data from the operating system. Rootkits have been used increasingly by malware to help intruders maintain access to systems while avoiding detection.



Bob & Jo's RV Center

This family business is where vacations begin and traditions continue



Bob & Jo's RV Center has been in the "fun business" since 1977, when avid campers Bob and Joann Reil saw the need to equip fellow campers in the area to hit the road for their own fun adventures. Located in Guthrie Center, Iowa, it's now one of the largest RV sellers in the Midwest.

In 2000, the couple's son Tom Reil bought the family business after gaining business experience elsewhere first. He explains, "I came back to Guthrie Center after college and worked at a grocery company for 10 years, then I took a job at a higher-level retail grocery company in Des Moines. But the long drive between Guthrie Center and Des Moines was hard on my family life. I decided to return to Bob & Jo's RV Center in 1990 and spent the next decade learning its sales and service programs from my father."

Big Variety Backed by Service

Customers who visit Bob & Jo's RV Center—either in person or online—will find a wide variety of new and pre-enjoyed fifth wheels, travel trailers, and pop-up campers from leading brands, along with a few motor homes and mini homes. They can also expect to receive excellent service after the sale.

Bob & Jo's RV Center offers the RV Warranty Forever program; every new and gently pre-owned unit comes with a warranty for as long as the purchaser owns the unit. In the event of a breakdown of a covered component, the repairs will be completed at no charge to the customer.

This coverage, which is provided at no additional cost to the customer, includes refrigerators, air conditioning, and many other primary RV components.

New Buildings, New Technology

In order to keep providing excellent RV service and repair, the business needed to update its facility. Reil notes, "There used to be a small, single-bay service center. Since RVs are now taller and wider than they were when that bay was built, it was becoming obsolete. In 2000, we opened our new three-bay service center, which increased our number of employees and enabled us to expand the service side of our business."

That three-bay service center wasn't the only new building constructed since Reil took ownership of the business in 2000. In 2014, Bob & Jo's RV Center opened its new 170 foot by 80 foot building, which houses the sales offices and a huge parts display. The building also has room inside for 20-32 units. "It's been a huge positive for customers. They can browse around and take a look at RVs, regardless of the weather. We're currently removing old concrete outside and will have a new area to park units as well as a new customer parking lot," says Reil.

An update of phone and internet services from Guthrie Center Communications was also in order. Reil explains, “Before we remodeled, we had an older phone system with rented phones. In our new building, we own the phones and have three phone lines plus a fax line. The new phone system has a paging feature, which makes it much easier to contact employees when they have a call. We no longer have to yell out the window to get their attention.”

He adds, “We now have the fastest internet plan offered by Guthrie Center Communications, which we need for our sales staff to quickly do research, send forms, etc. At the click of a button, the information is there. If there’s ever a glitch, and that’s rare, I just call Guthrie Center Communications and they’re right on it. They understand how important our Internet service is to our business. I want to give a shout out to Paul Brewster. He worked with us on buying our phones and getting our internet service. He’s a top-notch person and gets problems solved.”

Keeping Customers Happy

What’s hot in RVs these days? Reil answers, “This industry changes almost hourly. The biggest thing right now is the slide out. But there’s a big variety of RVs to meet the needs of different customers. We’re seeing buyers as young as 19 or 20 all the way up to people in their 70s.”

Bob & Jo’s RV Center believes in treating every customer with kindness and giving back to the community through volunteering and donations. Says Reil, “I’d say our tradition of excellent customer service is the top reason that Bob & Jo’s RV Center has been successful. It’s grown bigger and gone farther than my parents ever anticipated.”



The new phone system has a paging feature, which makes it much easier to contact employees when they have a call.

—TOM REIL,
OWNER, BOB & JO’S RV CENTER

WHO’S MINDING YOUR BUSINESS?

Paul Brewster
Combination Tech

Paul Brewster graduated from Des Moines Area Community College (DMACC) with an Associate of Arts degree in telecommunications. He began working for Panora Telco in December 2000.



As Combination Tech, Brewster has a range of job responsibilities. “My duties vary from day to day and hour to hour. I may be hanging a television in somebody’s living room one minute and splicing fiber in a muddy ditch the next,” he explains.

What does Brewster find more rewarding about his job at Panora Telco? He replies, “I enjoy the ever-changing technology and learning how to use it. Our industry is always moving forward. I also enjoy getting to meet lots of good people.”

When not working, he likes to spend time with his wife Kris and daughter Adelyn. Brewster is a big fan of the outdoors, including golfing and camping. He’s also a member of the Panora Fire Department and the Fin and Feather Shooters Club.

Hackers Don't Cause All Security Breaches

Unhappy or careless employees also pose a threat to your data



When you think of security breaches, anonymous hackers probably come to mind first. They certainly are responsible for many computer viruses and phishing attacks. But hackers are not the only culprits. Security breaches can also occur from inside a business—ranging from deliberate actions by disgruntled employees to accidental breaches caused by human error.

Don't wait for a problem to occur. Review these basic precautions to help protect your company data from internal threats:

Revoke account access when an employee leaves. This is the single best thing you can do to prevent security breaches. Here's a cautionary tale: In one case, a system administrator was terminated for cause. As he cleaned out his desk, he deleted one file—the file that held all the encryption keys for the employees and the corporate escrow key for all the encrypted files held by the company. The 20-plus employees who used the key from the server lost access to all their encrypted files. With one keystroke, everything those employees had done for the previous three years was lost.

Do your backups. An essential safeguard against internal data sabotage is having an effective backup system to keep mission-critical data secure. This statement can't be repeated often enough.

Account for data and tech devices your employees own. The proliferation of personal devices (such as smartphones and

tablets) used for work purposes has led to a business environment where personal activities commingle with work. By allowing employees to use their own equipment, your business loses some control over security issues. You may want to have employees sign an agreement regarding the proper use of such devices.

Protect against downloading of malicious content. The average employee in a small business spends up to an hour a day surfing the Web for personal use—perhaps looking at video or file-sharing websites, playing games, or using social media websites. And it's not just lost work time that's involved. Malware and virus threats can be inadvertently introduced to a computer network by employees via a rootkit hidden in a game or a video clip. The best advice is to constantly update and patch your IT systems to ensure protection.

Educate employees about social engineering. One of the most common ways for attackers to gain access to a network is by exploiting the trusting nature of your employees. Make sure your employees know not to provide their password over the telephone and teach them how to recognize a phishing email.

Threats to data security can come from many places. If you take a multi-faceted approach that address both external and internal issues, your business can reduce the odds that a breach will take place.

How Safe is Your Data?

Online backup protects the information that's critical to your business



What is your small business doing to protect and back up your valuable data? If your answer to that question is, "I'm not exactly sure," you could be putting your business at serious risk for lost productivity and financial damages. When it comes to technology, it's not a matter of if something will go wrong, but *when*.

While the most common cause of data loss is hard drive failure, there are many other incidents that could cause it:

- Liquid or heat damage
- File corruption
- Virus infection
- Software error
- CPU failure
- Power outages
- Accidental deletion, modification, or overwriting
- Theft
- User error

Data loss can be extremely disruptive to your business, resulting in frustration and worry among employees and the inability to efficiently perform required tasks. The potential financial costs are also significant, stemming from lost revenue as well as the fees paid to try and recover data.

The best ways to safeguard against data loss is to back up your data every day and store it in the cloud or at an off-site location. If you choose an off-site location, make sure the building is in a different part of the country that would not be affected by natural disasters in your area. It's also important to keep your hardware and software up to date, and for your business to create a disaster recovery plan.

If you need a better way for your small business to handle data backup and storage, ask us about FileHopper. It enables you to store and share files in the cloud, and is available as desktop software or a mobile app. For more details on FileHopper, call Panora Telco at (641) 755-2424 or Guthrie Center Communications at (641) 332-2000.

ONLINE BACKUP VS. ONLINE STORAGE

Online backup and online storage are two different services that are often confused with each other. Here are the basic definitions:

Backup is a manual or automated way to have information kept secure and made available in the event of a disaster. Online backup is usually done with software that is downloaded and installed on your computer. This software encrypts your files and uploads them. Once installed and configured, the backup process is more or less automatic.

Storage is simply the capability to put files somewhere else. This is done so as to share the files with others, save space on the local drive, or have a way to access files from anywhere with an internet connection.





STEP INSIDE FOR **SOLUTIONS** TO YOUR BUSINESS TECHNOLOGY CHALLENGES

Our Solutions Technology Experience Center offers all this in downtown Panora:

- Get your questions answered and problems solved by technical experts.
- Test drive a variety of devices to help you select what's right for you.
- Purchase computers, tablets, monitors, routers, servers, IP surveillance cameras, and more.
- Expand your knowledge by taking technology classes.

Call (641) 755-2600 to get a
FREE Tech Assessment!

 **Solutions**
Technology Experience Center

112 East Main Street • Panora, IA
SolutionsTEC.net