



Business and technology tips from the team you trust

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NEWS YOU CAN USE



Security Policies - So Often Cursed Yet So Crucial

Want the best frontline protection for your business? Implement a strong security policy to mitigate risk both from within and without.

Employees may hate them, but your network will thank you. Our vCIO has the scoop on what they are and why they are so critical.



Useful Advice in Under 2 Minutes

Our CEO has been co-running a business successfully for almost 25 years. It hasn't all been perfect or easy, and he's learned some great lessons along the way.

He shares one of those valuable pieces of advice in this 2-minute clip. I'm torn between calling it business or personal advice, so watch or listen and tell me what you think.

Catch up on older editions of the newsletter here.

[Newsletter Archive](#)

INSIDE INFINITY

Identity Management Day 2023

APRIL 11, 2023

IDENTITY MANAGEMENT DAY 2023

Established in 2021 in partnership with the National Cybersecurity Alliance, Identity Management Day, held on the second Tuesday of April, is a day of awareness to educate business leaders, IT decision makers, and the general public about the importance of identity management.

April 11th is Identity Management Day. And Identity Management is something that, whether or not you know it or call it this, is important for you as an individual *and* for how you run your business.

Get the basics on it here, along with some recommended actions. And keep an eye out on our social channels for tips this April leading up to the 11th.

Exclusive Behind-the-Scenes Snaps





You won't see these photos anywhere but here. They're behind-the-scenes shots of some of our team getting caught on camera doing the amazing work they do. And I'm sharing them with you because you let me write to you.

Taking pictures of the man taking pictures of the team -
it's like Inception...Infinity-style. ;)

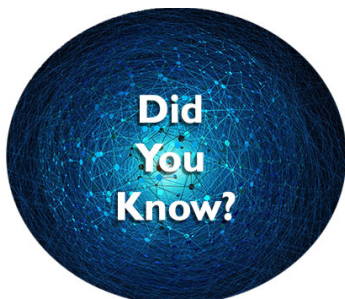
It's a Date (Events)

- Chamber New Member reception is on **Tuesday, March 28.**
- Ad Specialty celebrates 35th anniversary **Thursday, March 30.**
- April Fools' Day is **Saturday, April 1.**
- Identity Management Day is **Tuesday, April 11.**
- Tax Day is **Tuesday, April 18.**

Employee Anniversaries

- March 8 - James - 1 year
- March 16 - Ashli - 3 years
- March 25 - **Mark** - 10 years

Join us on Facebook or LinkedIn to share in the celebration of these anniversaries and send your own message of congratulations.



Did You Know?

18 years ago tomorrow (3/24/2005) we watched what may have been the most memorable office prank of all time: Jim hiding Dwight's stapler in yellow jello.

[Watch the 2-minute clip here.](#)

Please understand I am not recommending you try to reenact this for April Fools' Day. You may have a great sense of humor, but current statistics report 4 in 10 US employees suffer from workplace bullying. And a disturbing percentage of that--almost 25%--is reported to be from 'aggressive email tones.'

So maybe skip the April Fools' office pranks this year and just share the video above and a laugh. Jell-o Jigglers snack optional.



Scary Stat

84% of organizations suffered an identity-related breach and **78% experienced direct business impacts.**

- *Identity Defined Security Alliance*

22% of US households (more than 1 in 5) have been a victim of account takeover with an **average financial loss of 12,000 dollars.**

- *Security.org + Deduce*

The lesson? Identity Management (or mismanagement I should say) can cost both you and your business real money. Take control and protect yourself today.

Community & Partner Spotlight



Raise your hand if you hate medical billing! Wait, let me clarify. This is not if you are on the *receiving* end of the bill, sorry.

If you are on the billing end, however, A R Management can help. They've offered inspired medical billing solutions for more than 20 years. Their team of professionals provide reliable accounts receivable management so you can spend less time on patient paperwork and get back to patient care. Click the logo to see the variety of ways A R Management can help.

Interested in seeing your company or event in the Spotlight?

[Let me know!](#)

