



CYBERSIDE CHAT

Never Lose Your Car Again

Lost your car in the grocery store parking lot (again)? There's no need to follow the sound of the horn like a lost duckling. Open Google Maps on your phone, tap your location on the map (the blue dot), then click "Save your parking." If you have Siri, you can say, "Siri, remember where I parked my car." Then you'll see a pin on the map.



New Tech Delivers All The Flavor With None Of The Calories

Researchers at City University of Hong Kong have devised a new way to make virtual reality even more immersive – through your tastebuds. Using a handheld device that looks like a disposable vape, users can experience virtual flavors through iontophoresis, a method that delivers taste chemicals to their tongues through tiny ion flows. This idea could change how we experience VR, but whether it becomes a big deal or a quirky experiment is still up in the air.

Waze Away

Finally, Google is integrating Waze's real-time incident reports using activity from the app's 140 million users. This integration allows Google Maps users to receive notifications about accidents, traffic jams, speed traps and other hazards reported by Waze's community of drivers. The feature is rolling out gradually, starting with police

alerts, and is expected to include more types of incident reports in the future.

Are You Being Snackfished?

Hungry consumers are scouring the country looking for viral food products seen on Instagram (like clear ketchup and chocolate Pringles) but can't find them. Why? Because they don't exist. Some influencers are making up ridiculous food products, poking fun at the food industry's reputation for weird product launches. While mostly harmless, snackfishing underscores how easily audiences can be swayed by convincing visual content, reminding us to verify what we see online before taking it at face value.

TRIVIA

This year, nine new emojis are expected to drop, including which of the following?



- A. Sasquatch
- B. Exploding Watermelon
- C. Tofu
- D. Pickleball Paddle

Answer: A. Sasquatch will join eight other emojis, including an apple core, oca, romaine and fight cloud, that will be released throughout 2025.

FEBRUARY 20TH EVENT WITH HMA THE BENEFITS PEOPLE: THE BENEFITS OF AN INTERNAL SECURITY STRATEGY



Megan O'Shaughnessy from HMA the Benefits People, Brandon Jones from Attitude IT gave a great panel discussion on the benefits of an internal security strategy. Mil Patel VP of Ajax Pickering Board of Trade Moderated the event and really engaged the crowd. We had some amazing questions from Kyle Vespasiani, Heather Jackson and Sandra Ward on how to secure individual devices on a network in case of breaches and how to securely send documents through Google Docs. Megan touched on the types of PII – Personal Identifiable Information that can be sent to your Benefits Contact and what should be encrypted, everything! Mark Lorrain and Ian Mccutcheon had some great questions on

zero-trust and what can be protected in a business differently by using this instead of just the traditional antivirus and firewall. Jessica from Durham Region asked why some websites might not be accessible and that brought up the importance of making sure your website has https meaning it is secure, if it's not people won't be able to view your website especially if their business has the right security in place. Overall some really great discussions, thank you everyone and we are excited for the next event in April.

ATTITUDE CHRONICLE

Insider Tips To Make Your Business Run Faster, Easier And More Profitably

WHAT'S NEW

Welcome to March, almost the end of Q1 for most of us. We are right in the thick of tax time. We hope it goes smooth for everyone, and you were able to take some great ideas about staying safe from our last issue. In February we were able to take part in the NMA's first Stock the Shop pick-up and drop off days. It was incredible to be a part of the initiative. February is also when we get to celebrate Black History Month, this year we attended the Whitby Chambers Black History Month event and panel. We met some wonderful speakers and business owners. Attitude IT also had the opportunity to partner with HMA the Benefits People and hold a panel discussion on data encryption and Security, Stay Tuned for our Round Table event with Watton Employment Services this month.

GOING GREEN:

HOW TECHNOLOGY CAN HELP YOU REAP THE BENEFITS OF SUSTAINABILITY

Sustainability is a practical strategy any small or midsize business can adopt to save money, improve efficiency and boost employee well-being. The DOE says that energy-efficient systems can cut usage by up to 75%, and greener workplaces have been shown to increase productivity and reduce sick days by 30%. Beyond cost savings, sustainability attracts eco-conscious clients and enhances your brand's reputation. But you don't need to be a green-certified building to get the benefits of sustainability. Here are a few simple ways to leverage modern technology to go green in your business.

less energy than standard equipment, making it a smart upgrade for your wallet (and the planet). Tools like smart power strips can also reduce energy waste from devices left on standby, and energy-efficient printers and copiers can cut power usage during the workday.

2 Adopt Cloud Computing

Platforms like Microsoft Azure, Google Cloud or AWS enable businesses to store data and run applications on shared servers, reducing the need for on-site equipment. Cloud computing also supports scalability, allowing businesses to pay only for the resources they use. This consumption-based model minimizes waste while reducing the capital investment required for IT infrastructure. Many cloud providers are also committed to sustainability, powering their data centers with renewable energy to reduce carbon emissions further.

1 Upgrade To Energy-Efficient Hardware

One of the easiest ways to make your business more sustainable is by switching to energy-efficient devices. ENERGY STAR-certified laptops, monitors and servers use significantly less power than older models. For example, an ENERGY STAR-certified computer uses about 25%

This monthly publication is provided courtesy of Brandon Jones, CEO of Attitude IT.



OUR MISSION:

To build a community of security and success-minded businesses that inspires excellence, encourages collaboration for all small to mid-sized businesses in Ontario.

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3 Implement Green IT Solutions

Green IT solutions, like virtualization and e-waste recycling, help businesses become more sustainable while optimizing operations. Virtualization allows companies to run multiple virtual servers on a single physical server, significantly reducing hardware requirements and energy consumption. When hardware needs replacing, e-waste recycling ensures that outdated equipment is disposed of responsibly. Many IT vendors and local recycling programs offer secure recycling services that protect sensitive data and prevent harmful materials from entering landfills.

4 Harness The Internet Of Things (IoT)

IoT devices help businesses monitor and optimize energy use in real time. Smart thermostats like Nest adjust heating and cooling based on occupancy, saving up to 12% on heating and 15% on cooling annually. IoT-powered lighting systems also ensure lights are on only when needed, reducing waste in unused spaces.

5 Go Paperless

Going paperless is one of the easiest ways to reduce your business's environmental impact. Modern IT solutions, like digital invoicing systems and cloud-based document storage, eliminate the need for physical paper while improving efficiency. Tools like DocuSign enable businesses to handle contracts and forms electronically, saving time and resources. Businesses that still require some paper use should consider printers with duplex printing capabilities to minimize waste and use recycled paper products whenever possible.

6 Utilize Renewable Energy Solutions

Investing in renewable energy, such as solar panels, is a long-term strategy for sustainability. Solar-powered charging stations, for instance, provide a clean energy source for employees to charge their devices, reducing reliance on grid power. While installation costs can be high, tax incentives and rebates make renewable energy more accessible. Over time, these investments pay off in lower utility bills and enhanced sustainability credentials, which can attract eco-conscious customers and partners.

7 Encourage Sustainable Employee Practices

Technology can also encourage employees to adopt greener habits. Tools like Slack or Microsoft Teams reduce the need for unnecessary travel by supporting remote work and virtual meetings. You can also encourage employees to turn off devices or set them to energy-saving modes when not in use and even gamify sustainability by tracking energy savings and rewarding employees for eco-friendly behaviors.

Sustainability Is Good Business

By leveraging modern technology, like energy-efficient hardware, cloud computing and IoT solutions, you can lower operating costs, enhance efficiency and improve employee well-being. But these changes don't require a massive overhaul; even small steps, like going paperless or encouraging eco-friendly habits, can contribute to a healthier planet and secure a more resilient future for your business.



Joe Polish, a leading entrepreneur and author of *What's In It For Them?*, built his success after overcoming addiction and a failing carpet-cleaning business that left him \$30,000 in debt. Despite his struggles, Polish remained focused on how to be useful to others. Today, as the founder of Genius Network and Genius Recovery, he helps others succeed by prioritizing meaningful relationships and creating value. At a recent industry conference, Polish shared powerful strategies for overcoming personal and professional disconnection – an issue that can undermine business performance and personal fulfillment.

help them, not on what you can get from them," he says. "Ask yourself, how can I be a giver instead of a taker?"

Address Pain Points

The best way to connect with someone, Polish says, is to identify where they are struggling and offer help. "I have done more to bond and connect with people through pain than any other thing... I want to relieve pain, and that's how I can build some great rapport with so many people," he says. In business, solving your customers' pain points isn't just good service – it's the key to earning their trust and opening the door to meaningful opportunities.

relationships is focusing on how you can create value for others. "I look at what's in it for them, and I have found that to get what I want, I help other people get what they want," he says. For business owners, it means putting clients and partners first, ensuring every interaction leaves a positive impact. As Polish puts it, "There's no limit to what you can accomplish or the peace and joy you can find in your own existence" when you focus on helping others.

Caring Vs. Commitment

Success, whether in relationships or business, comes from consistent actions that reflect true commitment. You might care deeply about your family, but are you prioritizing quality time with them? You care about your health, but are your habits – like staying up late or overindulging – aligning with that care? "I care about a lot of stuff, but your actions show what you're committed to," Polish explains.

Give More Than You Take

People are naturally drawn to givers rather than takers. Polish emphasizes that generosity creates trust and goodwill, which ultimately leads to stronger relationships, a better business and a more fulfilling life. "If you want to connect with people, focus on how you can

Break Isolation With Trusted Networks

"Silent battles are the hardest battles to fight. You're as sick as your secrets, and if you don't disclose to trusted people who care about what's going on...you won't get better," he states. Polish emphasizes that sharing challenges with a support system is essential to moving forward. This could mean leaning on Mastermind groups, trusted peers or collaborative communities, where fresh perspectives and actionable insights can help you tackle frustrating challenges.

Answer The Question "What's In It For Them?"

Polish believes that the secret to meaningful

Stock the Shop- Nortumberland NMA's School Supply Drive

To kick off 2025, the NMA and partners hosted our first Stock the Shop Tech Classroom Drive. Over the past week we have picked up donated items and delivered them to our 5 local high schools.

Special thank you to our donors:
ADL Insulflex
Venture13 Innovation Centre & Nventure,
Little's Welding & Machine Shop,
Trade Tech Industries
Mirmil
Lakeland Multi-Trade
Belden

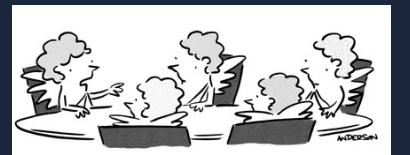


As we unloaded the donations, you could hear students say "It's like Christmas" as they stood around the donations anxious to dig in!

To those who couldn't donate this time, we hope to host a classroom drive every semester. It gives our youth consistent materials & industry support while giving you a chance to recycle and get rid of items sitting around the shop/plant. The next opportunity will be for September 2025. So - you've got summer shutdown, summer maintenance, cleaning up the plant/shop?? Create a pile of donations and we'll be there!

Special Thank you to National Shunt Services- If you need anything transported these are your guys!

CARTOON OF THE MONTH



"Last thing, I need everyone to keep March open this year. Word is we're going to be testing out hiding pots of gold to see if we can't pick up on some of that market."