

The Tech chronicle

Summer is Here

Warm weather is here and so are all the fun festivals Michigan has to offer. Don't miss these fun events!

Pinckney's Art in the Park, June 3 - 4, 2023

Always the first weekend following Memorial Day, This fun event draws 15,000 spectators for two days of shopping, entertainment, food and fun for the family. Love buying one-of-a-kind art? Over 100 fine artists and crafters will have their pieces ready for you! Putnam Township Square in Downtown Pinckney.

National Cereal Festival, June 10, 2023

Share in the history of eating breakfast during the FREE World's Longest Breakfast Table! Choose from several Kellogg and Post cereals with your choice in milk or juice; it surely will satisfy your taste buds! Awesome June Michigan event! 25 McCamly Street, Battle Creek, MI

Arts & Acts Festival, June 16 – 18 2023

Held the third weekend of June, Arts and Acts showcases contemporary art, handicraft work, and unique creations by fine artists and crafters from Michigan and around the country through the 35th Annual Art in the Sun Juried Art Fair. Visitors enjoy art, food, and family-friendly entertainment "acts" throughout the three-day event. Admission and nearby parking is free. 2015 W. Cady Street, Northville, MI.

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Did you Know?

Michigan ranks first in state boat registrations.



Get Ready To Maximize Efficiency With Help From Co-Managed IT Services

IT services are necessary for every business in the country – IT companies help businesses protect their data, ensure day-to-day operations run smoothly, increase productivity across the board and keep up-to-date with the latest technology trends and updates. Without IT services, your business can fall prey to hackers and cybercriminals bent on stealing your company's and clients' personal information. But if you don't have IT services, where do you even start looking?

Many businesses choose to keep their IT services in-house with a dedicated team of IT professionals who are able to offer quick support in most situations. Others decide to outsource and hire a managed IT services provider to handle all of their technology needs. Yet there's another option many are unfamiliar with that could help fill their needs.

It's a hybrid of in-house IT services and managed IT services called co-managed IT, and it truly provides business owners with the best of both worlds.

With co-managed IT services, you can outsource many of the IT tasks and responsibilities that prevent your in-house team from doing their best work. The outsourced team will watch over your network and address any issues before they become more significant problems. They'll also install the necessary protections to ensure your business is protected against hackers and cybercriminals. If more hands need to get on deck, your in-house IT team can step in and work to fix any issues that arise.

When you set up co-managed IT services in your business, you'll likely have a game plan to ensure every need is met. You can partner

Continued on pg.2

Continued from pg.1

with a third-party organization and analyze your existing IT department to evaluate its skills, needs, resources and tools. This will tell you where you need the extra help. From there, you can determine which services you need to reach your company goals, regardless of whether they're related to IT or not. Then you can build a package to cover every base while staying within budget.

Co-managed IT services are truly a win-win for business owners. They can utilize the third party for specific tasks while allowing the in-house IT team to tackle other projects. In most cases, your in-house IT team will retain control of administrative access while gaining the ability to use tools and resources provided by the third-party team. Utilizing a co-managed IT service takes tasks and responsibilities off your shoulders, as you won't have to check in on every single task the third-party team is managing. This means you can focus on other essential projects that directly impact your business. A co-managed IT service will also allow you to keep up with the latest technology and cyber security trends as they release, and you'll be able to determine what you want to implement in your business. You get around-the-clock

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support, so even if your in-house team has people on vacation, you can keep up with your daily responsibilities without worrying everything will come crashing down.

Another great feature of co-managed IT services is the sense of relief you and your team will feel about everything related to technology and cyber security. You don't have to worry about sensitive information getting leaked or passwords becoming compromised since you'll have two layers of defense. And all of your technology needs will be satisfied, so operations will rarely run into issues that put them at a standstill.

Now that you've read through the benefits of co-managed IT services and understand how beneficial they can be for your business, you're probably wondering what the catch is. The first obstacle is finding the right co-managed IT service partner for your business. Luckily, we can help you out with that! There's also the cost associated with these services. You have to pay for an in-house and a third-party team, which can be expensive, depending on your needs. If you can manage the cost and partner with the right IT company, you'll reap the benefits almost immediately.

Getting IT services for your business is one of the best things you can do to ensure you stay protected. Contact us today to figure out the best options available for your business!

Do You Safeguard Your Company's Data And Your Customers' Private Information BETTER THAN Equifax, Yahoo and Target Did?



If the answer is "NO" – and let's be honest, the answer *is* no – you are leaving yourself and your company open to massive liability, *millions* in fines and lost business, lawsuits, theft and so much more.

Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – social security numbers, credit card numbers, birth dates, home addresses, e-mails, etc.

Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time before they destroy your business, scare away your customers and ruin your professional and personal life.

Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully it will be ALL CLEAR and you can breathe easy. If your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let this happen to you, your employees and your customers. *Reserve your exclusive CEO Dark Web Scan now!*

Get your free Dark Web Scan TODAY
at www.denbeconsulting.com/dark-web-

Create an Effective Email Marketing Strategy

Do you want to convert email subscribers to loyal customers? Focus on increasing customer engagement through your emails.

An email list is one of the strongest tools in your marketing strategy. So don't let it go to waste with low engagement rates. Here's how to create a solid customer engagement strategy.

Personalize the Message A positive customer experience depends on the customers feeling seen and valued. Send a welcome email to show you value their engagement. Then, to further entice them, include a discount code or other exclusive offer.

Use your customer relationship management (CRM) tool to create personalized subject lines and headings. The subject line must address the customer's needs, interests, humor, or fears.

Create Emails for Each Group of Customers You're Targeting Every person in your target audience is different. Use your CRM to separate the various segments within your user base, then create different emails to different niches. Segmented emails generate 58% of all revenue from email marketing campaigns.

You can segment your customers based on age, new vs. returning, income level, and more. Focus your subject lines and emails on these specific niches.

Put Thought into Email Design A high-quality email leads to engaged customers. How can you tell when an email is high quality?

Attractive Design Use graphic elements or videos when appropriate. Include important information at the top so users don't need to scroll down. Any links you include should be eye-catching and relevant.

Avoid walls of text, and provide space between the headings and content. Optimize your emails for mobile devices to avoid losing a significant traffic source.

Subject and Headers A good subject line entices readers to open the email. It should be relevant, personalized, and engaging. Headers should separate the content clearly and relevantly.

The pre-header content is the first 50-130 characters of the email. Customers see this content before they even open the email. Use it to entice customers to read more.

Good Copy Make the body of your email relevant and engaging. Use humor in moderation. Write concise sentences and use an active voice. Use conversational and personable, but not informal or inappropriate, language.

Include a Call to Action Increasing customer engagement doesn't convert to sales without including a call to action. Customers should know what to expect from your message. Make it clear what they get by clicking on links.

Good calls to action are concise and clear and use action verbs.

Automate the Flow When you set emails to send automatically, emulate the customer journey. These emails send automatically when a customer engages with the website, ad, or social media content. Meeting the customer where they're at ensures they see the most personalized and engaging copy.

Measure and Adapt As customer preferences and demographics change, adapt your strategy. Listen to customer feedback, track their habits, and analyze their spending. Then change your content and calls to action accordingly.

Well-designed Emails Can Increase Engagement Email marketing is an excellent tool to increase customer engagement. So whether you're still building your email list or have a wealth of subscribers, write high-quality emails and see the return on investment soar!

Are You A Great Remote Leader? Find Out By Answering 5 Questions



Business books from the 1980s encouraged managers to wander around the office, chat with colleagues and learn valuable information at the watercooler. Today, leaders of various organizations find themselves managing people remotely, which means it's time to say goodbye to watercoolers and hello to Zoom.

My company, ghSMART, has been fully remote for over 25 years, and in that time, I have found a few essential qualities that great remote leaders often possess. Here are five questions you should ask to determine whether you're a great remote leader.

1. Are you great at setting goals?
2. Are you great at hiring?
3. Are you great at delegating?
4. Does your compensation system reward high performance?
5. Do you always do what you say you will do?

You're most likely a great remote leader if you answered "yes" to all five questions. In a remote setting, the importance of these leadership skills is amplified. Let me explain why.

If you set unclear goals, it's easier to clarify them for those working in the same office. But if you are working remotely with a team, it's vital that everyone understands your expectations and what they must accomplish. If you're not great at hiring, you immediately notice the ill effects

of a hiring mistake in a traditional office environment. But when you work remotely, it's harder to detect if you have made a hiring mistake, which can cost you time and money.

If you are not great at delegating, you might find that you can physically see if somebody is getting their work done and can pitch in to help them if you work in the same office. But you can't really operate that way in a remote setting. Delegating effectively — and following up clearly and regularly — is critical in a remote environment.

Compensation is just one way to influence human behavior. In a traditional office context, peer pressure also affects human behavior, but that is less impactful in a remote context. Therefore, it's extra important to ensure the compensation system rewards the right behaviors.

I believe building and maintaining trust is easier when you work in the same office as the team you lead. But if your teammates are spread around many locations, it's imperative to build two-way trust with them to give them the confidence to make decisions and to ensure they stay rather than quit. Therefore, to amplify the trust with your team and empower them to operate remotely, do what you say you will do.



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.

Google Has A Renewed Competitor. Have You Tried The New Bing?

Google has dominated the search engine market for over two decades. According to web analytics service StatCounter, Google makes up 93% of the global search engine market. Most of us hop on Google whenever we have a question, and we have no problem finding an answer, which has left the other search engine developers wondering how they can compete with the industry titan. Bing, the search engine with the second-highest percentage in the search engine market at 2.8%, has unveiled a handful of new features its developers believe will help it gain a greater foothold in the search engine market.

One of the most unique features of the new Bing is its expanded search box. It allows users to

type up to 1,000 characters into the search box, which enables them to be more specific than on other search engines. Additionally, some users will have access to detailed AI-powered answers that help them refine their search and locate the information they need. Bing will even produce additional questions related to the search to provide users with even more information.

Bing also allows users to change the personality and tone of the AI chatbot that assists them. They can choose between three different options: creative, balanced and precise. Creative allows the chatbot to provide more original or imaginative responses, while the other two lean more toward providing factual and accurate information.

While Bing still has a long way to go until it can truly compete with

Google for the lion's share of the search engine market, the developers are taking steps in the right direction to create a more intuitive search engine for Bing users.

The Secret To Successfully Recruiting Gen Z Employees

Young employees join the workforce for the very first time every day. Now that Zoomers are graduating from college, business owners need to prepare so they can successfully recruit them and provide a workplace where they want to work. If you research different ways to attract these individuals to your business, you'll see conflicting ideas, but one strategy will immediately draw in Zoomers and other applicants: clear communication.

People want to know about day-to-day responsibilities, company culture, industry specifics and, of course, compensation before they accept a job offer. Be sure to include these when posting a job opening and don't shy away from any questions an applicant might have during their interview. The applicant will quickly learn whether you were dishonest or unclear with your answers after they start working and may even resign if the issue is problematic enough. You can avoid this stress by being as clear as possible in all communication with employees and potential new hires.



"Cancel that call to tech-support. This may be beyond their capabilities."