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Vacation Smarter, Not Harder with These Savvy Tech Tools

You’ve worked hard, and summer vacation is calling. The last thing you need, though, is travel stress. These tech tips will help you snag great deals, stay effortlessly organized, protect your info and actually enjoy your vacation.

Logistics Made Easy

Managing flight and rental bookings, dinner reservations and how exactly to get to that private beach you read about in reviews can be overwhelming, but the right apps can make logistics effortless.

- **Road Trips:** Apps like Roadtrippers help you easily add 20+ stops per trip (you can only add nine in Google Maps). Plus, you can plan trips in advance in the app.
- **Itineraries:** Skip the e-mail digging—use apps like TripIt or TripCase that automatically compile travel details into one master itinerary.
- **Travel Prices:** Stop refreshing flight prices! Apps like Hopper predict when

to book for the best deals on flights, hotels and car rentals. For bus or train travel, comparison apps like Wanderu work great.

- **Accommodation:** Although some apps advertise steep discounts, it’s best to stick with well-established platforms like Vrbo or Airbnb for accommodation rentals. Remember, keep payments and communications within the platform so that customer support can step in if something goes wrong.
- **Local Deals:** Find local discounts on excursions, spa treatments and restaurants through apps like Travelzoo that track location-based promotions.

Pack Smart

Stop overpacking (or forgetting the essentials). Digital packing assistants like PackPoint create lists based on your destination, activities and trip length. If you’re checking luggage, use a tile tracker like Apple AirTag and eufy so you know

where your stuff is (even if the airline doesn’t). If you plan to travel to crowded areas, packing a phone lanyard can also be a lifesaver. For extra security, an RFID-blocking wallet can protect your credit cards and passport from electronic pickpocketing.

Protect Your Data

We would be remiss if we didn’t mention data protection. Public Wi-Fi is a hacker hotspot, and one in five people has experienced security issues from using it, according to All About Cookies. Before leaving, update your devices and enable multifactor authentication on important accounts. If you’ll rely on public Wi-Fi, use a VPN to encrypt your connection.

A little tech-savvy planning goes a long way. With the right tools, you can stay organized, avoid scams and actually enjoy your time off. Plan smart, travel safe and come back refreshed—your business will thank you for it!

TECHNOLOGY TIMES

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER, EASIER, AND MORE PROFITABLY

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Woman Receives First AI Bionic Arm

After being run over by two underground trains in London, a woman received the world’s first AI bionic arm. Using AI, the arm continually learns and translates muscle twitches into arm movements. It’s pretty cool when the stuff of science fiction meets reality.



May 2025



René Miller, CEO, and J. Michele Miller, President

OUR MISSION:

To safeguard small and mid-sized businesses from cyberattacks and eliminate any unforeseen IT issues that may arise, allowing your business to prosper without any interruptions.



Power Moves: How Small Businesses are Winning with Smart Tech Strategies

May 4–10 is National Small Business Week, so we’re celebrating the business leaders who use smart tech strategies to work smarter, serve customers better and grow stronger. Here’s how small businesses are making big moves with smart technology—and how you can too.

Getting Your Business Seen in the Age of AI Search Engines

Once upon a time, ranking on Google was the holy grail of online visibility. Today, AI-powered assistants like ChatGPT, Google Bard and Microsoft Copilot are the new gatekeepers of information. If you’re not showing up in their answers, you’re missing out on potential customers.

The secret? Keep your website fresh, relevant and easy to understand. AI tools prioritize well-structured, informative content—so make sure your site answers the questions your customers are asking. A regularly updated blog, an FAQ section that reads like a helpful conversation, and clear descriptions of what you do can boost your visibility.

It’s like Mom used to say: “It’s not just about what you say—it’s how you say it.” AI prioritizes real-world language, so write like a human, not a robot.

Focus on clear, engaging content that is relatable to your audience. And don’t underestimate the power of customer reviews. AI systems scan feedback for mentions of your company, so encourage happy customers to share their experiences

AI: The Secret Weapon for Small Business Agility

Small businesses have a natural advantage: they’re not held back by the legacy systems that often slow larger corporations. This agility makes AI adoption easier—and the results speak for themselves. Nearly one in four small businesses have integrated AI into their operations, seeing a 12-point increase in profit growth potential compared to non-AI users, according to the US Chamber of Commerce.

With AI-powered tools, small businesses can automate tedious admin work, optimize inventory with predictive analytics and enhance customer service with chatbots—all without the friction of outdated infrastructure. The key, however, is to start small. Pick one challenge, such as improving inventory management. Then, try a simple solution, like a low-stock alert powered by an AI-assisted

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system. Even a simple strategy like this can make a big difference in optimizing inventory without a significant upfront investment.

But success with AI isn't just about using it—it's about using it wisely. Customers still value human connection, so the most successful small businesses will be those that leverage AI to enhance, rather than replace, the human touch.

Tapping into Consumer Trends for Growth

Staying ahead in business isn't just about adopting the latest technology—it's also about understanding what customers want right now. Consumer habits are shifting, with growing demand for self-care, comfort and experiences that spark joy. Small businesses that recognize these trends and adapt their offerings can build deeper customer connections and gain a competitive edge.

But nostalgia isn't the only factor driving consumer choices. Shoppers are increasingly drawn to businesses that align with their values—whether it's sustainability, inclusivity or ethical sourcing. Transparency and authenticity matter, which is where

small businesses have an advantage. Unlike large corporations, small businesses can cultivate genuine relationships with their customers, authentically tell their stories and create brands people trust and want to support. By staying attuned to these cultural shifts, small businesses can position themselves ahead of the curve, meeting consumer demand in ways that resonate on a deeper level.

Smart Tech, Smart Business

Running a small business has plenty of challenges, but technology can make things much more manageable. Whether you're streamlining daily tasks with AI, improving your online presence or paying attention to shifting consumer trends, small changes will lead to meaningful results. As you celebrate Small Business Week, think about how tech can help you work smarter and connect with customers in new ways. Your next big move starts now.



René had a chance to meet Dr. Phil in Dallas!

Dr. Phil shared many life lessons. The biggest take away was avoiding the phrase

“what you need to do is...”

and replacing it with

“what you deserve is...” .

People are more responsive to hearing about what they deserve than what they should do.

Who are you going to talk to about what they deserve?

“I DIDN’T KNOW”

Unfortunately, that excuse doesn’t replenish your bank account, resolve a data breach or erase any fines and lawsuits.



It's coming ...

That day a hacker steals critical data, rendering your office useless ...

That day when your bank account or credit card is compromised ...

Or that day when your customers' private lives are uprooted ...

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The only way to stop them is this:

You must constantly educate yourself on how to protect what’s yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE “Cyber Security Tip of the Week.” We'll send these byte-sized quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new! **Get your FREE “Cyber Security Tip of the Week” at www.enersystems.com/cyber-security-tip-of-the-week/**

CARTOON OF THE MONTH



Gadget of the Month

Gaiatop Portable Handheld Fan

As temperatures keep rising, staying cool isn't just a luxury—it's a necessity. Portable fans are quickly becoming a must-have summer accessory for everyone in the family, from baby strollers to concertgoers, and the Gaiatop Portable Handheld Fan is leading the trend. Compact, foldable and rechargeable, this pocket-sized fan is perfect for tossing in your bag and taking everywhere. With three speeds, it delivers everything from a soft breeze to a refreshing gust, all while staying whisper-quiet. Plus, the built-in flashlight is a handy bonus. Whether you're commuting, traveling or just braving the heat outdoors, the Gaiatop fan is a practical and stylish way to beat the heat.

Cyberside Chat

Dance and You'll Feel Better: Stop glaring at your running shorts, because a new study shows that just 20 minutes of dancing is as good as a gym session or jogging! Dancing combines aerobics, balance, coordination and strength-building exercises, so even just 20 minutes of boogying can have substantial health benefits.

Going Abroad? Turn Off Uber's Preferred Pricing: If you're traveling abroad this summer, make sure to turn off Uber's new Preferred Currency Pricing feature that sneakily adds a 1.5% conversion fee. It keeps prices in your home currency but makes you pay more. Here's how to turn it off: Open the *Uber* app > *Account* > *Wallet* > *Preferred Currency* > *No preferred currency*.

7 days: That's how long Google says you have to enter your correct recovery phone number to get access to your account if it's been hacked. Go to your *Google Account* > *Personal Info* > *Phone* > *Set-up* to make sure your number is correct!

The Art of Effortless Networking for Small Businesses



Did you know the word “sales” was originally derived from the Scandinavian term for “to serve”? But when was the last time you thought a salesperson was *serving* you? This is why so many small business owners cringe when it comes to networking. It feels, well, icky to try to “sell” your business. But what if networking were more than awkward handshakes and business card exchanges that rarely lead to anything meaningful? What if it were about crafting an authentic story so compelling that people sought you out instead? That’s the vision Matthew Pollard, “The Rapid Growth® Guy,” presents in his approach to networking: ditch the random encounters and master the art of strategic connection.

Craft a Networking Hook

We’ve all been there—listening to someone drone on about their job title while we nod politely, waiting for an escape. Pollard challenges business owners to embrace what he calls the “networking hook.” “People want to identify with a message, and for that, they will pay a premium. So what’s yours?” he asks. Instead of stating your role, describe the unique impact you make. If you can make someone stop, think and say, “Tell me more,” you’ve already won.

The Power of Specialization

“Speaking to everyone is speaking to no one,” Pollard warns. In a world drowning in generic pitches, specializing is the key to standing out. Pollard himself zeroes in on business coaches, chiropractors and attorneys—not because he can’t serve others but because these industries need his expertise most. Finding your niche isn’t about exclusion—it’s about sharpening your value to those who need it most.

Know Exactly What to Say

Most people fumble when asked, “What do you do?” Pollard’s advice is to keep it simple and intriguing, and let the

conversation unfold naturally. For example, skip the elevator pitch and start with a question or a bold statement. “I’m the [insert your unified message],” he suggests. Your unified message should help you authentically connect to the particular person/audience you’re speaking to. Then, pause. Let curiosity do the heavy lifting before you continue. “Well, I hate seeing [niche] [define problems],” or “I love seeing [niche] [define success], but I find that [define problems].” This structure turns a monologue into a dialogue, inviting engagement instead of forcing a sale. It also makes it easy and smooth to ask, “Do you know anyone like that?” to elicit a response.

Find the Right People in the Right Places

Pollard’s golden rule for finding prospects is to be selective: “What meetups do they go to? What annual conferences do they attend? What associations are they part of?” These aren’t rhetorical questions—they’re a road map. The secret to effective networking isn’t meeting more people; it’s meeting the right people in the right places.

Master the Follow-Up

Great connections are meaningless without follow-up. Pollard introduces the concept of “Momentum Partners”—peers who open their networks to you—and “Champions”—high achievers whose credibility you can leverage. The best networkers don’t just collect contacts; they cultivate relationships, check in with thoughtful messages and offer value before asking for anything in return.

The ultimate goal of networking? To never need to network again. “My goal,” Pollard says, “is to help you master the room so you never have to go back into one.” When you become known for your expertise, craft a compelling hook and nurture relationships, opportunities start coming to you.