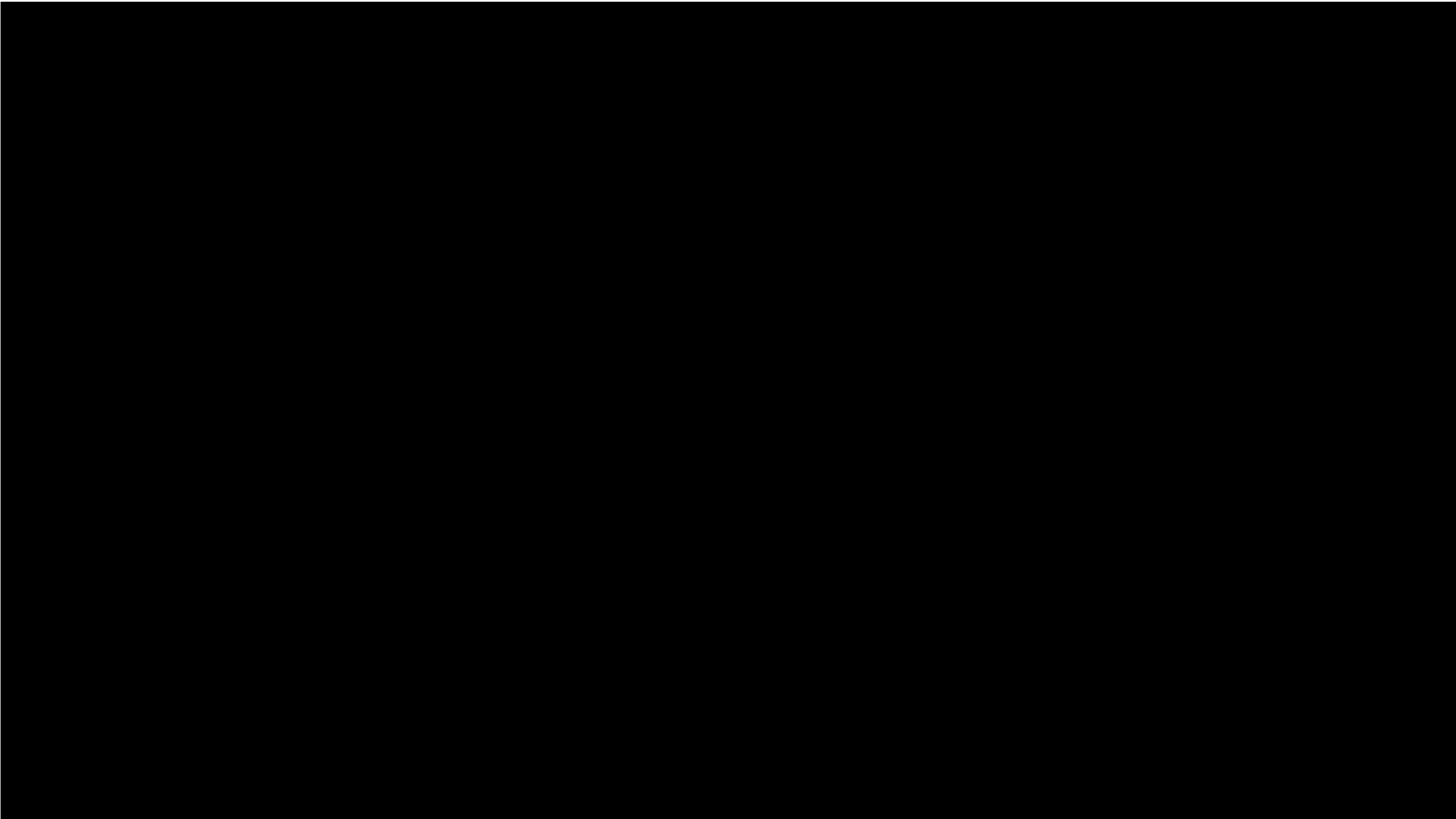




Greater New York
Automobile Dealers
Association









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Risk & Insurance | Employee Benefits | Retirement & Private Wealth

About HUB

Insurance for the way you work
and the way you live.

HUB is a global insurance brokerage that puts you at the center of everything we do. Our reach and resources mean you have the insurance you need when you need it — and before you know you need it. HUB provides complete protection: property, casualty, life and health insurance products; employee benefits and business risk management; and wealth management products and services.

When you work with HUB, you're working with a team of experts dedicated to helping you understand your risks and manage all of your insurance requirements.

hubinternational.com



Greater New York
Automobile Dealers
Association



For more information contact:
Michael W. Conway,
GNYADA Insurance
Phone: 718-767-8100
mconway@gnyada.com



Greater New York
Automobile Dealers
Association

Back
to School

The Greater New York Automobile Dealers Association is excited to announce that, starting in September, we will resume in-person workshops at the Center for Automotive Education & Training.

SEPTEMBER CLASSES

BILLERS' WORKSHOP

PROCESSING NYS DMV TRANSACTIONS

date: September 9, 2021
time: 10:00 am to 4:00 pm
instructor: Jean Marie Rugg
General Manager, DMV-DIRECT
member fee: \$175.00

Learn to process NYS DMV transactions, including compliance requirements, proper paperwork completion, and how to submit items to the DMV. Upon completion, you will understand the expectations of working a DMV desk in a dealership and how to run smoothly and accurately.

BDC & SALES BOOT CAMP

SETTING APPOINTMENTS THAT SHOW

date: September 10, 2021
time: 10:00 am to 4:00 pm
instructor: Mark Rodriguez
Auto Client Care, Inc.
member fee: \$175.00

Learn powerful and effective techniques for BDC communication skills. Discover proven strategies to make the most of every phone call. Uncover how to set solid appointments, effective objection handling, and more. Included are participant workbooks, tailored role-plays, and real-time phone coaching.

GNYADA SALES ACADEMY

WINNING STRATEGIES FOR EVERY PHASE OF THE SELLING PROCESS

date: September 22 & 23, 2021
time: 10:00 am to 4:00 pm **each day**
instructor: Ken Carlson
F & I Resources
member fee: \$199.00

This intensive 2-day intro to automotive selling is the starting point for all sales-people. The highly interactive Sales Academy teaches Skills in appointment setting, how to engage customers, what to say during walk-a-rounds and test rides and techniques to negotiate agreements and close deals.



DMV-DIRECT

FOR REGISTRATION, TITLING, & BEYOND...CALL 718.747.0400

GNYADA's vehicle registration and titling service, DMV-DIRECT, has been dealers go-to source for fast, convenient, and reliable DMV services.

DMV-DIRECT provides many DMV related services, including:

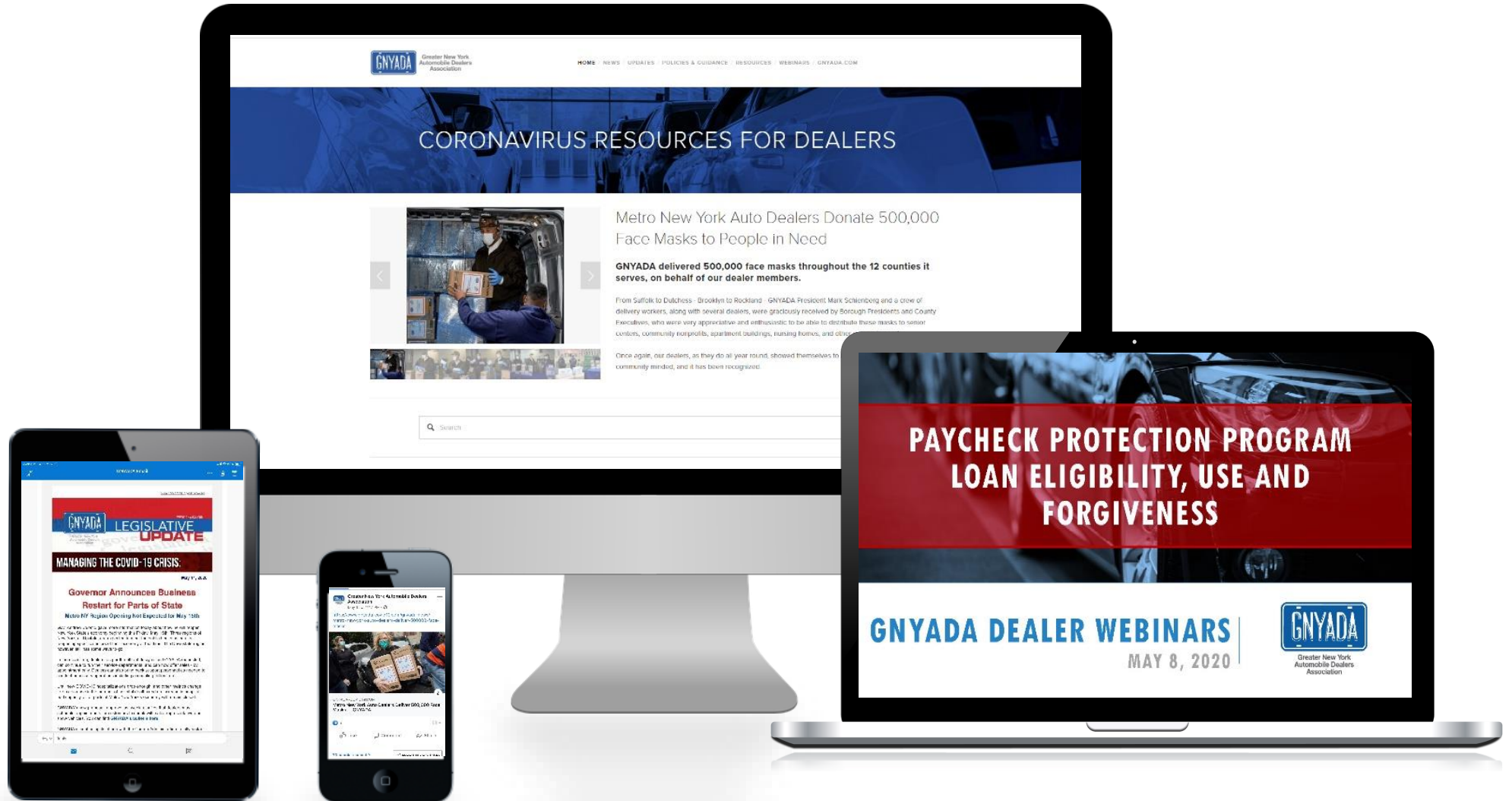
- Permanent Registration Issuance
- Duplicate Titles In 3 To 5 Days
- Out-of-State Registration & Title Processing for 42 States
- On-Site Connecticut Plates Issuance
- Dial-In Information Verification
- In-Transit Processing
- Duplicate Registrations
- Registration Renewals
- Title-Only Transactions
- Plate Surrenders
- Dealer Plate Renewals
- Rental Plate Renewals
- Repossessed Vehicles Processing
- MV-82 & Transmittal Forms Supplied
- Boat Registrations – Renewed and Duplicates
- Trailer Plates
- Commercial Plates
- Livery Plates



Greater New York Automobile Dealers Association

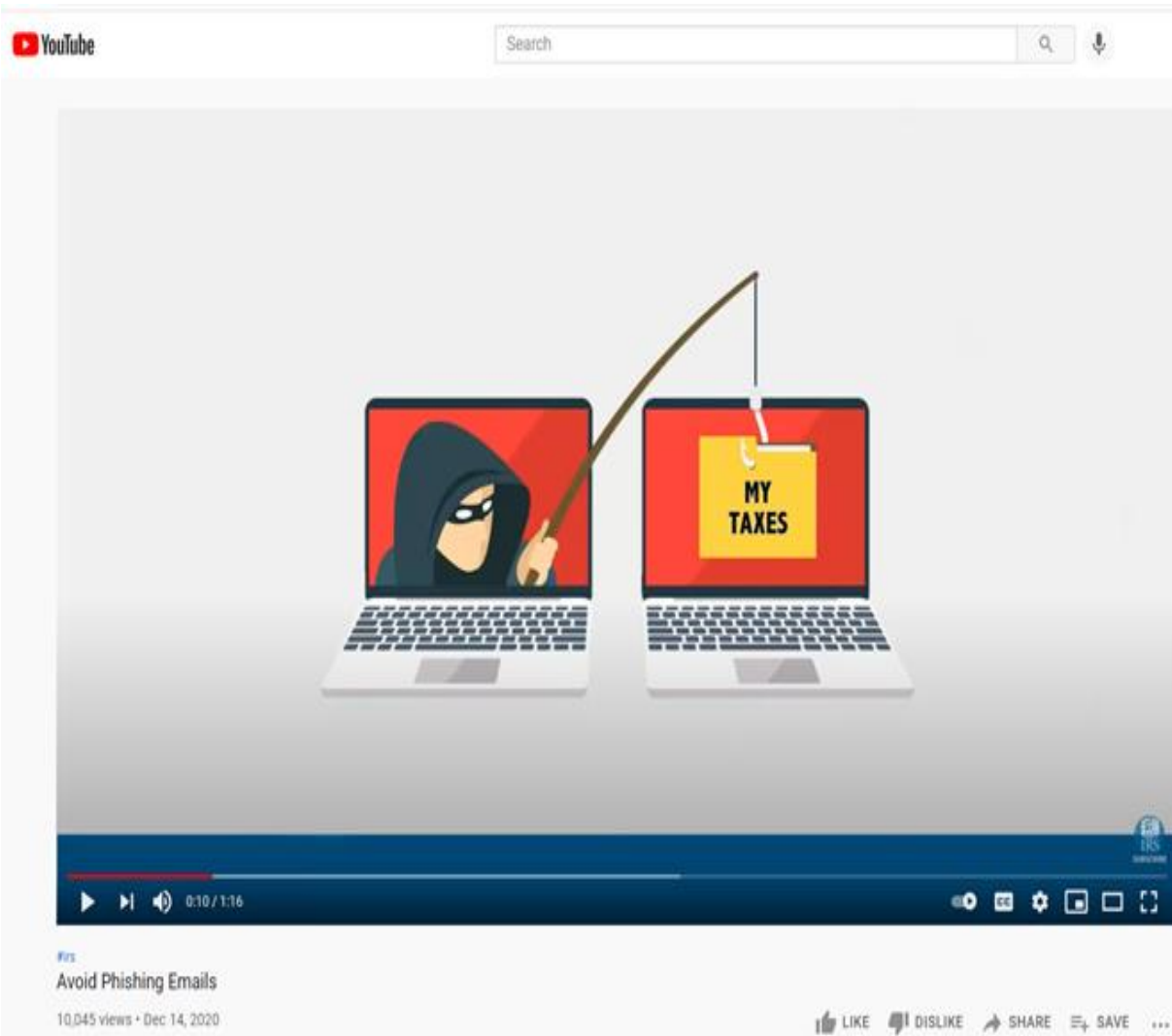


WWW.GNYADA-COVID19.COM



Greater New York Automobile Dealers Association

IRS: AVOID PHISHING EMAILS





Security Awareness For Taxpayers

TAXES. SECURITY. TOGETHER.

The IRS, the states and the tax industry are committed to protecting you from identity theft. Working together, we've made many changes to combat identity theft. We are making progress. The IRS is working hand-in-hand with your state revenue officials, your tax software provider and your tax professional. But, we need your help. We need you to join with us. By taking a few simple steps to protect all of your digital devices, you can better protect your personal and financial data online and at home.

Please consider these steps to protect yourself from identity thieves:

Keep Your Computer and Mobile Phone Secure

- Use firewall and security software, set it for automatic updates;
- Treat your personal information like cash, don't leave it lying around;
- Use strong, unique passwords; consider a password manager;
- Use Multi-Factor Authentication;
- Give personal information only over encrypted websites - look for "https" addresses;
- Back up your files.

Avoid Phishing Scams and Malware

Identity thieves use phishing emails to trick users into giving up passwords and other information. Don't take the bait. Look for:

- Emails that pose as trusted source, i.e. *bank, taxprovider*;
- Emails with an urgent message, i.e. *update your account now!*, with instructions to open a link or attachment;
- Never download software or apps from pop-up advertising;
- Talk to family about online security, both with computers and mobile devices.

Protect Your Tax Return

Taxpayers who can validate their identities can obtain an Identity Protection PIN. An IP PIN is a six-digit code that prevents an identity thief from filing a fraudulent tax return using your Social Security number. Learn more at www.irs.gov/ippin. If you are an identity theft victim and your tax account is affected, review www.irs.gov/identitytheft.

Avoid IRS Impersonators. The IRS will not call you with threats of jail or lawsuits. The IRS will not send you an unsolicited email suggesting you have a refund or that you need to update your account. The IRS will not request any sensitive information online. These are all scams, and they are persistent. Don't fall for them. Forward IRS-related scam emails to phishing@irs.gov. Report IRS- impersonation telephone calls at www.tigta.gov.

Publication 4524 (Rev. 1-2021) Catalog Number 48359Q Department of the Treasury Internal Revenue Service www.irs.gov



A woman with long brown hair and a shocked expression (wide eyes, open mouth) is sitting at a desk in what appears to be a car dealership. She is wearing a white sleeveless top and a necklace. A yellow car is visible in the background. The image has a dark overlay with white text.

5 STEPS TO SUCCESSFULLY HANDLE RANSOMWARE/CYBER ATTACKS

PRESENTED BY JAMES ROCKER

A portrait of James Rocker, a man with short dark hair and a beard, wearing a dark blue button-down shirt. The background is a solid light blue. A semi-transparent dark blue rounded rectangle is overlaid on the right side of the image, containing the text. There are two small light blue circles: one on the left side of the rectangle and one on the right edge of the image.

JAMES **ROCKER**

CEO

As the CEO of Nerds That Care, James provides the leadership and knowledge for national growth while providing specialized services to a wide array of industry sectors.

WHAT WE WILL COVER

With plenty of time for questions and
answers

- 1 KNOW WHAT CYBER ATTACKS ARE
- 2 KNOW THE IMPACT OF AN
ATTACK
- 3 KNOW HOW TO PROTECT YOUR
DEALERSHIP
- 4 START BEING PROACTIVE
- 5 WHEN IN DOUBT, ASK FOR
HELP

STEP 1

WHAT ARE CYBER ATTACKS?



CYBER ATTACKS

A New Headline Every
Day

U.S. to establish new cybersecurity agency

BY [WARREN STROBEL](#)

WASHINGTON | Tue Feb 10, 2015 10:12am EST

Anthem Hacking Points to Security Vulnerability of Health Care Industry

By REED ABELSON and MATTHEW GOLDSTEIN

CEO heads may roll for security breaches in wake of Sony boss' exit, experts say

Feb 9, 2015, 6:54am PST

Brokerage Firms Worry About Breaches by Hackers, Not Terrorists

By MATTHEW GOLDSTEIN FEBRUARY 3, 2015 11:54 AM [4 Comments](#)

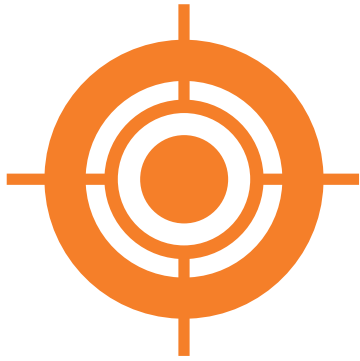
Sony PlayStation and Microsoft Xbox Live Networks Attacked by Hackers

By NICOLE PERLROTH and BRIAN X. CHEN DECEMBER 26, 2014 4:11 PM [31 Comments](#)

F.B.I. Says Little Doubt North Korea Hit Sony

By MICHAEL S. SCHMIDT, NICOLE PERLROTH and MATTHEW GOLDSTEIN JAN. 7, 2015

HOW THEY DO IT



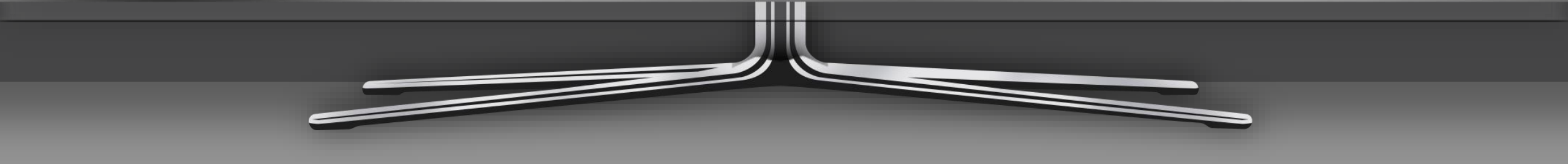
Target the weak



Persist over time



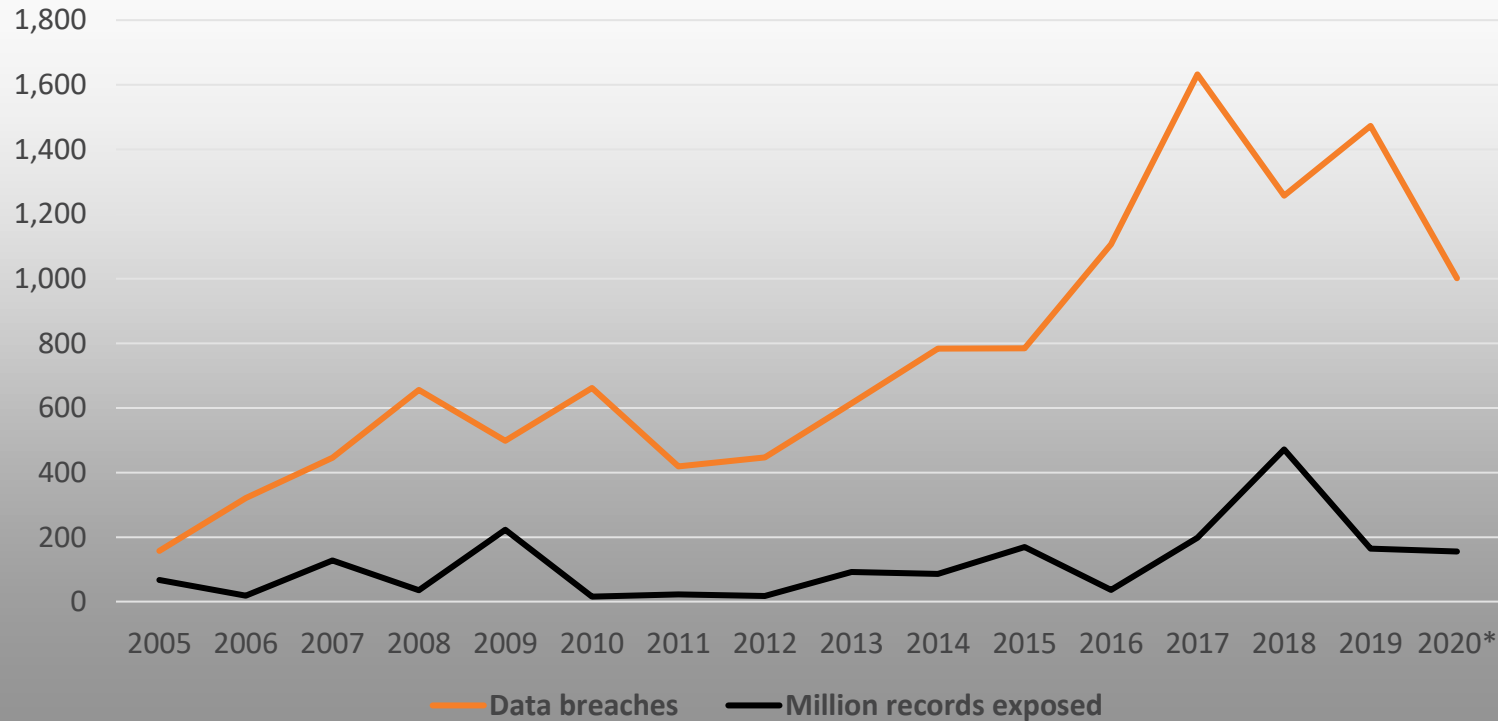
Monetize your data



CYBER ATTACKS ARE NOT GOING ANYWHERE



Annual number of data breaches and exposed records in the United States from 2005 to 2020 (in millions)



CYBER SECURITY

PHISHING ■ SPEAR PHISHING ■ VISHING ■
SMISHING

MORE THAN 90% OF SUCCESSFUL CYBER ATTACKS WORLDWIDE BEGIN WITH A SIMPLE PHISHING EMAIL.



Phishing is the fraudulent attempt to obtain sensitive information such as usernames, passwords, and credit card details (and money), by disguising as a trustworthy entity in an electronic communication or sending a malicious link through email in order to compromise your system.

Spear Phishing is an email-spoofing attack that targets a specific organization or individual, seeking unauthorized access to sensitive information



Vishing is a telephone solicitation in attempt to scam the user into surrendering private information that will be used for identity theft.

Smishing smishing is any kind of phishing that involves a text message. Often times, this form of phishing involves a text message in an SMS or a phone number.

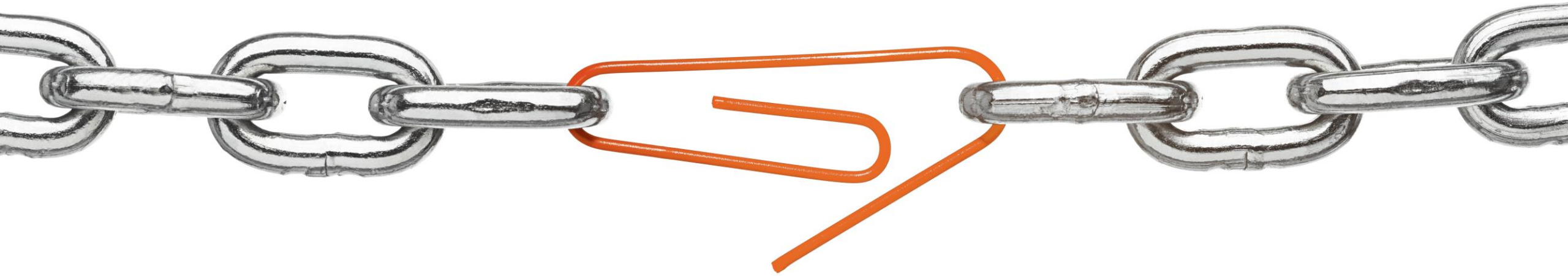
OUTDATED/UNSUPPORTED SYSTEMS

- Physical Security
- Unsupported Operating Systems
- Untrusted Vendors
- WIFI Vulnerabilities
- Untrained Staff



ONLY AS STRONG AS YOUR WEAKEST LINK.

- Your least tech savvy employee
- Your overwhelmed assistant
- Your newly appointed intern
- Your checked out employee
- Your executive team member, doesn't think they are a target
- **YOU**



CYBER SECURITY

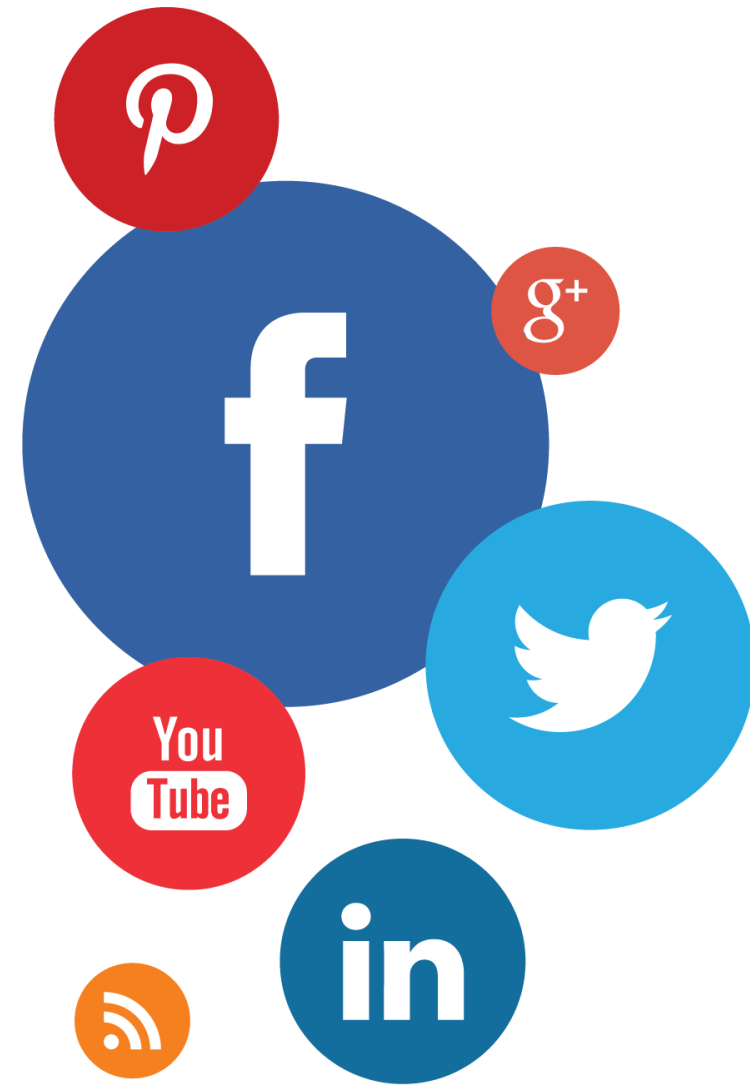
SOCIAL ENGINEERING



SOCIAL ENGINEERING

A social engineer can combine many small pieces of information gathered from different personal and professional sources in order to manipulate the end user to complete a function.

Information can be important whether it comes from the janitor's or the CEO's office



CYBER SECURITY

CREDENTIAL MINING



CREDENTIAL MINING

- **Credential Mining** is finding/digging up a password then applying those passwords/credentials to access other sites, for example Facebook login to your chase account
- **39% of adults** in the U.S. using the same or very similar passwords for multiple online services



CYBER SECURITY

DARK WEB



SURFACE WEB



Google

Bing

Wikipedia

4%

DEEP WEB

(not accessible to surface web crawlers)

Medical Records

Legal Documents

Scientific Reports

Subscription Information

Competitor Websites

Academic Information

Multilingual Databases

Financial Records

Government Resources

Organization-specific Repositories

90%

DARK WEB

(only accessible through certain browsers such as TOR.
Deep web technologies has zero involvement with the Dark Web)

TOR Encrypted Sites

Drug Trafficking

Private Communications

Political Protests

Illegal Information

6%

CYBER SECURITY

RANSOMWARE



RANSOMWARE

A type of malicious software designed to block access to a computer system until a sum of money is paid.



CYBERCRIME IS EASIER THAN EVER

AND IT'S MORE ACCESSIBLE TO EVERYONE

Job postings



Payment systems



Marketplaces



STEP 2

THE IMPACT OF AN ATTACK



**THE IMPACT OF A
BREACH IS HIGH**

61% of small firms
go out of business
within six months
of a data breach.



1 IN 4 SMBS WILL BE TARGETS OF A CYBER ATTACK.



IMPACT OF A BREACH FOR CLIENTS:

- Business grinds to a halt
- Loss of revenue
- Productivity/business disruption
- Client info is exposed
- Loss of data/info
- Loss of clients
- Fines/compliance issues
- Legal costs
- PR/reputation
- Personal identity theft + more



THE WAY THAT WE ARE WORKING IS CHANGING



STEP 3

HOW DO YOU PROTECT YOUR BUSINESS?





OFF-NETWORK COVERAGE

Few tools protect mobile workers, most users forget to turn on VPN, most new endpoint tools only detect malware after the fact



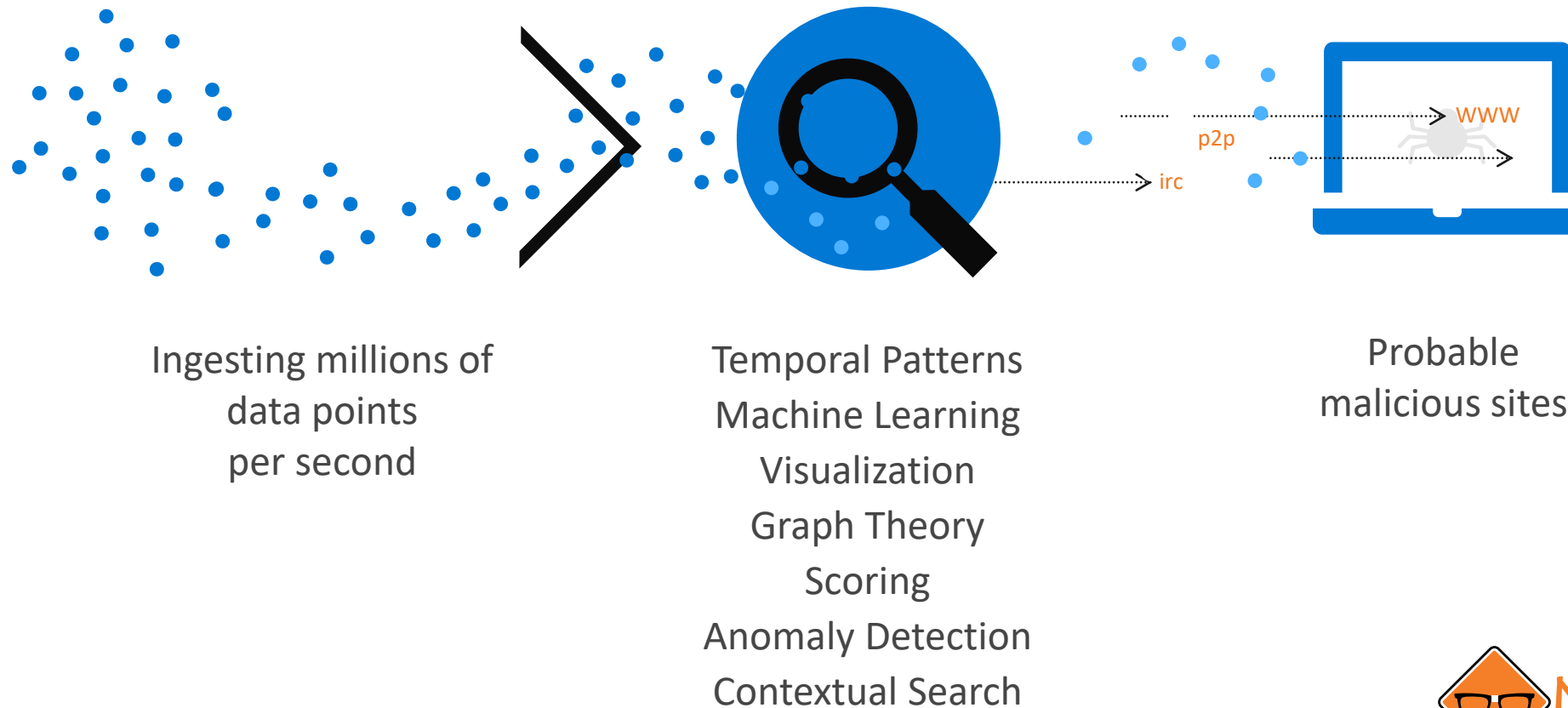
APPLIANCES ARE EXPENSIVE & COMPLEX

Operations and management are difficult or impractical, and are especially complex for multiple locations

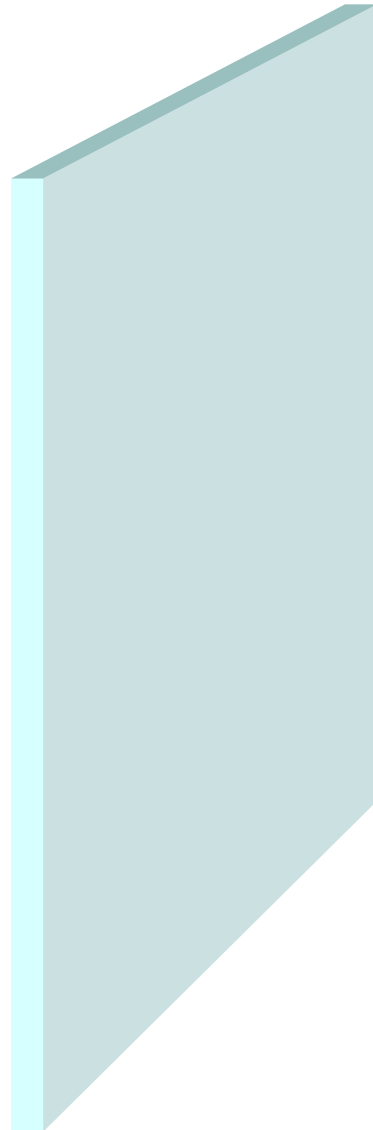
COMMON SECURITY CHALLENGES

UTILIZE SECURITY INTELLIGENCE

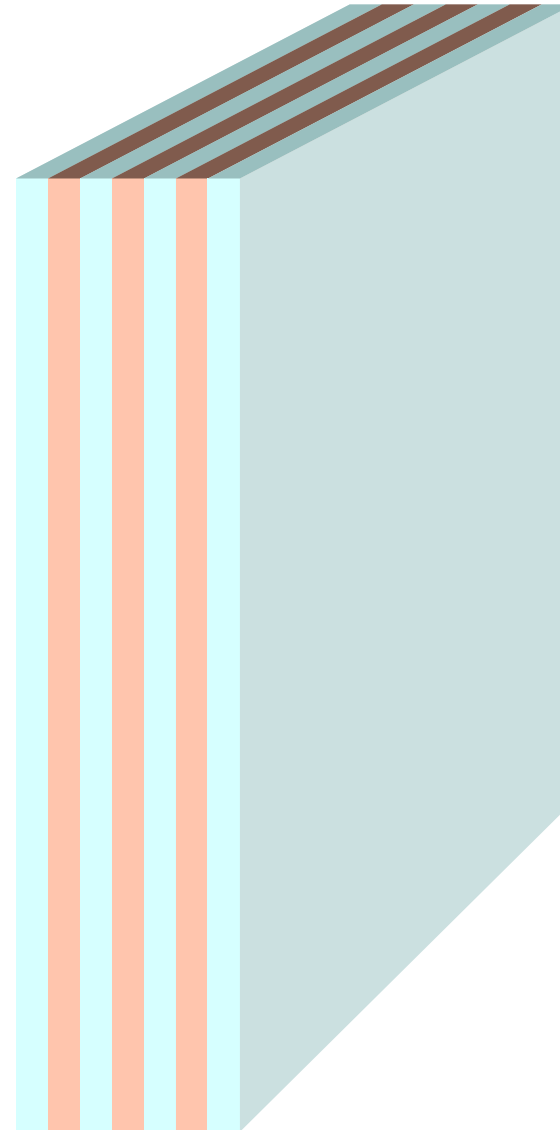
- Leverage the Internet to identify suspected threat origins



SECURITY & RISK MITIGATION: A LAYERED APPROACH

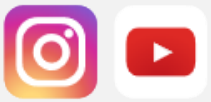


**NORMAL
GLASS**



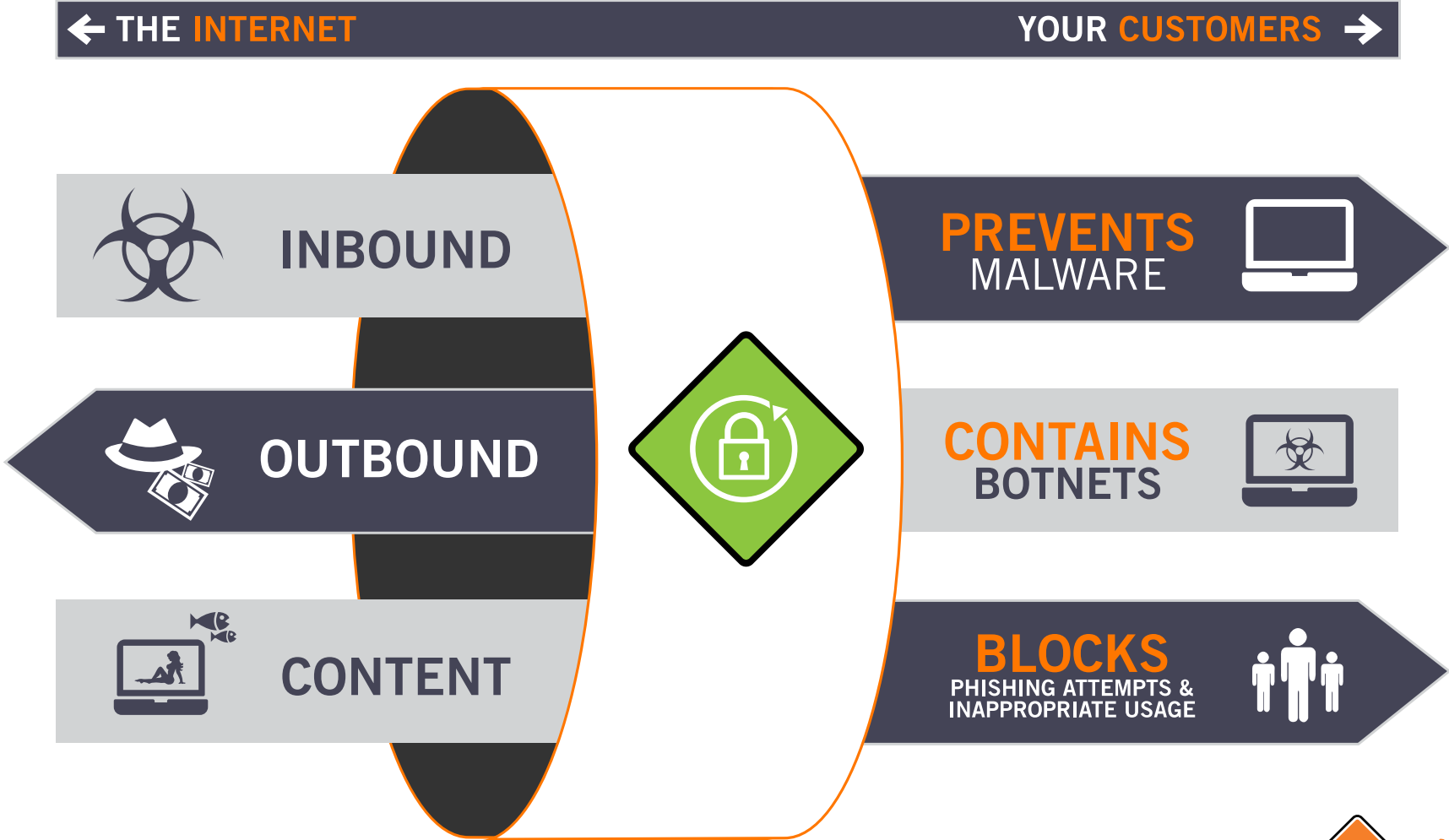
**BULLET
PROOF
GLASS**
consisting of
normal glass (blue)
and polycarbonate
(red) layers

ARE YOU USING ANY OF THESE CLOUD APPS?



All your favorite productivity applications, plus
advanced cybersecurity, data protection, and device management.

CLOUD SECURITY WITH NO EFFECT ON PERFORMANCE



DON'T STOP AT CLOUD SECURITY



Endpoint Detection and Response (EDR) Solution with SOC Analyst

NETWORK
SECURITY

OFFICE 365
SECURITY

EMAIL SECURITY

Stop more attacks, quickly.

SERVER SECURITY

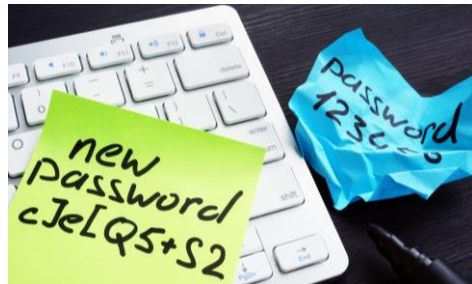


STEP 4

START BEING
PROACTIVE



FOUR THINGS YOU CAN DO TO PREVENT A DATA BREACH



PASSWORDS

USE A PASSWORD MANAGER

An easy to remember password that is often reused is bad practice. If one organization is compromised, cyber attackers will often use that same password on other sites that contain your sensitive information.



2FA OR MFA

MULTI-FACTOR AUTHENTICATION

Having a second device makes it much more difficult for someone to access your data, even if they have your password.



ADVISOR

TRUSTED MSP OR VCISO

A trusted advisor can ensure you make the best cyber security decisions for your business.



SECURITY

MULTI-LEVEL SECURITY

Not all software is created equally

Platform for Awareness Training and Testing

1 Train Your Users

2 Phish Your Users

3 See the Results



STEP 5

**WHEN IN
DOUBT,
ASK FOR HELP**



MSP/MSSP BENEFITS



Skills/Resources

- Can work in conjunction with your IT employee(s)
- Expertise/knowledgebase of many
- A single point of contact for all your technology/cyber security maintenance and management



Availability

- A 24/7 security operations center to respond to security incidents
- The latest cybersecurity and threat intelligence for your industry



Scalability

- A long-term partner that never changes jobs or requires re-training
- Scalability that provides flat-rate support for your business as it grows and evolves



Cost Savings

- 60% of the cost of an internal IT person
- Enterprise grade tools at a small business price



Layered Support

- Different skillsets provide resources one person may not have.
- Experience in all situations (Example: Ransomware)
- Regulatory compliance expertise to safeguard critical data



Tools

- Managed Licensing - One bill for all services
- Concierge Services for 3rd party software solutions
- Local Helpdesk for global products (No language barriers)



RIGHT TOOLS

Enterprise Grade Tools for companies of any size

Ticketing

Asset Tracking

Security

24/7/365 Monitoring



















Reporting

Compliance

RIGHT PEOPLE

There are many considerations that go into this decision. Hiring an additional employee to help with IT functions is costly. The average IT help desk manager or employee in the IT field makes \$100,000 per year. On a monthly basis, that's roughly \$8,300 per month. Is your business bringing in enough income to sustain this added cost?

The number of IT users in your business makes a difference, too. A single IT person can effectively manage about 40 users. Has your business grown to a point where you have about 80 users, and therefore warrant another IT person to manage half of those users?

	 IT GUY	vs.	 MSP
 EXPENSE	\$8300/mo <small>(based on \$100k salary)</small>		\$5000/mo <small>(based on \$60k salary)</small>
 AVAILABILITY	 OFFICE HOURS		 24/7/365
 RESOURCES	 ONE RESOURCE		 MULTIPLE RESOURCES
 SKILLS	 LIMITED SKILLSET		 EXTENSIVE SKILLETS
 ESCALATION	 NO ABILITY		 LAYERED SUPPORT
 GROWTH SUPPORT	 NONE		 UNLIMITED SCALABILITY

*Based on 40 users

An hourglass with black sand is positioned on the left side of the image. The sand is flowing from the top bulb to the bottom bulb. The background is dark and textured.

RIGHT PROCESS

Streamlined Ticketing & Help Desk

From start to finish your ticket is reviewed, assigned, and solved by our professionals who treat it with the upmost level of importance.

Compliance – GDPR, PCI, DSS, JSOX, SOX, HIPPA, DFS

With detailed documentation of all security measures in place you can rest assured that any audit will be complete and efficient.


Nerds That Care will do everything that we can to have your company

on-boarding go as smooth as possible. With over 15 years experience, we have streamlined processes and have highlighted the most important aspects for both of our organizations to be able to work together.


We strive to facilitate your businesses success and your happiness by eliminating any IT barriers and allowing you to do what you do best.



James Rocker
CEO

 **(631) 648-0026**
My name is James but you
can call me "Anytime"

 **JROCKER@NERDSTHATCARE.COM**
Questions, Comments, Concerns

 **VISIT US**
211 Knickerbocker Ave, Suite 4
Bohemia, New York 11716

 **NERDSTHATCARE.COM**
Book a Meeting, View the Blog,
See our Services

**LET'S
GET IN TOUCH**



NERdsThatCare®
IT Experts + Cyber Specialists