Focus on Primates!   **February 2018**   **AXICOM**
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Jake Nonnemaker
CEO & Chief Geek
AXICOM

Fun Facts

Did you know that…

- Chimpanzees, orangutans, gorillas and bonobos are all considered Great Apes?
- Chimpanzees are the closest living relative to humans based on DNA.
- Coltan is a mineral mined in the Congo for electronic devices, including phones. But, this mining infringes on primate habitats.
- Most primates around the world are facing extinction.
- Chimpanzees love to eat figs, fruits, nuts and seeds, honey, and insects.
- Great apes create new sleeping nests each evening.
- The word primate means "first rank."
- Great apes at the Wilhelma Zoo enjoy watching TV, especially documentaries about animals.
- The scientific name for a gorilla is *Gorilla gorilla gorilla*.

Cyber Security—It's Always Been Our Business
by Jake Nonnemaker

Hopefully most of you read the CyberSecurity one page newsletter that we sent out in January. If not, it's available for download on the AXICOM website. I will revisit some of the points made in that newsletter and also point out some other resources and thoughts I have on cybersecurity.

What Cyber Security Measures Are Already in Place

AxiGuard is the remote monitoring and management system that we use to protect your computer and network systems on a 24/7 basis through software. AxiGuard includes anti-virus, password security, Windows security patching, and 24x7 monitoring to name the main cyber security features. On the hardware side, firewalls add a vital component as a gateway monitoring system. All AXICOM clients have firewalls as a matter of policy.

AxiGuard Enhanced Security

Looking toward the future, AXICOM will offer an additional package of services called

AxiGuard Enhanced Security which will include email encryption, password management, security awareness training, employee anti-phishing training, secure DNS and web content filtering, dark web monitoring, sytem log retention and archiving, two-factor, multi-factor authentication and external/internal security scanning. Clients can choose which of these services they would like to add into their service program. Depending on the nature of your business, you might choose some or all of the available options.

Become Educated and Informed!

You don't need to be an expert but having some basic understanding of cybersecurity policies and how to avoid common cybersecurity problems will go a long way to preventing interruptions to your business. I have posted a few videos on the AXICOM website on cybersecurity topics including *Boosting Your Online Safety and Privacy*, *Avoiding Tech Support Pop-Up Scams* and *Cyber Security Tips*. You can access these videos at axicom.net/video. As an aside, the

Primate Protection Efforts

Many of you have heard of Jane Goodall and Dianne Fossey but there are so many others who have devoted their lives to protecting primates in Africa. Apes, chimpanzees, orangutans, and monkeys are constantly under siege due to the continuing deforestation in Africa, the never-ending poverty and the increase in population, all of which place pressure on primate habitats. Surprisingly, there are many primate rescue

habitats in the United States as well. These communities are devoted to rescuing primates that had been used in biomedical research or for entertainment.

In Africa

The African Wildlife Fund is a large non-profit that seeks to protect a wide variety of

Computer Cookies (cont.)

video ***How to Create and Restore a Windows System Image*** **is also available and is quite popular with over 19K views on You Tube! I mention this because I'm very surprised this would garner the attention of so many—that video is as nerdy as it gets!**

The second page of the cybersecurity newsletter available on the AXICOM website (January 2018) also has a checklist of great ways to observe some effective cybersecurity measures.
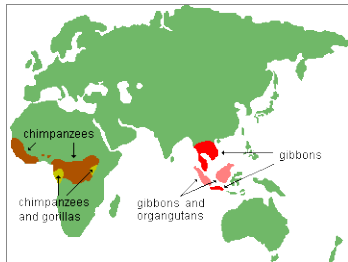
I speak regularly to groups about cybersecurity issues and I'd be happy to schedule a time to come speak to your organization. Warren Buffet believes cyber attacks to be a bigger threat to humanity than nuclear weapons. And, if he considers cyber attacks a concern, then we should as well.

Jake speaking at the Simi Chamber of Commerce this past January on cyber security issues.

Primate Protection (cont.)

African wildlife from poachers and other encroachments. The project to save these primates

from extinction is called the African Apes Initiative. Four of the five great apes live in Africa— chimpanzees, bonobos, and two types of gorillas. The African Apes Initiative seeks to save at least one population of the 9 sub-species of these four types of great apes. These apes cover many countries in Africa but are being pushed into smaller and smaller areas as farmers and large corporations continue to farm and mine in their habitats.

The Jane Goodall Institute plays a very active role in educating African residents about chimpanzee

conservation including radio and TV announcements, and billboards and posters in local communities. The Institute also supports women's craft efforts, training for park rangers, comprehensive management plans for national parks, zoo education and awareness for youth via the Roots and Shoots Program. And, there are opportunities to adopt chimpanzees through the Jane Goodall Institute.

In the United States

In the United States, there are numerous primate sanctuaries and foundations that help primates find safe havens in the United States as well as around the world. There are primates that need sanctuary from their former lives in bio-medical research, entertainment, or other situations where they no longer have homes. The Center for Great Apes, in Florida, is just one example of a sanctuary created for chimpanzees and orangutans. Individuals who want to support the sanctuary are able to adopt a primate with a minimum donation.

Primate Eco-Tourism

Many places in Africa have turned to eco-tourism to generate revenue for conservation efforts while also providing income and poverty-reduction opportunities. Eco-tourist venues are staffed by local people which helps the local economy while offering unique opportunities to travelers from abroad. It helps to build environmental awareness while having minimal impact on the surrounding areas. However, sometimes, it does not benefit local areas which creates a problem. The Smithsonian Conservation Biology Institute scientists have focused on working with local experts to habituate western lowland gorillas to the presence of human observers. It takes 5 to 7 years to habituate the gorillas to human presence which is the job of local guides and trackers. It is a paradox to be habituating the gorillas to human interaction in order to save their species.

Use Google Search Like an Expert!

Everyone is familiar with Google Search, and most of us use it every day to find the information we need. Ironically, very few people know how to make the most out of this search engine. Read on to use Google like a pro.

Include and exclude keywords

Google will understand most of the search terms you type into it. However, at times the search engine will match only some of the words you typed, showing limited results. To avoid this, just point out which keywords are the most important by adding a plus symbol (+) in front of words you would like Google to include in the search results.

And if the results you're looking for get pushed off the page by similar yet irrelevant articles, adding a minus symbol (-) in front of keywords you don't want to see will avoid them popping up in the first place. For example, "+cloud services -hybrid cloud" will provide search results about different cloud services while excluding results related to hybrid cloud.

Additionally, searching a phrase within double quotation marks guarantees to retrieve results that include only the exact phrase that matches your query.

Do a website search

Ever need to look for information from a specific website? Instead of visiting that website and sifting through different pages, Google makes it a breeze by allowing you to add "site:url" to the end of your search query.

For example, if you want to find what Forbes has written about security, simply head to Google's homepage and type "security site:www.forbes.com." This makes sure Google includes only pages from Forbes that are about security in your search results.

You can also limit search results to university and government websites by adding "site:.edu" or "site:.gov" to your search query. Combining this with the keyword manipulation trick above will narrow your search even more.

Search by time period

Google has been indexing the web for decades in order to add web pages into its database. Because of that, it could be quite time-consuming sifting through countless search results to find an old website or page,

or even recent stories, too. Time period search minimizes this headache by allowing you to specify a date range so you can find recent stories or archived news faster.

Just run a search like you normally would. Then click on Tools under the search box and hit the Any time drop-down menu. From there, you can choose the time period parameter, such as past month or past week, or fill in an exact time period.

Use Google to locate files

While Google mainly focuses on indexing web pages, it also indexes publicly available files like PDFs and spreadsheets. To look for them, just type in "filetype:" after your search query. For example, typing "report filetype:pdf" will provide PDFs with "report" in the title.

Advance your search

Advanced Search can be accessed by clicking Settings from the toolbar located under the search box. This gives you more ways to refine your searches, such as by region or language. By default, search results are prioritized based on your location, so you should adjust that according to the topics you're searching for.

While these tips might not be the most exciting thing from the tech giant, they sure help businesses save time and work smarter instead of harder. And in today's fast-paced business environment, little things like these make a huge difference. If you have questions about how to use Google products to streamline your daily routine and increase productivity, just give us a call.

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Make all of my computer problems go away without the cost of a full-time I.T. staff

Ask us about our fixed price service agreements with computer support at a flat monthly fee you can budget for just like rent!

AxiGuard

Inquiring Minds...

Why You Need a Password Manager

Many of you heard about the false alarm about the ballistic missile alert that went out from the Hawaii Emergency Management Agency on January 13. However, the governor of Hawaii, Gov. David Ige, could have alerted Hawaiians that it was a false alarm by Twitter two minutes after the alert went out. However, he'd forgotten his Twitter password! So, it took the state 15 minutes to get the news out via social media channels and 38 minutes after the initial alert for the HEMA to send out a retraction. In the meantime, there was understandable panic.

Self-Driving Minivan Ride-Share Service to Start in Arizona

Waymo, a division of Alphabet, has purchased thousands of Chrysler Pacifica hybrid minivans which will be used for fully autonomous public ride-sharing (taxi service) in Phoenix starting in late 2018. Waymo has already been testing the technology in other American cities.

Primate Skills

The Iowa Primate Learning Sanctuary in in Des Moines, IA is dedicated to understanding the origins of language, tools and intelligence. The IPLS is situated on 230 acres and houses six bonobos: Matata, Kanzi, Elikya, Maisha, Teco and Nyoto. Some of the bonobos, such as Kanzi, learned how to acquire language by watching it being taught. Three of the bonobos use over 400 lexigram symbols printed on paper or appearing on computer screens.

I learned from my dog long before I went to Gombe that we weren't the only beings with personalities. What the chimps did was help me to persuade others.

- Jane Goodall