INFINITY

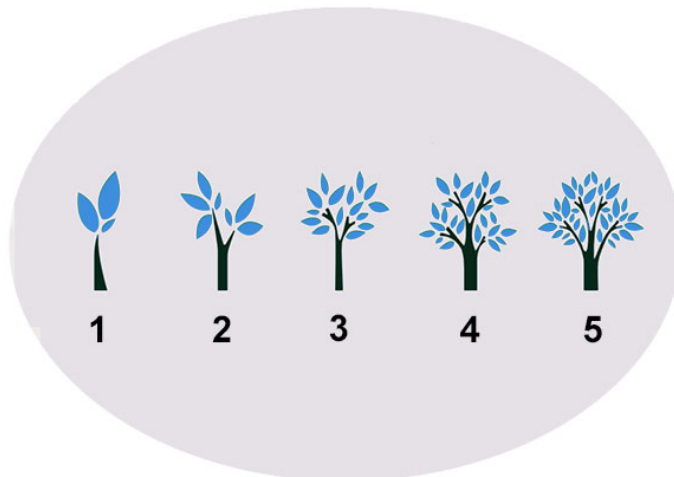*Business and technology tips from the team you trust*

In this issue:

- For your business: Why Operational Maturity Level (OML) Can Make or Break You
- For you: 3 Ways to Practice Data Privacy
- For your information: Leadership Book Recommendations (video) ~ Connect Savannah Voting
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NEWS YOU CAN USE

Why Operational Maturity Level (OML) Can Make or Break You

Operational Maturity Level (OML) is typically applied to IT firms, but what if you could use it to understand and improve your business?

Our CEO Chuck Brown breaks it down for you and gives examples of how you can apply it.

3 Ways to Practice Data Privacy

Data Privacy Week was created to address our current public safety crisis. I know "crisis" sounds like an exaggeration, but it's really not. There is waaaayyyy too much data about us out in the world, being collected, being shared, and being used whether we know it or not.

But we can take back control. Get 3 ways to practice data privacy and protect yourself today.

Catch up on older editions of the newsletter here.

Newsletter Archive

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3 Leadership Book Recommendations (video)

Let our CEO save you some time and give you the scoop on 3 leadership books that actually made an impact on him and our company.

This 3-minute video, exclusive to you (it's not public on our YouTube channel yet), includes his recommendations and *why* you might want them.

Watch it now, and then let us know what **you** recommend. Your replies come right back to me, and I'll be happy to share them with Chuck and the rest of our team.

Voting for the Best

The Connect Savannah Best of competition is fully underway. We're up for Best Information Technology Provider (under Home/Lifestyle Services), and we could use your help to come out on top.

So if you know our guys and love them half as much as I do, click that button once a day through March 6th to let them know their friendly, expert assistance is appreciated.

And if your company is up for an award, please let me know. We'd love to help show you're the best at what you do, too!


It's a Date (Events)

- [Buy Local Savannah](#)'s first lunch of 2023 is on **Thursday, February 23**.
- [Southeast Georgia Leadership Forum](#) is **February 27-28**.
- National Read Across America Day is **Thursday, March 2**.
- Savannah Downtown Business Association's next lunch is **Wednesday, March 8**.
- St. Patrick's Day is **Friday, March 17**.

Employee Anniversaries

- January 2 - Cassidy - 5 years
- January 4 - Chris - 1 year
- January 28 - Dejone - 4 years
- February 16 - Ben - 2 years
- February 18 - Brett - 4 years

Join us on Facebook or LinkedIn to share in the celebration of these anniversaries and send your own message of congratulations.
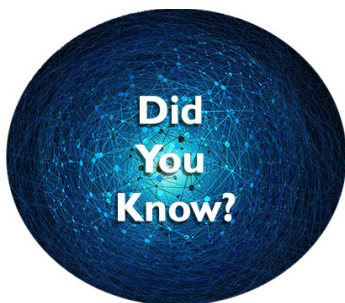
Did You Know?

Data Privacy is not just a consumer concern. It translates into real dollars for companies too.

Look at the following stats compiled by Gitnux:

- **81%** of US survey respondents believe they have **lost control** over the collection and use of their personal data.
- **81%** of respondents agreed that a **company's treatment** of personal information **reveals** how it views and respects its customers.
- **60%** of consumers would **spend more money** if

companies handle their personal data responsibly.

- **76%** of respondents say they **would not purchase** from a company they did not trust with their personal information.
- **37%** of respondents reported that they had **switched service providers** due to data privacy practices.

And these statistics don't cover the costs of fines and penalties for breaches or improper handling of data.

So the bottom line is that your policies and practices can either win or lose you business.

It's your choice.

Scary Stat

According to the 2022 Data Breach Report from the Identity Theft Resource Center (ITRC), there were **1,802 breaches in 2022**.

This is actually the good news since it's less than the 1,862 in 2021.

But before we celebrate, it's important to note that the number of **victims** was much higher in 2022 - **422 million** (versus 294 million in 2021).

So that's 422 million people who had their personal information such as name, social security number, birthday, bank account, medical information, or other data exposed when it should have been protected.

We can't wait for someone to fix this for us. We need to take data privacy seriously and protect ourselves.

Start now by scrolling back up to the data privacy link above for 3 ways to practice it.

Community & Partner Spotlight

CORDASCO & COMPANY P.C.

Certified Public Accountants

It's almost tax time once again, and Cordasco & Co. is here to serve you and your business. Their mission is simple: "help entrepreneurs capitalize on the rapidly changing tax & accounting environment." They use a model-based approach to develop, maintain and enhance tax strategies for you and your business. That means they use "real math" and provide the highest level of customized solutions for your specific situation. So give your business the tax advantage it's been missing, and talk to the professionals at Cordasco today.

Interested in seeing your company or event in the Spotlight?

Let me know!

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