



# The Connection

A Monthly Newsletter for the GBT Communities and Patrons

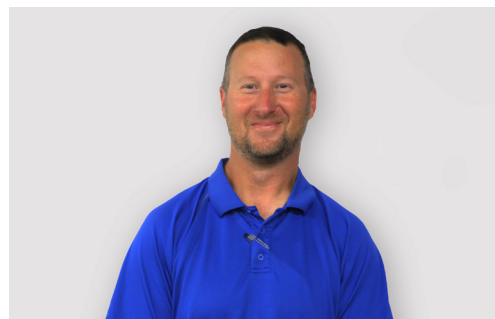
## Welcome to the GBT Team!



Join us in welcoming GBT's newest team member, Patrick Jacobs, who will be a systems engineer in our IT/Networking Department! Patrick graduated from LaCrosse High School and Barton Community College. He and wife Sally, along with their two daughters, live in Rush Center.

"Outside of work, I am a volunteer fire fighter in Rush Center and a volunteer AEMT with Rush County EMS. I love to go fishing at Cedar Bluff, even though my wife has the capability to find the only tree in the middle of the lake (don't let her know that I told you!), and I like to spend time with the family, in whichever manner that may take!"

Patrick says what he is most looking forward to in his new position at GBT is "providing an exceptional service to the GBT clientele, working with a motivated team, meeting new people, and providing new services." GBT is excited about the expanded level of services Patrick's expertise will bring to our customers!



## Celebrating National Cooperative Month!

October is National Cooperative Month--but what is a Cooperative? Cooperatives are businesses started and owned by Members to meet a need, and 100% of the Focus is to serve the Co-Op Member-Owner (Customer).

GBT, one of 260 U.S. telephone cooperatives, was incorporated January 2, 1953, to fulfill the need to establish quality telecommunications service in our rural area of Kansas. That has now grown to providing High-Speed Broadband, Video, Cellular, Home Security, Computer Repair, IT Services, and more! GBT is also one of 36 rural telephone cooperatives that together cover about half of the state of Kansas, bringing fiber to our Member-Owners. GBT currently has fiber to the home in 90% of our telephone exchanges, with plans to continue building out fiber to reach 100%!

Like all Cooperatives, GBT makes decisions locally. Our Board of Directors, elected by the Members at our Annual Meeting, represent the 7 Districts of the GBT area: James Jecha, Timken; Clyde Sutton, Ness City; Cinda Flax, Utica; Philip Martin, Ellis; Gene Knieling, Rush Center; Brian Hammeke, Rozel; and Ron Gruber, Lewis.

As a cooperative, when GBT is successful and profitable, these profits are allocated to our Member-Owners in the form of capital credits. By being a Member-Owner, you know you are doing business with a company that seeks to serve our communities. Our employees live and work here, our children and grandchildren attend school here, and you'll find our employees serving on local School Boards, Fair Boards, 4-H, Chamber, Church Councils, Volunteer Fire Departments, and more. If you attend a local event, GBT will most likely be a sponsor, giving donations to the organizations in our communities.

Because of you, our Member-Owners and Customers, GBT is able to positively impact our local economies—your money stays local and is re-distributed to you through capital credits, donations, and local involvement—by a company which exists to serve you.



Follow Us  
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# Even the GHOSTS GHOULS & GOBLINS need fast Internet.

Get your 1st month  
of fast Internet, **FREE!**

\*Certain restrictions apply. Offer available for NEW GBT Internet customers only. Expires 10/31/21.

## TELL US A LITTLE BIT ABOUT YOUR JOB.

I am a Combination Technician for GBT, and my job really depends on the day and whatever they need me to be. The best part of my job is the comradery I have with the guys I work with and building relationships with our customers.



## WHAT IS YOUR FAVORITE GBT CORE VALUE AND WHY?

*Honesty and Integrity* – I believe you should be able to take people at their word. I'm honest and open about everything. When talking with colleagues or customers, you always get better results when you are open and honest with people. I think GBT as a whole is really good at this.

## AT YOUR JOB, WHEN HAVE YOU FELT THE MOST PROUD?

I probably feel the most proud at the end of a long project, when it's completed and the customer is happy. Any time the customer is happy, it makes me feel good.

## IT'S THE WEEKEND, WHERE CAN WE FIND YOU?

You can find me at one of my 3 kid's sporting events or out in the country hunting with my kids. My life revolves around what they have going on, and we all like to be outdoors!

“When talking with  
colleagues or customers,  
you always get better  
results when you are  
**open and honest** with  
people.”

EMPLOYEE SPOTLIGHT:  
**CURTIS**





# What is your Business doing to be Cyber-Smart?



If you own a business, one of the biggest concerns on your agenda should be Cybersecurity. Maybe that's the reason October is Cybersecurity Awareness Month, because this topic can be scary, which is also why many businesses avoid the discussion or downplay its level of importance until it's too late. We get it! As a business owner or operator, you are probably saying, "My biggest issues are finding workers, how to deal with Covid, or how to deal with a shortage of supplies and materials as the prices continue to rise". Would you think this way if you knew that one wrong click of an employee's computer mouse could cost you more than their yearly salary, or that 60 percent of small companies go out of business within six months of falling victim to a data breach or cyber-attack?

You might be thinking, "I know cybersecurity is important, but I don't understand it or even know what steps to take to help make sure my business is safe," which is why we have listed some common scenarios GBT runs into, as well as what the FBI lists as Cyber Safety Tips: <https://www.fbi.gov/investigate/cyber/national-cybersecurity-awareness-month>.

## **- Keep Software Systems up-to-date, and use a good anti-virus program.**

Often GBT technicians are asked to work on computers that are old. It's not that a technician wants you to buy a new device, but they are apprehensive to work on a device that they know is easy for criminals to hack into because it is no longer supported with updates from the manufacturer.



## **- Examine the email address and URLs in all correspondence.**

Hackers have gotten very good at mimicking a legitimate website and making a slight variation to make it look like it's the one you want to go to. Going to [www.amazon1.net](http://www.amazon1.net) might be a website a hacker has set up which collects all your information when you try to login or update your payment information. When checking on shipping status or payment status, go to the official website to sign in, and do not click on the link provided in the email.

## **- If an unsolicited text message, email or phone call asks you to update or verify your information, do not click on the link provided or reply to the message.**

If you aren't making a change or expecting an email, then don't follow the directions to an unexpected email, call, or message. Go to the official website, or hang up the call and call the correct number of the institution that called you and ask them what's going on.

## **- Do not open any attachments unless you are expecting the file, document, or invoice, and don't give access to people you have never met or have no idea who they are access to your computer.**

Clicking on attachments or opening files is one of the number one ways hackers gain access to your computer or administer Ransomware. Often, GBT gets calls from customers that had a pop-up on their computer device stating it has been compromised and they need to call 800.###.#### to fix it. Once this number is called, the customer grants them access, and the hacker either locks their device or puts software on to make it slow down until a fee has been paid. Do Not give computer access to unknown people.

## **- Scrutinize all electronic requests for a payment or transfer of funds.**

With the way hackers set up bank accounts, once a mistaken wire is made, it is almost impossible to get the money back. Also, even in 2021, have you ever had a legitimate business or government agency like the IRS or FBI request payment with a Gift Card? The answer is NO, so if you get this request, hang up the phone!

There are numerous other ways that you need to be aware of when it comes to Cybersecurity, which is why one of the most important deterrents of Cyber Attacks is Cyber Awareness. If you would like to learn more or have GBT help educate you and your staff about how to be Cyber Smart, email us at [btssupport@gbtlive.com](mailto:btssupport@gbtlive.com), or give us a call and we can explain how we work to help train and prevent you and your company from becoming a victim.





## Training Your Staff to be Cyber-Smart

In the previous article, we discussed situations you should be aware of and steps you should take to keep your home or business cyber-smart. One of the most common tactics hackers use when attacking a business is through Spear Phishing. Spear Phishing targets people by sending them an email or instant message with an attachment or link that needs to be opened or clicked on. Once the attachment is opened or link is clicked on, malicious software known as malware begins executing on the machine and allows hackers to access your company's information or watch what you're doing.

Unfortunately, Spear Phishing is so successful because it preys on human factors such as Trust and Curiosity. As humans, we often trust an email that is directed specifically to you asking about a business opportunity is legit, so we click on the attachment to see what products the emailer is interested in. Or the email that says you need to click on the link to review the company's new HR policy regarding Covid Vaccinations makes our brain so curious that we click on the link, even though we don't recognize the company email it came from.

These are both very simplistic Spear Phishing examples that humans fall for every day. The problem is these innocent clicks on attachments and links have cost businesses an estimated \$20 Billion in 2021. Due to the severity and high cost of Ransomware, GBT is excited to announce we can help train and assist your business in knowing what to look for when receiving emails and text messages so employees do not click on these vulnerable emails.

GBT internally conducts Spear Phishing testing with our employees to help identify and educate them on what to look for and what not to do. Over the last several years, employees have become aware of targeted attacks, and all now play a part in helping ensure that we are as cyber-smart as possible. If this is something your business is looking for or needs, we can now help set up this same level of testing and training for your staff to help identify employees that might need some further training on how to be cyber-smart. It takes everyone looking out for each other to help prevent hackers from compromising and harming our businesses.

### GBT Hunting

#### Router Hunting Winner - Kim Stejskal

Kim won a \$10 bill credit from GBT just for playing September's Hunting Game! There were 15 routers in the September Issue.

*Count this one too!*



It's time to count... throughout this issue of the Connection there are GBT's IT Computers. Can you count them? When you find them all, e-mail us by the 10th of the month at [gbthunting@gbta.net](mailto:gbthunting@gbta.net) with the total number of IT Computers, and you will be entered into a drawing to win a \$10 bill credit on your next GBT bill!



If you have questions or comments about this newsletter or any of our services, please email us at [marketing@gbtlive.com](mailto:marketing@gbtlive.com)

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### Pumpkin Spice Chex Mix

#### Ingredients:

1/4 cup brown sugar  
1 tablespoon pumpkin pie spice  
1/4 cup butter  
2 teaspoons vanilla  
2 cups Cinnamon Chex cereal  
2 cups Wheat Chex cereal  
2 cups Honey Nut Chex cereal  
8 oz pecans

#### Directions:

1. In small bowl, mix brown sugar and pumpkin pie spice; set aside. In small microwave-safe dish, microwave butter on High about 30 seconds or until melted. Stir in vanilla. In large microwavable bowl, mix all cereals and pecans. Pour butter mixture over cereal mixture, stirring until evenly distributed.
2. Add sugar and spice mixture and stir until coated. Microwave uncovered on High 5 minutes or until mixture begins to brown, stirring every minute. Spread on wax paper or a cookie sheet to cool. Store in airtight container.



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