



Is Your Business at Risk?

Editors Note: This is the first in a series of monthly articles designed to help you prepare your business for its survival of man-made and natural disasters.

Did you know that 43 percent of cyber-attacks target small businesses?

The Verizon 2019 Data Breach Investigations Report showed that 52 percent of these attacks involved hacking, followed by social attacks and malware. The majority of the attacks (69 percent) came from outsiders.



So what do you need to do to protect your business? According to FEMA's "Every Business Should Have a Plan" report on cybersecurity:

- Use anti-virus software and keep it up-to-date.
- Don't open email from unknown sources.
- Use hard-to-guess passwords.
- Protect your computer from Internet intruders by using firewalls.
- Back up your computer data.
- Regularly download security protection updates known as patches.
- Make sure your co-workers know what to do if your computer system becomes infected.
- Subscribe to the [Department of Homeland Security National Cyber Alert System](#) to receive free, timely alerts on new threats and learn how to better protect your area of cyberspace.
- Visit Pierce County's [Cyber Training site](#) to get updates on their next training session for local businesses.

Just recently, the Washington Department of Revenue's Business Licensing Service (BLS) reported that some local license customers are getting phishing attacks by email that may tell a business that its endorsements should be renewed or certified. These emails are not from BLS or any of its partners. Read more [here](#) and be sure your employees know what to do if one of these emails arrives in your inbox.

Jennifer Hales, public safety administrator for the City of U.P. and the City's emergency management point person, suggests that businesses take a minimum of at least one preparedness action per month. By the end of the year, you will have taken significant steps toward protecting your business.

Attention 27th Street Businesses!



Make plans to attend an informal gathering of your fellow 27th Street Business District business owners on Feb. 26 from 5:30 to 6:30 p.m. at Round Table Pizza (7011 27th St.). This casual get-together is a chance to network, talk about the district's history, what is happening now, and opportunities for its future. All of those who have a stake in the district and its success are encouraged to attend.

For updates on the event and to RSVP, visit the district's [Facebook](#) page.

New Businesses Help Start the New Year Off Right

The new year picked up right where 2019 left off with two more new business ribbon cuttings in January.

Creative & Co., an art studio at 7406 27th St. W., offers art camps, workshops and private events for aspiring Picassos of all ages.



On Jan. 27, Bishop's Cut and Color opened at 3633 Market Place W. Suite 6 in the Village at Chambers Bay. The salon offers a full menu of services with a la-carte pricing for haircuts, trims, hairstyling, coloring, shaves, blending, shampoo services, blowouts, conditioning and more. It is open Monday through Saturday from 10 a.m. to 8 p.m. and on Sundays from 10 a.m. to 7 p.m.



BISHOPS
CUTS / COLOR

Please stop by and welcome our newest neighbors!
