Rubiconn Trivia!

What comedian and TV star does Bill Ruby most resemble?

A. Steve Martin

B. Kevin James

C. Jamie Fox

D. Jerry Seinfeld

Think you know the answer? Write it on our Facebook wall by May 31st and be entered to win a $50 gift card to the restaurant of your choice!

Constructing A Strong Password

Most of us understand the importance of having secure passwords to protect our corporate systems and personal data, but we don't always know how to create a strong password. How do you create a password that hackers won't guess?

Best Practices

Make sure you have a minimum of eight characters with at least three of the four complexity requirements—uppercase letters, lowercase letters, numbers, and non-alphanumeric characters. These are great practices for individuals to incorporate as well. A good password is no good if you have to write it down because it's so complex. This only transfers the security risk instead of mitigating it. So, passwords need to be complicated enough to deter hackers but easy enough to remember. Here's a trick that might help:

Step 1: Come up with a base word Pick the name of a pet or any common thing that's easy to remember. For example, say you once lived in Sacramento. You can use that to establish the base of your password and satisfy the required criteria for a strong password.

Remember: You need at least one capital letter and either a number or special character. So, using Sacramento as your base word, you could capitalize the first letter and/or substitute a "0" for an "o" and a "$" for an "s."

Step 2: Add more characters to the base word Pick any four characters to add to the base word. Choose something you'll easily remember.

Step 3: Store your password without worry Now, write down the added four characters, along with a clue for the base word. Using our previous example, you would write down *city1xyza*, where *city1* signifies *Louisville* with a 1 and $ and *xyza* represents the four additional characters.

So, even written down, this password reference would serve as a reminder of your complete password while revealing nothing to any roaming eyes. (Keep in mind that this example is a 14-character password. While that may be longer than the actual requirement, it may be easier to remember.)

And there you have it. Three steps to a more secure password!

WE WANT YOU!

One of the most valuable things about social media is the opportunity to build a relationship with our clients and potential clients in a way we're not able to do using traditional marketing. We imagine the same is true for you and your business, too.

One of our goals with social media is to build an entire community around our customers by highlighting events, sharing stories, and increasing valuable user engagement and interaction.

We want to connect with you and your business on Facebook and Twitter so we can share, promote, and encourage each other.

What's not to LIKE?

(So Like Us!)

Social Media in the Workplace

Even though studies have shown employees on average are 9% more productive when they are allowed free access to social media in the workplace, there are any number of reasons employers still choose to block access to social media in the workplace.

Some worry about the liability aspect, having read stories about employees accessing inappropriate content while at work and even breaking the law while on the clock, leading to a sea of PR nightmares when the company ends up on the nightly news.

However, more and more companies are encouraging the use of social media and the great press it can provide for their company. It has also been known to improve the office community and provide needed breaks throughout the day, re-energizing employees to actually work harder and smarter.

What do you think? Should social media be allowed in the workplace? What's your experience? Sound off on our Facebook wall!

Tasty Goodness from Sarah Ruby

Rubylicious Recipe

Apple Baked Beans

Ingredients:

3 or 4 slices bacon, diced
2 (28-oz) cans Bush's Baked Beans
1/2 c. Blues Hog BBQ Sauce (or other sweet-spicy favorite)
1 lb. smoked leftover smoked pork or beef, more or less, or 1 lb crumbled cooked pork sausage
1 can apple pie filling (chop up the big chunks some)
1 medium onion, chopped
1/2 green pepper, chopped
1/2 c. brown sugar
2 Tbsp. Worcestershire sauce
2 Tbsp. Mustard (prepared)
1 tsp chipotle or cayenne powder (optional, to taste*)
1 tsp Blues Hog barbecue rub (or your favorite de jour)

Brown bacon, and saute onion and green pepper in bacon grease. Mix in remaining ingredients. Bake at 325º for 1 hour, or simmer on stovetop in large pot for 30 minutes if you don't have time to do them in the oven. Serves 12.

*This is a rather spicy recipe due to the chipotle/cayenne powder. Feel free to leave it out if you'll be feeding those who prefer a less spicy taste.

Negotiating with the Laws of Persuasion

Most of us are used to having conversations, and we've probably learned to pay attention to verbal and non-verbal cues, vibes, eye contact, and other communication biggies. However, for those who need to negotiate and/or persuade an audience, there are a few additional rules or "laws" we should pay attention to.

In negotiation situations, the goal is to always find the win-win, so everyone walks away happy and convinced they "won" in the interaction.

Psychologist Robert Cialdini wrote a book entitled *Influence: The Psychology of Persuasion*, and in that book, he lined out six laws that help to describe how most people respond in certain situations.

As it turns out, after much research, the general consensus is that humans are far more predictable than we'd like to admit, and we over and over respond predictably to certain stimuli.

The benefit of learning about the laws of persuasion is twofold:

1. You will know how to better interact with your audience and negotiate successfully.

2. You will know how to better navigate situations in which other are trying to manipulate and/or influence you in ways you do not wish to be influenced.

And so without further ado, here are Cialdini's Six Laws along with a brief explanation of each:

1. **The Law of Reciprocity**
   In general, people want to repay things that are gifted to them. If someone does something nice or gives a gift, people often feel obligated to return the favor. This is why companies give away free gifts.

2. **The Law of Commitment and Consistency**
   People like to be (or at least appear to be) consistent in their thoughts and actions. Once they commit to something in conversation, they have a hard time going back on that commitment. A salesman's best friend.

3. **The Law of Liking**
   When you like someone or get the impression that they are "just like you," you are more likely to want to please them. In-home sales parties, anyone?

4. **The Law of Scarcity**
   When people believe there's only a limited supply left of a product, or that the product in front of them is the "last one left," they're more likely to purchase unreasonably.

5. **The Law of Authority**
   If it's good enough for the people you admire, it's good enough for you. This is why celebrity endorsements work.

6. **The Law of Social Proof**
   When we don't know how to behave, we look to the social cues of others around us. This is why sitcoms use laugh tracks and why people jump on bandwagons.

   Which one do you fall prey to most often?

Thanks A Million!

If you want to learn more about the desktop in the cloud experience, give us a call today!

(925) 478-5243

Thanks a million for all your continued support! Thank you, thank you, thank you!