Promoting Your Business

We are all working at growing our businesses. And for some, a way to do so is signage. You pay for it once and it keeps on working (unlike many other things in our life).

So imagine you have a beautiful tent sign, and it is bringing in business. That's the good part. Now, the insurance man in me comes out. You set up your sign in the morning and later that day, while you're in a meeting, the wind picks up and whooosshhhh . . . your sign blows into the street, right in front of oncoming traffic.

A startled truck driver swerves and slams into two parked cars ─ a Mercedes and Jaguar. The cars are both totaled. And then you learns that the Mercedes belongs to the District Attorney and the Jag to a big-time litigation lawyer. (Feeling stressed yet?)
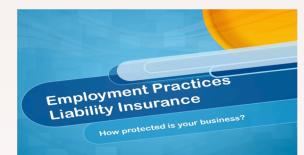
If you have anything around your business that could fly with the wind, secure it just in case. Like Mom always said, "It's all fun and games until someone calls their lawyer." Remember: **prevention is the best insurance**.

~ **Dennis**

Mitigating Risk

While every business comes with a certain amount of challenges, you can mitigate risk with the appropriate insurance coverage for your type of business. A major business risk is employees. Do you have employees who interact with the public, drive company vehicles, and/or have labor-intensive duties? While worker's compensation insurance is mandatory, management liability and employment practices liability insurance (EPLI) may be a safe bet as well.

Employment practices liability insurance provides you with coverage against claims made by "employees alleging discrimination (based on sex, race, age or disability, for example), wrongful termination, harassment and other employment-related issues, such as failure to promote."

Management liability insurance covers "exposures faced by directors, officers, managers, and business entities that arise from governance, finance, benefits, and management activities (also called 'executive liability insurance'). This includes (1) directors and officers (D&O) liability insurance, (2) employment practices liability (EPL) insurance, (3) fiduciary liability insurance, and (4) 'special crime' insurance (covering kidnap, ransom, and extortion exposures). These coverages may be written as stand-alone insurance policies or combined into a single, package policy." *(*https://www.irmi.com)

Every type of business faces risk, both in terms of "the probability of something happening and the severity of the consequences. Ignoring those risks is simply not an option." (Kevin Kerridge, Executive Vice President, Hiscox.)

FBI Urges All Routers Be Rebooted Now As A Defense To A Russian Malware Threat

The FBI has warned that a sophisticated malware system linked to Russia has infected hundreds of thousands of small-business and home internet routers. The FBl 's advice on the simplest way to protect yourself? Reboot your router.

The malware is part of an attack designed to block web traffic, collect information that passes through home and office router s, and disable the devices entirely. The malware is spread by the Sofacy Group, which is also known as A.P.T. 28 and Fancy Bear. This group is believed to be directed by Russia's military intelligence agency and is responsible for hacking the Democratic National Committee servers in 2016.

Rebooting your router is simple and will temporarily disrupt the malware if it is present. Users should use this occasion to upgrade the device's firmware and to select a new secure password. If any remote management settings are in place, the FBI suggests disabling them.

Why reboot? Most routers assign temporary Internet Protocol (IP) addresses to every client device that logs on to the wireless network. Every laptop, phone, tablet, TV, game console, security camera, thermostat, garage door opener, or kitchen appliance gets a temporary IP address. Over time, the increased load on the Wi-Fi network, or changes in the device's IP address, causes the router to lose track of the correct IP address, resulting in poor Wi-Fi performance. A router reboot usually fixes that problem. Moreover, during a reboot, routers will find Wi-Fi channels with less traffic, thereby increasing network speeds.

Rebooting is easy. Simply power off the device using the On-Off button on the back of the router. Better yet, unplug the router from the power source for 20 seconds to allow any residual settings in the router 's RAM memory to be erased. (Do not worry about your network settings being erased. That would require a special procedure.)

While you are at it, use your laptop to log on to the router's main settings page and make the following changes:
- Change the username and password from the default, factory settings to a more secure password.
- Change the network name. The router's default Service Set Identifier (SSID) tells what kind of router is broadcasting, making it easy for thieves to know how to attack.

Update your router's firmware regularly to insure the most up-to-date protection.

Finally, reboot your cable or DLS modem as well. Turn off your router first and then the modem. Wait 20 seconds. Turn on the modem first, and then the router. All of your devices will automatically get a fresh Wi-Fi IP address, but if not, simply turn that device's Wi-Fi off and on.

(The above was culled from an article written by Leslie Zieren, attorney with The McCalmon Group, Best Practices)

Justin Wants You To Know: About Replacement Cost Coverage and Actual Cash Value Coverage

In Massachusetts, commercial property policies provide replacement cost coverage and actual cash value coverage. Replacement cost coverage pays to rebuild or repair your property based on current construction costs. It's not the same as market value and does not include the value of your land.

Actual cash value coverage policies pay to rebuild or replace your property minus depreciation. If your business is destroyed, actual cash value coverage may not pay to completely rebuild.