

The Connector

Expect More. Do More.

Q4 2022 Newsletter



BUSINESS SPOTLIGHT

Carney, Alexander, Marold & Co., LLP Depend on Reliable Telecommunications for Their Remote Office

LPC Connect focuses this quarter on Carney, Alexander, Marold & Co., LLP. As a remote office, this CPA firm relies on the telephone and internet services provided by LPC Connect every day. It is essential to connect to their customers, other associates, and agencies. They appreciate the personal, friendly, timely service they receive from LPC Connect employees.

Carney, Alexander, Marold & Co., LLP connected with LPC Connect in December of 2020. Their six employees prepare income tax returns for corporations, partnerships, individuals, estates, and trusts. They also provide payroll and bookkeeping services in addition to various levels of attestation services.

Janel Ruzicka, CPA and partner explains, "We are the only CPA firm in La Porte City. We have a staff with different specialties that enables us to provide all different types of services to fit our clients' needs. Many of us have small town roots and can easily relate with our clients to ease their financial worries."

"Every time we have an issue, we feel the LPC Connect employees go the extra mile to make sure we are happy and working again, no matter how difficult or easy that task may be. They are always happy to see us and help." Ruzicka says.

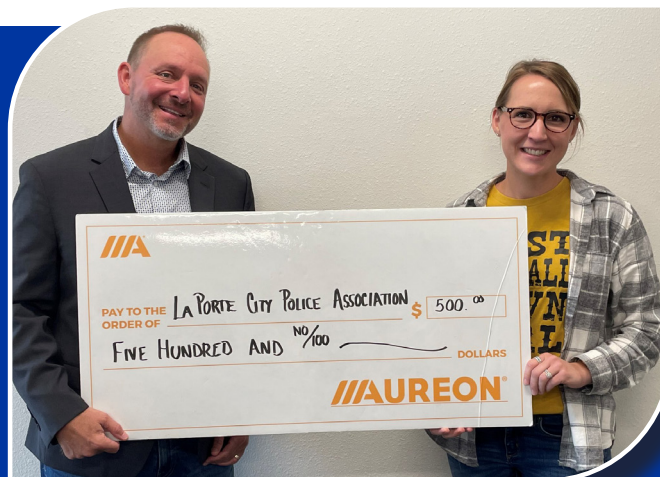
Carney, Alexander, Marold & Co., LLP is another example of how businesses can stay in their rural hometown while giving clients access to everything more urban businesses can, maybe even more. They can connect to local people in a way urban businesses may not understand. It is all possible with the fiber network and employees at LPC Connect in La Porte City, Iowa.



Pictured are (L to R) Robin Souhrada, Stacy Hupfeld, Sam Koontz, and Janel Ruzicka

Congratulations to the La Porte City Police Association for receiving an Aureon Charity Grant to purchase a new grill.

Learn more about Aureon Charity Grants here:
<https://www.lpcconnect.net/aureon-charity-grants/>



AUREON™

Spotting Fraudulent Emails and Online Scams

Would you be able to recognize an online scam if you saw one? Most of us would like to think that we could identify a fraudster in our inbox, but unfortunately, that's not always the case.

The truth is that scammers are getting smarter. Every time a scam is exposed, a new, more sophisticated one comes along, which means that web users have to constantly be on alert.

SO HOW CAN WE LEARN TO SPOT THEM IF THEY'RE DESIGNED TO BE SUBTLE AND INNOCUOUS?

Many online frauds play on people's emotions. This is recognizable in even the earliest of internet scams like the 'Nigerian prince' email scam, which hinged on a heartfelt plea to help a disenfranchised Nigerian royal regain his wealth. According to Psychology Today, the reason that online scams are still so successful is that they prey on our 'emotional vulnerabilities.'

The people who are most likely to fall victim to online scams are those who are trusting, sympathetic, and usually don't know any better. In short, they're 'easy targets.' And unfortunately, all-too-often it's seniors who fall prey because they simply aren't familiar with the ins and outs of internet fraud.

However, it's not just older folks who can be had by online scams. With these

schemes getting smarter, almost anyone can be duped. All it takes is a momentary lapse in judgment or clicking a link out of pure habit.

PHISHERMAN'S FRIEND

Phishing or 'data mining' scams often come in the guise of emails or text messages. They will attempt to steal your private information like your bank account numbers, passwords, or Social Security details. Sometimes it's easy to recognize them - like the ones with garbled text, poor grammar, and suspicious-looking links. But others are far more insidious because they pretend to come from sites and/or people you know and trust. Some phishers put a lot of effort into crafting an email that looks legitimate, down to logos and formatting.

Once you know how to identify phishing scams, you'll be better equipped to recognize an attempt to scam you. But here's where that article about 'emotional vulnerabilities' comes back in: many phishing scams will play on fear and uncertainty and will often attempt to force you into making a hasty decision.

Scams that require 'immediate action' can sometimes frighten people into making bad decisions. Things like hacked accounts, expired information, or compromised credit cards can make people jump to attention, subsequently



making them more vulnerable to being scammed. It's very human to have poor judgment when we're scared... and unfortunately, that's what many scammers rely on.

But it's not the end of the world if you make a mistake. The important thing is that you educate yourself on the dangers of online fraud and familiarize yourself with the tricks of the trade. After that, you just need to stay sharp and alert—and don't be afraid to ask for help if you suspect a scam.

If you have questions about emails that appear to come from LPC Connect, please contact the office before acting.

If you feel you have entered your information on fraudulent sites due to a phishing email, please call our office at 319-342-3369 to reset your password.

Preventing suicide, together.

The prevalence of suicide deaths in the U.S. is alarming, but together we can create positive change.

September is National Suicide Prevention & Awareness Month — help us spread the facts about suicide and educate others on how we can help those who may be struggling.

988

The Federal Communications Commission (FCC) launched a national suicide prevention hotline, 988, to provide a quick and easy way for Americans in crisis to connect with mental health counselors.

The 3-digit phone number will direct callers to 1-800-273-TALK, the existing

National Suicide Prevention Lifeline

#StopSuicide



The Hallmark package donated by LPC Connect for the Brick Street Market was won by Anthony Frenz and his family. Enjoy!

Helpful Tips for Parenting in the 2020s

Parenting in the 2020s comes with complications that did not exist less than a two decades ago. And technology—especially smartphones and tablets—add to those complications. From the distractions of texting and gaming to “addiction” to social media and the constant concern over inappropriate online content, today’s tech can be very problematic. At LPC Connect, we understand that technology can raise parents’ eyebrows and blood pressure. But it also makes life more efficient and easier. To address some of your concerns, we’ve compiled a list of resources to help parents navigate tech use to keep kids safe online and manage time on smart devices.

These resources provide valuable tips on using tech to monitor your kids’ devices and online use. It also includes advice for talking to your children—and fellow parents—about the risk of tech over-saturation. Read below to learn more about resources to promote digital wellness in your family.

waituntil8th.org

waituntil8th.org is an outstanding resource to start learning more about how early exposure to smartphones and tablets can impact your child’s life. It features helpful information about excessive tech use that is easy to share with fellow parents and others in your community.

waituntil8th.org encourages parents to delay purchasing their child’s first smartphone until they are at least 14 years old. In addition, waituntil8th.org offers tools and support for parents trying to limit and monitor their kid’s tech use.

Two Books by Experts on Today’s Digital World

Social scientists and psychologists have been studying the effects of digital technology use on humans, especially younger people. As new data becomes available, experts publish their findings and offer advice for navigating the digital world. We recommend two books to parents wanting to help keep their kids safe and productive while on their devices, without completely disconnecting them from their tech either: *Screenwise* by Devorah Heitner, and *The Tech Diet for Your Child & Teen: The 7-Step Plan to Unplug & Reclaim Your Kid’s Childhood (And Your Family’s Sanity)* by Brad Marshall. Each book recognizes our modern digital world’s virtues but also acknowledges the need to cultivate a healthy, sustainable relationship with technology through limited screen time and a proper balance of off-device activities.

They also suggest strategies parents can employ to improve online safety and—perhaps just as helpful—for talking with your kids about responsible and limited tech use.

Parental Controls through Tech Home and Monitoring Software and Apps

Tech Home from LPC Connect provides world-class security, parental controls, virus protection, password management, and more to keep your kids safe when they browse the internet.

Call us to learn more about Tech Home and the peace of mind it can give parents and loved ones concerned about their children’s online safety.

In addition to Tech Home, there are software programs and apps to help parents monitor and control their kids’ devices and online activity.

By learning and sharing these strategies and tips, you can be more confident that your children will be savvy, conscientious tech users without being overly dependent on those devices. And for more advice about how to make the most of LPC Connect’s high-speed internet while keeping your family safe online, follow our social pages!



Congratulations to Doug Harting!

Doug was the winner of the 3-way LPC Connect Travel Bag at the Brick Street Market.



You Have Enough to Worry About!

Your life is already hectic enough without technology problems slowing you down. **With Tech Home your technology is simplified!** Tech Home makes it easy to setup, use, protect and enjoy your networked devices. Letting you get back to things that really matter!

TechHome Plans

PROTECT PACKAGE –

\$7.95/month or \$5.95/month

with an LPC Savings Pak

- SecureIT web security for computers, phones, and tablets
- Anti-theft for your phone or tablet
- Keep your memories and files safe
- Convenient password keeper
- One (1) desktop and one (1) mobile device

PROTECT PLUS PACKAGE –

\$14.95/month or \$12.95/month

with an LPC Savings Pak

- SecureIT web security for computers, phones, and tablets
- Anti-theft for your phone or tablet
- Keep your memories and files safe
- Convenient password keeper
- Covers 4 Devices (Desktop and Mobile)

SUPPORT PACKAGE –

\$21.95/month or \$19.95/month

with an LPC Savings Pak

- Unlimited premium technical support for all your connected electronics
- 24/7, US-based service Setup, support and troubleshooting
- Home network management
- Includes Protect Package on four (4) desktop/mobile devices