

THE NetworkGuy

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Seven Rules of Life

John Wooden, 10x National Champion Coach for UCLA Men's Basketball, held seven consecutive NCAA titles, four undefeated seasons, 12 Final Four appearances, 15 Pac-8 Conference titles, and is highly regarded as one of the greatest coaches who ever lived. John Wooden didn't just coach basketball. He coached life. His wisdom went beyond basketball.

HE LIVED BY A SET OF SIMPLE BUT POWERFUL RULES, COMMONLY PUBLISHED AS JOHN WOODEN'S SEVEN RULES OF LIFE:

1. Be true to yourself. You are who you are. If we are not true to ourselves, we cannot be true to others. Don't try to be someone you are not. Be honest with yourself. Be the best version of yourself that you can be. That is all you can ask for.
2. Help others. Sharing and giving back to others brings you joy. Be kind to your neighbor. Lend a helping hand. Be a servant leader, not a self-serving leader.

continued on next page...

The Network Guy Quiz Challenge

PenTeleData is giving one lucky winner a \$150 Amazon Gift Card. Just visit www.ptd.net/quiz-challenge by **June 30, 2025** to answer the contest question. We will select a winner at random from all correct entries. **Good Luck!**

Click the **Quiz Challenge** link to figure out what can compromise mobile security.

Learn from The Network Guy

What should I know about mobile security?

The Network Guy:

The most common way hackers gain access to mobile devices is phishing and smishing (text message phishing) that asks the user to click a link or download a file that introduces malware to the device.

Another culprit is malicious apps. The app may look legitimate but actually be loaded with malware. Besides using only reputable and official sources for downloading, enabling encryption on your device may also help.

Public WiFi is also a concern. Hackers will often set up fake WiFi hotspots. When someone joins, they can see everything sent across their network. They will steal login passwords, documents, and anything else they can potentially use. If you need to use public WiFi, use a Virtual Private Network (VPN) to create a secure tunnel for your information so hackers won't be able to see your data.



Things That Make You Go Hmmm...

As global internet access and adoption rapidly increase, with over five billion internet users worldwide, the number of people making purchases online is ever-increasing. In 2025, retail e-commerce sales are estimated to exceed 4.3 trillion U.S. dollars worldwide, and this figure is expected to reach new heights in the coming years.

As of 2024, online marketplaces account for the largest share of online purchases worldwide. Leading the global ranking of online marketplaces in terms of traffic is Amazon.

Amazon, the Seattle-based e-commerce giant that offers e-retail, computing services, consumer electronics, and digital content registered six billion direct visits to its .com website in the first quarter of 2024. In terms of gross merchandise value (GMV), Amazon leads Chinese competitors Pinduoduo, Douyin, JD.com, and Taobao. Taobao is operated by the Alibaba Group, the leading online commerce provider in Asia. Pinduoduo is the company behind the hugely successful Temu.

One of the most visible trends in the world of e-commerce is the unprecedented usage of mobile devices. In 2024, smartphones accounted for nearly 80 percent of all retail website visits worldwide, and in turn, also generated the majority of online orders compared to desktops and tablets.

M-commerce is particularly popular in Asia, with countries like China or South Korea generating over 70 percent of their total online sales via mobile devices.

In the Business-to-Consumer (B2C) sphere, fashion and consumer electronics are among the top e-commerce verticals to date and contribute to the largest share of online retail sales.

The most developed e-commerce markets are currently profiting from the benefits of AI. New technologies and automation are making the customer journey and order fulfillment process more efficient, turning online retail into a well-oiled machine.

(Source: <https://www.statista.com/topics/871/online-shopping/#topicOverview>)

"Compromise where you can. Where you can't, don't. Even if everyone is telling you that something wrong is something right."

— Sharon Carter, Captain America: Civil War

PenTeleData is Proud to Serve Elysburg, PA

A very picturesque area in Northumberland County is the little town of Elysburg, Pennsylvania.

Located in Ralpho Township, the small town of Elysburg is mostly residential and farmland but is perhaps best known as being the home of Knoebels Amusement Resort, a family-owned and operated amusement park.

Knoebels Amusement Resort, sometimes called Knoebels Grove, spans more than 200 acres. Family-owned and operated, Knoebels is America's largest free admission amusement park. The park offers nearly 60 rides, including two world-class wooden roller coasters, along with free parking and free picnic facilities.

1926 marked the formal beginning of the park. The park and its rides have won awards from organizations such as Amusement Today, American Coaster Enthusiasts, and The International Association of Amusement Parks and Attractions. For several years in a row, Knoebels has won the Amusement Today's Golden Ticket Award for Best Amusement Park Food. The park has also won numerous awards for the Phoenix wooden roller coaster, Grand Carousel, Haunted Mansion, and other rides.

For those who enjoy camping, Knoebels Campground features over 550 sites and 36 log cabins. After the January 1996 flood, Knoebels purchased and restored the Lake Glory Campground about five miles from Knoebels Amusement Park in Elysburg, PA. Today this facility features over 150 sites and a dozen log cabins.

(Source: <https://www.visitcentralpa.org/plan-your-trip-today/towns-and-countrysides/elysburg/>)

Seven Rules of Life (cont.)

3. Make each day your masterpiece. Each day is new. Treat it as such. Have a great attitude. Give your best effort. Make the most of each day. Get 1% Better Each Day - This is the goal.
4. Drink deeply from good books. Be a life-long learner. There is so much to know and learn in this world. Seek knowledge every chance you can.
5. Make friendship a fine art. Life is about relationships. The happiest people have the deepest relationships. Don't take friendship for granted. Be purposeful. Connect with others. Be a great friend. Make someone else's day with your kind words.
6. Build shelter against a rainy day. Plan for the Future. Have Faith. Your Faith is your Greatest Shelter.
7. Be grateful. Give thanks for blessings. "How much more pleasant this world would be if we magnified our blessings the way we magnified disappointments." Give thanks for what you have been given. So many people have it so much worse than you do. Always remember this.

How Secure are Your Passwords?

Passwords hold the key to online security, but how confident are you that yours is secure? We found this **PASSWORD CRACKER CHART** as a good reference. If you haven't changed your passwords in a while or if yours aren't strong enough, now's the time to make a change.

To see the Password Cracker Chart visit www.ptd.net/pwchart