

THE NetworkGuy

APRIL 2022 \ VOLUME 3 \ ISSUE 4

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It's ~~Fishing~~ Phishing Season!

If you enjoy fishing, you already know that the opening day for trout season is typically in April.

Unfortunately, phishing happens all year long. Phishing is a term used to describe a scam that attempts to obtain personal information, often to be used for identity theft. Cyber criminals have skillfully figured out how to create emails that look like they're coming from legitimate sources, including banks, government agencies, and other respected organizations. They may ask for passwords, login names or social security numbers. These emails hope to "catch" or trick the victim into responding. Don't take the bait!

Phishing attempts are very sophisticated, so it can be extremely difficult to tell if the request is real. No credible organization will ever ask you for sensitive or personal details in an email. In addition, never click on the link provided in a questionable email. It may contain a virus that can contaminate your computer. Instead, if you believe the contact is legitimate, go to the company's website by typing in the site address directly or using a page you have previously bookmarked.



Learn from The Network Guy

I recently received a call from a computer technician who wanted to help me fix my laptop computer. Why should I give someone a credit card or banking information for payment to fix something that isn't broken?

The Network Guy:

The answer is simple: DON'T fall for this type of call! It's a scam. If you receive a call from someone claiming to be with a technology company (or any other company) and wants to diagnose a computer problem you didn't know you had, or provide technical support you haven't requested, just hang up! This is a common tactic for scammers to obtain remote access to your computer or obtain your banking information.

The Network Guy Quiz Challenge

PenTeleData is giving one lucky winner a \$150 Amazon Gift Card. Just visit www.ptd.net/quiz-challenge by April 30, 2022 to answer the question below. We will select a winner at random from all correct entries. Good Luck!

Phishing is a term used to describe a scam that attempts to obtain personal information, often to be used for identity theft. Cyber criminals have skillfully figured out how to create emails that look like they're coming from legitimate sources.

Click the Quiz Challenge link to see which senders are most imitated by email.



It's Not April Without a Few Pranks. Do You Remember These?

In 2019, Amazon Audible advertised, “We can’t forget our fishy friends, who need company just as much as our furrrier pets! ‘Audible for Fish’ is designed to ensure these scaly sweethearts have a whale of a time in the tank when home alone.”

In 2018, Roku showed off Happy Streaming socks that let you control your device by swiping your foot or wiggling your toes. The gag may have been a nod to Netflix’s real Netflix socks, a do-it-yourself project for connected socks that pauses your show when it detects you’ve stayed still for an extended period.

Last year, Volkswagen of America pulled an early April Fools’ prank wherein it was changing its name to “Volvswagen.” Several major media outlets published the story after being assured by Volkswagen that it was true—and now that it’s come to light that the whole thing was a badly-executed prank, those media outlets are really, really upset. (But it turns out that people are as passionate about the heritage of the name AND about the electric future. The price of Volkswagen’s stock increased almost immediately!)

Speaking of power sources, in 2019 BMW announced a car paint, called, “Lunar Paint,” with photovoltaic technology that could passively recharge electric vehicles by moonlight. It’s just too bad it was a prank. (But who knows? Maybe one day?)

Another, LEGO’s SmartBricks, should be real! If you’re a parent of young children, you’ll agree.

The toymaker teased a product that could save millions of feet from stepping on the bricks that are often left scattered across floors. “Get ready for a new experience,” a line in the video read, shortly after showing a pair of socked feet walking across a hardwood floor filled with the plastic pain-makers. The SmartBricks, instead, would sense a person approaching and automatically remove themselves from the unsuspecting walker’s path. The April Fools’ Day video ends with the words “Coming Soon,” which may be the meanest prank that’s ever been pulled.

So whatever prank you’ll be sharing this year, we hope it’s in the spirit of some good, innocent fun. Maybe you’ll go for a left-handed Whopper?

“The hardest choices require the strongest wills.”
- Thanos

PenTeleData is Proud to Serve Palmerton

Since it’s the hometown of our corporate headquarters, it seems obvious to start our new “Proud to Serve” series with the town of Palmerton.

To some, Palmerton is known as the town where Ben Franklin and his fifty militia soldiers stayed during the heavy rain on their way to Gnadenhutzen (present day Lehighton). To the Appalachian Trail hikers, Palmerton is a friendly place to stay. To understand Palmerton’s past and why it exists today, think zinc. Palmerton was founded in 1898 largely because of its closeness to anthracite, the Lehigh Canal and the railroads.

In the late 19th century, the New Jersey Zinc Co. consolidated regional operations in Palmerton, and it became a “company town,” a model community with well-planned and plentiful housing, educational and cultural opportunities, and good medical care for the residents who enjoyed the many benefits derived from New Jersey Zinc’s social policies. Although many industries such as garment manufacturing came to town, the zinc company was the major employer for most of the town’s history.

The Zinc Company built many buildings and facilities, including its own hospital and School of Nursing. Both attracted some of the most talented medical professionals in the country, including many graduates of Johns Hopkins University and other reputable colleges. Some residents remember that at the height of the Zinc Company production, Palmerton had the highest percentage of PhDs of any town in the country.

Palmerton, recognized on the National Register of Historic Places, became an incorporated town in 1912. The layout of Palmerton’s streets and alleys is extremely regular, because most of the town was planned and built by the New Jersey Zinc Company. Avenues, which run east to west, are named for colleges and universities. Streets, running perpendicular, are numbered from First Street in the west to Eighth Street in the east.

Palmerton is a close-knit community with an expansive town park, a community pool, and Residence Park (the region’s most beautiful turn-of-the-century neighborhood). It continues to be an outstanding example of everything a small town should be.

With more than 100 years of history, it is worth noting that the town has transitioned from zinc to technology. Claude E. Reinhard, a graduate of Cornell University and the founder of Pencor Services, Inc., was an engineer for the New Jersey Zinc Company who left to begin a cable business. He had an idea to make the TV reception clearer in the Palmerton area. In 1950, with the help of some investors, he founded the Palmerton TV Signal Corporation, which would eventually become Blue Ridge Communications, one of PenTeleData’s partner cable companies.

