

## UPCOMING EVENTS

- September 23 & 24—Heritage Days at Fair Grounds
- October 3—Annual Chamber Banquet at JW's Place
- October 21—Walter's of Rio Creek Harvest Fest
- October 27 & 28—Havoc at the Hall at Lakehaven Hall
- November 17—Holiday Parade of Lights at 6:30 pm
- November 17-18—Christkindlmarkt at Lakehaven Hall
- November 17-19—Kewaunee Christmas Stroll
- Visit [Kewaunee.org](http://Kewaunee.org) for a complete listing. Click on "EVENTS"

## Make Plans to Attend Christkindlmarkt

The Chamber Board is busy planning the 11th Annual Christkindlmarkt to be held November 17 and 18, 2017.

The fun kicks off at noon on Friday, November 17th with the Christmas Stroll at local participating businesses. At 3 pm, the Holiday Market at Lakehaven Hall begins, featuring German food.

Once again, Santa will make his appearance in the Holiday Parade of Lights that begins at 6:30 pm from the Grade School parking lot. The parade will head past Atrium (nursing home), turning left down Third Street until taking a right on Ellis Street, and finish at Lakehaven Hall.

The Chamber would love to have more participation in the parade this year! There is no need to pre-register and there is no fee. Please join in the fun if possible!

On Saturday, the Christmas Stroll and Holiday Market will continue beginning at 9 am. Santa arrives at Lakehaven at 10 am to meet

with the good girls and boys. A special THANK YOU to Joe Grant who will be taking pictures of the kids and Santa!

A new event this year is a presentation by Rochelle Pennington on the Christmas Tree Ship. Rochelle will be speaking at 5:30 pm and will have books available for purchase. Proceeds from the book sale will benefit the Lighthouse Preservation Committee.

Beginning at 7 pm on Saturday evening, there will be a Holiday Craft Night. Activities this year will include the popular wreath making with Aissen Tree Farm, jewelry making, holiday centerpiece arranging, ornament painting and holiday greeting card making. Activity prices vary and tickets can be purchased at the door the night of the event. All materials and supplies will be provided.

There will also be food, wine, beer, and other malt beverages available for purchase.

On Sunday, the Christmas Stroll continues from noon until 3 pm.

Get a jump start on your holiday shopping and see the unique businesses and shops the Kewaunee area has to offer!

Brochures for the event will be available in the next few weeks.



## Farm Tech Days Recap

Farm Technology Days held in Kewaunee County on July 11-13 was a success! While the weather did not cooperate, those involved with the event did everything possible to open the show on time and keep all visitors and guests as comfortable as possible. While the weather likely played a role in keeping

people away from the event, there were still roughly 30,000 paid admissions to the event.

The Kewaunee Area Chamber worked with Kewaunee County to staff a booth related to the area. Brochures from Kewaunee County businesses were on display and Kewaunee Visitor Guides

were handed out to visitors.

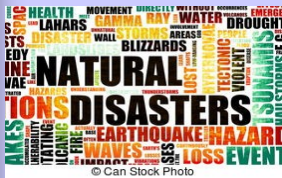
Thanks to all members who worked to showcase what Kewaunee has to offer and make all of the visitors feel welcomed to the area. There were many positive comments on the level of service provided to vendors and guests at the show!

**Kewaunee Area Chamber of Commerce**  
P.O. Box 243  
308 North Main Street  
Kewaunee, WI 54216

Phone: 388-4822  
Website: [Kewaunee.org](http://Kewaunee.org)  
Email: [admin@kewaunee.org](mailto:admin@kewaunee.org)

**“US businesses lose over \$12 billion per year because of data loss”**

**“Every week 140,000 hard drives crash in the US.”**



### Business Continuity/ Disaster Facts...

1. Natural Disasters account for only 1% of all data loss while hardware failure, human error, security breaches or viruses account for the majority.
2. 60% of companies that lose their data will shut down within 6 months
3. 52% of businesses experience multiple backup failures every year
4. Disaster costs are 15 times higher than 50 years ago.
5. Only 35% of small/medium sized businesses have a comprehensive disaster recovery plan in place.

## IT Disaster Recovery Plan

*From Ready.gov*

Businesses use information technology to quickly and effectively process information. Employees use electronic mail and Voice Over Internet Protocol (VOIP) telephone systems to communicate. Electronic data interchange (EDI) is used to transmit data including orders and payments from one company to another. Servers process information and store large amounts of data. Desktop computers, laptops and wireless devices are used by employees to create, process, manage and communicate information. What do you do when your information technology stops working?

An information technology disaster recovery plan (IT DRP) should be developed in conjunction with your business continuity plan. Priorities and recovery time objectives for information technology should be developed during the business impact analysis. Technology recovery strategies should be developed to restore hardware, applications and data in time to meet the needs of the business recovery.

Businesses large and small create and manage large volumes of electronic information or data. Much of that data is important. Some data is vital to the survival and continued operation of the business. The impact of data loss or corruption from hardware failure, human error, hacking or malware could be significant. A plan for data backup and restoration of electronic information is essential.

### IT Recovery Strategies

Recovery strategies should be developed for Information

technology (IT) systems, applications and data. This includes networks, servers, desktops, laptops, wireless devices, data and connectivity. Priorities for IT recovery should be consistent with the priorities for recovery of business functions and processes that were developed during the business impact analysis. IT resources required to support time-sensitive business functions and processes should also be identified. The recovery time for an IT resource should match the recovery time objective for the business function or process that depends on the IT resource.

Information technology systems require hardware, software, data and connectivity. Without one component of the “system,” the system may not run. Therefore, recovery strategies should be developed to anticipate the loss of one or more of the following system components:

- ◆ Computer room environment (secure computer room with climate control and back up power supply)
- ◆ Hardware (networks, servers, desktop and laptop computers, wireless devices and peripherals)
- ◆ Connectivity to a service provider (fiber, cable, wireless, etc.)
- ◆ Software applications (electronic data interchange, electronic mail, enterprise resource management, office productivity, etc.)
- ◆ Data and restoration

Some business applications

cannot tolerate any downtime. They utilize dual data centers capable of handling all data processing needs, which run in parallel with data mirrored or synchronized between the two centers. This is a very expensive solution that only larger companies can afford. However, there are other solutions available for small to medium sized businesses with critical business applications and data to protect.

### Internal Recovery Strategies

Many businesses have access to more than one facility. Hardware at an alternate facility can be configured to run similar hardware and software applications when needed. Assuming data is backed up off-site or data is mirrored between the two sites, data can be restored at the alternate site and processing can continue.

### Vendor Supported Recovery Strategies

There are vendors that can provide “hot sites” for IT disaster recovery. These sites are fully configured data centers with commonly used hardware and software products. Subscribers may provide unique equipment or software either at the time of disaster or store it at the hot site ready for use.

Data streams, data security services and applications can be hosted and managed by vendors. This information can be accessed at the primary business site or any alternate site using a web browser. If an outage is detected at the client site by the vendor, the vendor automatically holds data until the client’s system is restored. These vendors can also provide data filtering and

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## Annual Banquet

The Annual Chamber Banquet will be held on Tuesday, October 3, 2017 at JW's Place in Slovan. Cocktails will begin at 5:30 p.m. (cash bar) with dinner at 6:30 p.m. The banquet is a great time to network with other business people in the community.

Niki Petit from Insight Creative, Inc. will be present to give an overview of marketing and promotions. Based off of the

surveys completed last fall, this is the number one need of Chamber members.

Also at the banquet, new directors will be nominated and voted upon by the general membership.

The banquet is also our chance to say "Thank You" to our volunteers that put in countless hours at the TIC throughout the year.

### Chamber Membership

Watch your mailbox! In the next few weeks you will be receiving your 2018 Kewaunee Area Chamber of Commerce membership forms. Please complete the membership form and return it as soon as possible.

The Chamber will be working on many exciting events again in 2018! If you have ideas on ways to improve the Chamber and what we do for you, our members, please let Molly know!

### New Services?

Has your business recently added a service? Are you offering a new product line?

If so, please email the Chamber at [admin@kewaunee.org](mailto:admin@kewaunee.org) so we can let other Chamber members know what is going on with your business. This is FREE advertising and a benefit of being a Chamber member!

### Chamber Member Brochures

Does your business have brochures that you want to get out to visitors to the area? One of the benefits of being a Chamber member is that you can have your brochures and literature displayed at the Chamber Building!

Please drop off your literature or let Molly know and she can pick it up when she drops off Visitor Guides. Please be sure that the Chamber has your latest information.

### Packers Game Day Bus

The Packers regular season home opener game was also the first Game Day Bus from Kewaunee to the game. Guests at local hotels have been requesting transportation for some time.

This is a great way to attract additional visitors to the community. Fans spend money on hotels, at restaurants, and in the bars.

## We Need Your Events!

Each year the Chamber puts together the Visitor and Business Guide, listing as many area activities as possible, as well as a listing of our business members.

The Chamber has been receiving requests for Guides beginning in January for the upcoming season.

Because of this and in order to meet the needs of visitors to the area, we need to have the Guides printed and

delivered by February 1, 2018.

Due to the earlier delivery date, we will need your events by **December 31, 2017**, to be included in the Guide.

Hopefully by giving you this notice, you can have the dates for your events finalized. If you are unsure of the dates, please let us know and we will direct visitors to your website.

### New Services from TEAM CLEAN

TEAM CLEAN is doing more than just cleaning!

TEAM CLEAN recently became an authorized shipper for SPEE DEE Delivery. SPEE DEE covers Wisconsin, Upper Michigan, Illinois, the Dakotas, Nebraska and Iowa.

TEAM CLEAN will also receive packages for drop off for FedEx and UPS. There is a \$10 handling fee for this service. They will also pack

and ship packages.

The staff will also provide various office services such as faxing, copying, scanning and photo printing. Stationary supplies will also be available.

Along with cleaning, TEAM CLEAN also sells Antler Shed environmentally safe soap products.

Contact Mike at 255-5975 for more information.

### Chamber Volunteers Needed Upcoming Events

As the season winds down, the Tourist Information Center (TIC) will remain open through the end of October. There are visitors that stop in throughout the fall for information.

If you know of someone interested in volunteering at the TIC, please contact Molly at the Chamber office.

Do you have an upcoming event? Do you want to know what is going on in the community?

Check out the Chamber's website! The Calendar of Events can be found under the Events tab.

If you have an upcoming event, please email the Chamber to have it listed.

# Equifax Data Breach Facts

At this time, it is estimated that 142 million American consumers had their personal information exposed during this attack.

- ◆ The breach lasted from mid-May through July.
- ◆ The hackers accessed names, social security numbers, birth dates, addresses, driver's license number, credit card numbers
- ◆ Credit Card numbers for approximately 209,000 people were stolen
- ◆ Dispute documents with personal identifying information for approximately 182,000 people were stolen.

## Things to know if you register for help from the Equifax site:

- ◆ You can visit Equifax's website, [www.equifaxsecurity2017.com](http://www.equifaxsecurity2017.com) to check if your data has been compromised and register for assistance.
- ◆ **Equifax has an arbitration clause**

buried in the terms of service. The language bars those who enroll in the Equifax checker program from participating in any class-action lawsuits that may arise from the incident.

- ◆ The CFPB complained about the arbitration clause and **Equifax changed the language** to include an opt-out.

Here's how the opt-out provision reads:

In order to exclude Yourself from the arbitration provision, You must notify Equifax in writing within 30 days of

the date that You first accept this Agreement on the Site (for Products purchased from Equifax on the Site).

You must include Your name, address, and Equifax User ID, as well as a clear statement that You do not wish to resolve disputes with Equifax through arbitration.



To determine if your information was exposed:

- ◆ Visit the site [www.equifaxsecurity2017.com](http://www.equifaxsecurity2017.com)
- ◆ Click on the "Potential Impact" tab and enter your last name and the last six digits of your social security number. Be sure you are on a secure computer and an encrypted network connection any time you enter your social security number. The site will tell you if you've been affected by this breach.
- ◆ U.S. consumers can get a year of free credit monitoring and other services through that site. It will give you a date when you can come back to enroll.
- ◆ Come back to the site and click "Enroll" on that date. You have until November 21, 2017 to enroll. **Be aware of the arbitration clause and opt out option.**

*Reprinted from WI Bankers Association*

## IT Disaster Recovery Plan (continued from page 2)

detection of malware threats, which enhance cyber security.

### Developing an IT Disaster Recovery Plan

Businesses should develop an IT disaster recovery plan. It begins by compiling an inventory of hardware (e.g. servers, desktops, laptops and wireless devices), software applications and data. The plan should include a strategy to ensure that all critical information is backed up.

Identify critical software applications and data and the hardware required to run them. Using standardized hardware will help to replicate and reimagine new hardware. Ensure that copies of program software are available to enable re-installation on replacement equipment. Prioritize hardware and software restoration.

Document the IT disaster recovery plan as part of the business continuity plan. Test the plan periodically to make sure that it works.

### Data Backup

Businesses generate large amounts of data and data files are changing throughout the

workday. Data can be lost, corrupted, compromised or stolen through hardware failure, human error, hacking and malware. Loss or corruption of data could result in significant business disruption.

Data backup and recovery should be an integral part of the business continuity plan and information technology disaster recovery plan. Developing a data backup strategy begins with identifying what data to backup, selecting and implementing hardware and software backup procedures, scheduling and conducting backups and periodically validating that data has been accurately backed up.

### Developing the Data Backup Plan

Identify data on network servers, desktop computers, laptop computers and wireless devices that needs to be backed up along with other hard copy records and information. The plan should include regularly scheduled backups from wireless devices, laptop and desktop computers to a network server. Data on the server can then be backed up. Backing up hard copy vital records can be accomplished by scanning paper records into digital formats and al-

lowing them to be backed up along with other digital data.

### Options for Data Backup

Tapes, cartridges and large capacity USB drives with integrated data backup software are effective means for businesses to backup data. The frequency of backups, security of the backups and secure off-site storage should be addressed in the plan. Backups should be stored with the same level of security as the original data.

Many vendors offer online data backup services including storage in the "cloud". This is a cost-effective solution for businesses with an internet connection. Software installed on the client server or computer is automatically backed up.

Data should be backed up as frequently as necessary to ensure that, if data is lost, it is not unacceptable to the business. The business impact analysis should evaluate the potential for lost data and define the "recovery point objective." Data restoration times should be confirmed and compared with the IT and business function recovery time objectives.