MCEDC March Newsletter 2020

SOPREMA is an international manufacturer of roofing, waterproofing, wall protection, and civil engineering waterproofing materials as well as insulation products - essentially any products that protect structures from moisture and the elements. SOPREMA offers solutions for applications as diverse as roofing, below grade waterproofing, plaza deck and balcony waterproofing, air and vapor barriers, and bridge and parking structures. Their relentless pursuit of technological advancement, sustainability, and product quality has been known and respected around the world for over 100 years.

Founded in 1908 in Strasbourg, France, SOPREMA is now located in over 90 countries. SOPREMA began operations in the United States in 1985, and in 1993 opened the first Wadsworth, Ohio manufacturing location. Now with five manufacturing facilities and training centers located throughout the U.S., they are proud to call Wadsworth their United States corporate headquarters. In the last few years, SOPREMA has had significant growth both organically and via acquisition, adding numerous job opportunities and investing millions of dollars in capital expansion in Medina County.

Another part of SOPREMA's investment in the future is to encourage the next generation to become involved in this industry. SOPREMA has established a scholarship program for students interested in pursuing a degree in architecture, engineering, construction management or a similar field at an accredited four year college or university. For more information or to apply, visit www.soprema.us or https://www.scholarsapply.org/soprema. Applications must be submitted by March 27, 2020 for the 2020-2021 academic year.

Cyber Security and Blockchain

Members attending the March MCEDC meeting heard from David Croft of Meyers Roman on cybersecurity and blockchain. While the presentation was scheduled last year without knowing where our current state of business would be, David provided relevant information on businesses can keep their data safe and what the future holds in technology.

At its core, blockchain provides a way to store data. It is designed to be spread across multiple computers so no one source holds all the information. Most blockchains are "append only," which means you can only add to the data and cannot go back and change anything. If there is an error, it can be found much more quickly, and it is difficult to "hack" or "spoof" information.

One way to think about this is if three people are working on a spreadsheet. The spread-

Member News

Information on ADA and Coronavirus is available from Critchfield, Critchfield, and Johnston. Read all about it here!

Information on how to help employees with leave, etc. is available from McDonald Hopkins. Read all about it here!

Congratulations to Jeff Brandon, who recently joined the team at Gerspacher Real Estate Group. MCEDC has enjoyed working with him as a Montville Township Trustee, and we look forward to working with him in his real estate capacity!

There are a number of resources available to you on the evolving COVID-19 situation. For health information and related recommendations, be sure to check out www.medinahealth.org. We are also maintaining business resources information at http://www.medinacounty.org/covid-19/. As soon as the State of Ohio is qualified for the Economic Injury Disaster Loan Program, the SBA will open their loan process to small businesses in Ohio. Eligible businesses are those that

sheet is in one state when all three receive it. If someone tries to edit an existing cell and not tell the other two, the data won't match and when they have a conversation, it will be very clear very quickly the third person changed the data. If they have to append a note with the new data to indicate this information replaces the other, everyone will know what is happening and use the new data.

Businesses can use blockchain technology not only to ensure data integrity, but to streamline processes, decrease costs, and reduce fraud. One of the best uses for blockchain is in the supply chain and logistics industries. It can be used to track inventory back to its point of origin, and is useful now in tracking data on the coronavirus.

Blockchains are becoming more and more important for their security features. With 85% of cyberattacks targeting small business and more than half of small business suffered a breach in 2019, cybersecurity should be on everyone's mind. Mr. Croft shared that when looking at password length only, a password of 7 characters takes .29 milliseconds to crack, while an 11 character password would take one decade.

The four kinds of attacks businesses experience are data breaches, malware, ransomware, and phishing. Data breaches and ransomware can hold your organization hostage so good backups are vital. Malware is malicious software running on systems that can cause damage or steal information. Businesses should have strong virus programs to be sure you catch these programs. Finally, and most prevalent, are phishing scams. Phishing emails are messages to entice you and your staff to click on links to give access to systems and passwords.

Things to share with your teams: Avoid public WiFi. Information can be grabbed off insecure networks at any time. Regularly backup everything. If you were hit with ransomware, being able to restore from zero makes all the difference and could save thousands of dollars. Have a strong social media plan. Social media is an easy way to find answers to security questions, gain personal information about people and use it to gain access to systems. And always encourage staff to be open and communicate. If they see something that feels wrong, they need to speak up.

cannot get credit elsewhere and will need to complete the application form. You will also need your most recent tax fillings, and tax information authorization. If you know you will need to file, now is a good time to gather that information.

MCEDC Energy Program
Did you know your electric demand might be costing you?

Billing demand is the peak kilowatts (kW) measured by your utility, in either 15- or 30-minute intervals, within each billing period. Most businesses are aware of the cost impact of their monthly consumption, or kilowatt hour (kWh) usage. However, many do not realize that their demand can also be a significant cost driver.

There are many different steps you can take to reduce your demand such as changing the timing of your operations, monitoring your demand using specialized meters, and upgrading your equipment. The MCEDC Energy Program can help companies to identify their demand savings opportunities and implement strategies to achieve impactful demand reduction. Please contact Rick Davidson at rdavidson@ceateam.com or 330-721-8000 for more information.

NOACA NEEDS YOUR HELP!
NOACA is developing a new pedestrian and bicycle plan-ACTIVATE—and seeks input from residents from all over Northeast Ohio, regardless of their age, experience or activity level. ACTIVATE will identify areas of need for pedestrians and bicyclists, and devise a plan of action to address these needs. Take the survey, and help spread the word about the survey to others, so that we have a thorough understanding of pedestrian and bicycle needs in our region.   Take the survey

Stay in Business
Loan Options and Resources
During COVID-19

We are here to help!

Am I eligible?
What are my options?
Where can I find or access the resources?
Who can help me?

We will explore various loan programs from 6 agencies to help you obtain the necessary capital and resources to keep your business running.

You will hear from the following organizations regarding your options:
Katy Fuerst, Director of Programming & Community Engagement
Hebrew Free Loan Association of Northeast Ohio

Allen McConnell, Manager, Business Solutions
State of Ohio Minority Business Development Division

Raymond Graves. Lead Lender Relations Specialist
Small Business Administration

Dora Rankin, Cleveland City Manager
Honeycomb Credit

Kevin Schmotzer, Executive Small Business Development
City of Cleveland

Arnold Lockett, Senior Lending Officer
Village Capital Corporation

Thursday, March 26th, 2020, 1:00 p.m. - 3:30 p.m.

Register here: https://www.eventbrite.com/o/the-minority-business-assistance-center-at-the-urban-league-of-greater-cleveland-18352481349

Video & Audio - Join Zoom Meeting
https://zoom.us/j/991596461
Meeting ID: 991 596 461

If you are joining via your computer or your mobile device. It is encouraged that you test your system before the workshop to ensure all downloads are available.

Audio Only:
Dial: 301 715 8592
Meeting ID: 991 596 461

A Personal Cybersecurity Story

MCEDC would like to thank David Croft of Meyers Roman for his presentation on blockchain and cybersecurity. And while we don't typically make things personal in our newsletter, David emphasized that not talking about issues causes people to not know about the challenges, so we are going to tell a personal story this month.

Two months ago, Kathy Breitenbucher in our office received an email from a realtor asking for help with a project. We regularly get these kinds of messages with exactly that request, so it wasn't something we assumed to be fake. She clicked on the link and when it didn't work, she replied to the person. She received a response that it was a real project and they needed her help. When the document didn't load, she sent another message that she couldn't access and continued on with her day.

Clearly, she has strong passwords, because it took them two months to break her password, but they did. Once that happened, emails went out to every person she had ever been on a distribution list with. The phishing program they ran also inserted rules in the server to stop the typical flow of email so that Kathy wouldn't know there was a problem. She quickly found out because many of you reached out. And we thank you for that!

When David Croft spoke this morning about the problems of not owning these situations, he was absolutely correct. If the realtor who had been infected had reached out and said it was a phishing email, Kathy would have taken steps before they hacked her password and avoided many hours of downtime, challenges with alerting everyone what had happened, and general frustration.

PLEASE educate your staff on clearly reading everything. If you aren't expecting a link, call the person. It is the only way to be sure you are safe. Make sure you have strong passwords and change them regularly. And if you clicked the link in the project email, please change your password and alert your IT staff.

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