FALL 2017

SUMMIT PERSPECTIVE

SUMMIT
FINANCIAL GROUP, LLC

FROM DATA BREACHES TO RANSOMWARE: HOW TO AVOID BECOMING THE VICTIM OF A CYBERCRIME

Each time you connect to the Internet, you risk becoming the victim of a cybercrime. It's the price we pay for living in a digital world — whether it's at home, at work, or on your smartphone.

According to the Identity Theft Resource Institute, the number of U.S. data breaches in 2016 increased by 40%. And as recently as May 2017, a widespread "ransomware" attack targeted personal computers across the globe. While software companies are continually developing strategies to combat the latest cybercrimes, there are some steps you can take to help protect yourself online.

The stronger, the better

It's a scary thought — most of us have a large amount of financial and personal information that's readily accessible through the Internet, in most cases protected by nothing more than a username and password.

Create a strong password by using a combination of lower- and upper-case letters, numbers, and symbols or by using a random phrase. Avoid using a password with your personal information such as your name and address. In addition, have a separate and unique password for each account or website that you use.

If you have trouble keeping track of all your password information or you want an extra level of password protection, consider using password management software. Password manager programs generate strong, unique passwords that you control through a single master password.

Follow the 3-2-1 rule

Backing up your online data is critical to avoid losing valuable information due to a cyber attack. If you have digital assets that you don't want to risk losing forever, you should back them up regularly. This pertains to data stored on both personal computers and mobile devices.

When backing up data, a good rule to follow is the 3-2-1 rule. This rule helps reduce the risk that any one event — such as a computer hacker gaining access to your computer — will compromise your primary data and backups.

In order to follow the 3-2-1 rule:

- Have at least three copies of your data (this means a minimum of the original plus two backups)
- Use at least two different formats (e.g., hard drive and cloud-based service)
- Ensure that at least one backup copy is stored in a separate location (e.g., safe-deposit box)

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Today you are YOU,
That is TRUER than true.
There is NO ONE alive
Who is YOUER than YOU!

– Dr. Seuss

KUDOS!

Laurie Murthy

Each quarter, Summit recognizes one team member who receives the most kudos from their peers and managers for going the extra mile. The winner receives $1,000 to donate to the charity of his or her choice. Congratulations to Laurie, the recipient of this quarter's Kudos award! Here's what she had to say about her charity of choice:

"As my recipient, I have chosen the **Susan G. Komen Breast Cancer Foundation**. On the same day it was announced that I won the Kudos award we discovered one of our dearest clients is undergoing treatment for breast cancer. In addition, my cousin passed away from cancer, leaving behind her husband and 5-year-old son. She slipped away less than a month after her diagnosis. Our family was bewildered by the fact that her cancer went undetected for so long, especially since she worked in the healthcare industry. In the past, I have participated in Susan G. Komen fundraisers like the 5k in Cincinnati, and I will continue to volunteer my time and resources until the fight against breast cancer has been won."

- Laurie Murthy

SAVE THE DATE

FEBRUARY 24, 2018

What are you doing on February 24, 2018?

If your calendar is clear, save the date for the 6th Annual Summit Symposium. We will return to the Palm Event Center where we will endeavor to Educate, Entertain, and Inspire.

We look forward to seeing you there!

15TH ANNUAL GOLF TOURNAMENT WRAP-UP: A VERY BIG THANK YOU!

The Summit Golf Tournament was created 15 years ago with the goal of putting together a fun day on the course while raising a little money for a worthy local organization. Our first year we had a turnout of 44 golfers and we raised $6,400. Not too shabby for a first go.

Fast forward to the 2017 tournament where 112 golfers played a fun round of golf, and a few non-golfers joined us for dinner because they thought the cause was worthy. As a result, our goal was not only realized but exceeded. We are thrilled to announce that because of the contributions of all of you – our valued clients, friends, and sponsors, we raised over $50,000 for Rooms of Hope! That means seven children who are battling for their lives will receive dream-room makeovers, including Samantha, who was able to participate in the dinner/auction portion of the day. Dressed head to toe in turquoise, (her favorite color) she was able to tell us about the giraffe-themed dream room she envisions and what it will mean to her.

It's because of kids like Samantha that we do what we do. For all of those who participated, we can't thank you enough for your generosity, and we can't wait to see you again at next year's tournament!

As a follow-up to the tournament, Summit will be participating in the next Rooms of Hope makeover.

Look for updates and pictures of the project on our Facebook page.

Interested in seeing more photos from the tournament? Visit our website.

STAFF SPOTLIGHT

Welcome to the team Angela and Ketina!

Angela King

Angela leads the marketing efforts for Summit. Her responsibilities include event planning, social media management, creating content for our website and promotional materials as well as graphic design work. Since her arrival in May, Angela has helped launch two big events – our Summit University Teens & Money workshop and our 15th Annual Charity Golf Tournament benefitting Rooms of Hope.

Angela holds a degree in Journalism from San Francisco State University. She has worked as a reporter for print and online media outlets, managed content and marketing campaigns and worked as a freelance writer and editor over the span of her career.

A self-proclaimed word-nerd, she enjoys working crossword puzzles and reading on weekends as well as spending time with her daughters, Avery and Emma. A perfect Saturday afternoon for Angela includes exploring the wilderness of the Pleasanton Ridge near her home, trying a new restaurant or recipe, or taking a day trip somewhere in the Bay Area.

Ketina Thomas

Ketina joined the Summit team in May. With more than 20 years of experience, Ketina has served in various roles which exemplify her administrative and management skills. With her warm and welcoming presence, she has been a perfect addition to the team. A graduate of Strayer University, Ketina received her master's degree in Health Services Administration.

She recently traded in the warm waters off the coast of South Florida—Miami to be exact—for the breathtaking views of the Bay Area. Mother to seven children, (three girls and four boys) all of whom are yellow belts in Taekwondo, Ketina enjoys large family gatherings with what she lovingly refers to as her "Brady Bunch." On weekends she likes to cook, try new recipes, explore new venues and watch sports on TV. Ketina LOVES football and is a die-hard Kansas City Chiefs fan.

SUMMIT UNIVERSITY PRESENTS: THE SHADOW OF DEMENTIA

There are more than 15 million Americans currently caring for a family member living with Alzheimer's or another type of dementia. Caring for someone living with dementia is a noble act of love, one which can be overwhelming and problematic at times.

The emotional and financial toll it can take on a family can be devastating. Join us for an intimate discovery session where we will discuss the sacrifices that caregivers make and the financial impacts of long-term caregiving.

During the session, we will cover:

- The stages of decline and what actions to take
- Caring for yourself: stress management
- Creating a financial plan for those with dementia
- Where to find support

WHEN:
Thursday, February 8, 2018
9:00 am – 11:00 am

WHERE:
2000 Crow Canyon Place, Suite 450
San Ramon, CA 94583

Seating is limited.
Contact Angela King to reserve your seat: 925-866-7800; angela@summitadvisors.com

FROM DATA BREACHES TO RANSOMWARE...

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Stay one step ahead

Finally, the best way to avoid becoming the victim of a cybercrime is to stay one step ahead of the cybercriminals. Here are some extra precautions you can take before you go online:

Consider using two-step authentication. Two-step authentication, which involves using a text or email code along with your password, provides another layer of protection for your sensitive data.

Keep an eye on your accounts. Notify your financial institution immediately if you see suspicious activity. Early notification not only can stop the cyber thief but may limit your financial liability.

Monitor your credit. It's good practice to check your credit periodically, but it might be more important now in light of recent hacks of the credit bureau Equifax. Be sure to look at the recent items where you have applied for credit to make sure it was you. There are a host of vendors for this, and some of the banks and credit card companies offer this for clients as well.

Consider a credit monitoring service. There are a host of these services that provide you an email or text message anytime someone accesses your credit report. While they do not prevent someone from obtaining credit, they do notify you every time you attempt to do so. Receiving an alert when you personally were not accessing credit would be very helpful in this environment. (ID Shield and LifeLock are two examples of vendors in this space.)

Think twice before clicking. Beware of emails containing links or asking for personal information. Never click on a link in an email or text unless you know the sender and have a clear idea where the link will take you.

Be careful when you shop. When shopping online, look for the secure lock symbol in the address bar and the letters *https:* (as opposed to *http:*) in the URL. Avoid using public Wi-Fi networks for shopping, as they lack secure connections.

Cybercrime is here to stay, and hackers are not likely to back down anytime soon. The disclosure of security breaches at firms like Target and Equifax and even the Securities and Exchange Commission remind us that this is a real risk that we have to prepare for. While we cannot stop the occurrences, we want to encourage best practices and assure you that Summit will do all we can to protect the assets under our care. Like any other theft prevention effort, half of the battle is making yourself a harder target. While an alarm system and video camera can't prevent a criminal from breaking and entering, it might make them walk on to the next target that doesn't look as difficult!

COMMUNITY CORNER: *SECOND SATURDAY DIVORCE WORKSHOPS*

In addition to the financial planning, business planning, and philanthropic planning that our advisors offer here at Summit, advisors Laura Steinbeck and Jeneen Slack have earned their CDFA – Certified Divorce Financial Analyst – designations. In addition, they've partnered with Wife.org to offer SECOND SATURDAY Workshops, which focus on the legal, financial and emotional impact of divorce. With the guidance of trained professionals in each field, workshop participants will gain a greater understanding of the confusing divorce process in a relaxed, safe, and confidential setting. Information on these upcoming workshops can be found on our website **www.summitadvisors.com**.

Financial Advisors do not provide specific tax/legal advice and this information should not be considered as such. You should always consult your tax/legal advisor regarding your own specific tax/legal situation.

CONTACT US

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