

### In this issue...

Client Relations  
Featured Employee  
Recipe of the Month  
Product News  
Software Information  
Technical Information

### Billing Info

Transmit day for September 1st bills is Thursday, August 24th.

### MACC Events

**Registration Deadline is August 25th!**

#### 2017 MBTC

Session 1: Sept. 6-8  
Session 2: Sept. 11-13

[www.maccmbtc.com](http://www.maccmbtc.com)

### Labor Day Holiday

MACC will be closed on Monday, Sept. 4th in honor of Labor Day. Regular support hours will be in place the remainder of the month

### MACC Trivia Winner

Congratulations to our July Trivia winner - Lisa Kieffer of Ogden Telephone.

Look for MACC Updates for more chances to win.

## Don't be left out of MBTC 2017!

by Craig Aman, President & CEO



Each year the team organizing the MACC Billing and Technology Conference (MBTC) strives to create an event filled with opportunities to learn how our products and services can make your jobs easier and your company more successful. For 2017, MBTC's organizers must have struck a chord with many of you as our attendee figures are the highest they have been in years. To those who have already registered...thank you very much!

### Don't be left out!

If you have not registered for MBTC yet, I invite you to do so as there is still time to sign-up.

Everyone will find important information at MBTC 2017. Whether you are a customer service representative, accountant, technician, marketer, manager, or combination of any of these jobs, MBTC is the place to be to learn something new or find inspiration! Be sure to read the Client Relations article in this month's eMessage for highlighted sessions or visit MBTC's website for complete details.

### We can't forget the fun

As always, there will be plenty of opportunities for fun. You can take a walk down Bourbon Street during a two-hour networking event on the first evening of MBTC. The MACC team and I will be there to visit with you while we all enjoy cocktails and hors d'oeuvres. After MBTC's second day, prepare for a delicious buffet dinner and an evening of great music and laughter courtesy of Fun Pianos! by 176 Keys. These talented musicians performed several years ago and were a tremendous hit. Visit the "Fun" page on MBTC's website for more information.

### See you in September

Safe travels to everyone already making plans to come see us next month. If you are still on the fence about attending, do not hesitate to contact the team behind MBTC. They would love to hear from you and can answer any questions you have. You can also contact your Client Relations Manager or Account Manager for details.

Finally, I hope you have an outstanding August to close out summer and see you in September.

## Featured MACC employee for August



August's featured employee is Rachel Meyer. She is a Technical Support Specialist on MACC's Tech Support Team. Rachel assists MACC clients with any problems that arise with workstations, servers or software.

**Q. When did you start at MACC?**

**A:** August 28, 2016

**Q. What's your favorite part of your job?**

**A:** The best part of my job is working with our clients and learning from my co-workers.

**Q. Can you please tell us about your family?**

**A:** I have a seven-year-old daughter named Adrianna who will start second grade this year. We have a one-year-old chocolate lab named Charlie who is just a ball of joy and my daughter's best friend!

**Q. What do you do for fun in your free time?**

**A:** I spend a lot of time with my family and at my daughter's activities. During the summer, I like to get on a co-ed softball team and relive my glory days!

**Q. If you could travel anywhere to spend a week on vacation, where would it be?**

**A:** I would like to travel to Bora Bora for vacation.

**Q. The one person I've always wanted to meet?**

**A:** Derek Jeter

**Q. If you could add any food to the MACC vending machines, what would it be?**

**A:** Veggie Straws! So good!

## MACC will be conducting network maintenance on Sunday, August 13th

From 10:00 a.m. to 3:00 p.m. (Central) on Sunday, August 13th, our technicians will conduct maintenance on our network. During this time, web-based services from MACC may be unavailable. This affects MSaaS and all MACC websites (Web Reporting, TMS, FTP, etc.) as well as online access to customer statements.

Going forward, MACC will be scheduling network maintenance during the same timeframe on the second Sunday of each month. Please contact your MACC Client Relations Manager or Account Manager if you have questions regarding this maintenance schedule.

## Recipe of the Month

### Pizza Witches

1 lb. ground beef

1 cup sharp shredded cheddar cheese

1 tsp garlic salt

1 tsp oregano

1 can tomato soup

Hamburger buns

Mix first 5 ingredients and put in refrigerator overnight. To serve, scoop mixture onto hamburger buns and bake in a 325 degree oven for 15 minutes or until cheese is melted and center is hot.

**Have a recipe you'd like to share?** Send it to Ryan at [rthompson@maccnet.com](mailto:rthompson@maccnet.com).

## No matter your hat, we have ideas for you

*by Ryan Thompson, Creative Services Manager*

Proven tips, tricks and ideas for your marketing efforts await you at MBTC's Creative Services session next month. Whether you are in marketing, or just wear a marketing hat on occasion, you will come away with skills you can use to get new customers or keep more of the ones you have.

MACC's Creative Services Team has the privilege of helping dozens of clients with their marketing each month. It is from this real-world experience we draw many of the ideas you will receive during the session. Additionally, we will pass on new approaches you can take using MACC's products plus how to leverage other technology that is freely available and incredibly powerful.

### Here are a few of the specific talking points

- Tips for marketing on a limited budget
- Ideas for increasing customer engagement
- New ways to use e-mails to customers
- Proven tactics to increase newsletter readership
- Learn how to get the most out of your website
- Plus much more!

The Creative Services presentation is available on the second day of each MBTC session. Please take time to attend as we look forward to passing along some helpful ideas and hearing what has worked for your company. You will also have an opportunity to win fun prizes if you can answer some MACC trivia questions sprinkled throughout the session.

### Give our newest session format a try

We will also be talking about marketing during the Table Top Talk sessions. This new session format

*continued on page 4*

## No matter your hat, we have ideas for you

*continued from page 3*

provides an opportunity to learn, share, and explore a variety of important MACC related topics in a small group setting. How Creative Services can help your company's marketing efforts is one of the topics so be sure to stop by.

### **Can't make the MBTC?**

We understand it is not possible for all MACC clients to attend MBTC each year. If you will not be joining us in Omaha this September, but still need help with your marketing or website, please do not hesitate to contact the Creative Services Team. At no obligation, we can discuss how the concepts found in our MBTC session can be applied at your company and provide an overview of what we can do to help. Send us a message at [macccreativeservices@maccnet.com](mailto:macccreativeservices@maccnet.com) or give us a call at 1-800-622-2502 and ask for the Creative Services Team.

## Cybersecurity is more than a buzzword at MACC

*by MACC's Technical Support Team*

Cybersecurity is a buzzword that is all around us today. Webster's dictionary defines cybersecurity as such: measures taken to protect a computer or computer system (as on the internet) against unauthorized access or attack.

Every time you turn on the TV or listen to the radio, you hear about breaches in security or data leaks like credit card information, names, addresses and social security numbers. Your customers (or even auditors) may have even asked about how their information is protected. Now you can give them some answers.

Here at MACC, we take the protection of your data very seriously. One of the many ways we meet this goal is through data encryption. Between Customer Master and Accounting Master, we have over 50 encrypted fields and that number continues to grow. Examples of encrypted data include social security numbers, driver's license numbers, and bank account information. The encrypted fields use sophisticated technology to protect sensitive data from external threats and ensure only the appropriate members of your company's team have access.

MACC maintains lists of encrypted fields for both Customer Master and Accounting Master on our Client Pages. These lists are available in each product's section of the "MACC Fact Sheets" page. To access the fact sheets, first sign-in using MACC's Client Log-in page. If you have any trouble accessing the page, please don't hesitate to ask for help.

If assistance is needed to configure security settings in Customer Master to limit which employees have access to sensitive data, please contact your Software Support Representative. Your representative will be happy to help and is the best source of information on this important topic.

On the hardware side, one of the easiest ways to protect your network's firewalls, servers and computers is to keep them updated. Gone are the days of not installing updates because they may break something. Now, by not installing updates, you endanger not only your own, but also your customers' sensitive data. Vulnerabilities are exploited at break-neck speed and new viruses, to take advantage of those vulnerabilities, come out each day.

We are committed to offering our best to help you strengthen your defenses. If you have any questions, or if there is anything we can do for you, please contact the MACC Tech Support Team and we will be happy to help. We can be reached at 402-533-5300 or via email at [macctechs@maccnet.com](mailto:macctechs@maccnet.com).

# Important MBTC dates & highlights

by JoEllen Maras, Creative Services Designer

Now that August is here, there are a few important dates for you to remember. Most importantly, the registration deadline for the 2017 MBTC is Friday, August 25th. The discount rate of \$152/night for hotel rooms expires on August 22 for Session 1 and August 29 for Session 2 or when the room block sells out. Please plan to make your room reservations early!

One-on-One with MACC employees will again be available on both Day 2 and Day 3 of the conference. Be sure to stop by and take advantage of valuable face to face time with our MACC experts!

This year we have some exciting new general sessions and complimentary training for you to attend. Here are a few you won't want to miss:

## **Walking Through Billing**

If you've ever been curious about the billing process, this session is for you! Join us for a high-level presentation of what happens behind the scenes at MACC! Items covered in this visual presentation will include data control processes, printing statements, inserting & mailing statements and the ever popular question: who are the programmers and what do they do?

## **Protect Your Data**

This classroom type session will provide basic tips on how to protect your data. We will cover a wide range of topics that pertain to protecting data. Some of the topics will include:

- Cyber security
- Safeguarding against viruses and ransomware
- Watching out for phishing attacks
- Air gapped backups
- Keeping servers and workstations patched and updated
- Disaster recovery plan and preparation

## **Table Top Talk**

Looking for an opportunity to visit with your peers in the industry? Have you always wondered, "How do other companies do this?" In this new session, a variety of topic tables will be available, each with a resident MACC expert. Pick a table, have a seat and enjoy this intimate opportunity to learn, share and explore. Feel free to stop by more than once as this session will be offered multiple times.

## **AM MACC Mobile + Inventory**

An introduction to the Mobile world of Accounting Master. This will cover inventory transactions, inventory counting, receiving in purchases and approving purchase order requests. Also included will be moving inventory to customer networks in Customer Master using the Network Inventory Interface.

A complete schedule and descriptions of each session are available on the MBTC website.

In between all of the learning and training, we've incorporated plenty of time to have some fun! Plan to "Take a Walk Down Bourbon Street" during Hospitality for great food and networking with MACC employees and your peers. Banquet night is sure to be fun as we celebrate with a "MACCsquerade" and entertainment by Fun Pianos! By 176 keys.

As always, if you have any questions about the 2017 MBTC please contact JoEllen Maras or Kristi Rounds. We look forward to celebrating Mardi Gras in September with you!