



Rio Dell - Scotia News

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Rio Dell woman flourishes in home-based floral business



Ashley Selby is proud to share her local roots, her love of her community and joy in family and the home-based business she has created. Owner of the Girlie Girls clothing boutique in Ferndale for 12 years, she began her floral line while looking for something to generate business in the slow months. Her love of flowers led her to begin crafting gift baskets that included a small flower arrangement.

"I offer flowers for all of life's occasions," she says - "weddings, funerals, prom, graduation, daily deliveries, and just because." Selby says each arrangement is uniquely designed.

"I make it simple for the customer, they name the budget, mention any colors or certain flowers they would like, and they trust me to make them something beautiful, even if they only have a few bucks," she explains. "I believe in budget-friendly designing, because I know money is tight, but we still want to let our loved ones know we are thinking of them."

Selby notes she is self-taught, and "with God's grace, amazing customers, and word of mouth, I made my way to being a full-service florist." She credits her parents and her uncle and aunt, Ernie and Nita Cannady, for being lovingly supportive of her business adventure.

New this year are classes she has taught at the Community Resource Center in fall flower arranging and making Christmas wreaths. She offered a Galentine class - making a Valentine's Day item for a woman to give her gal pals - at a Fortuna restaurant and notes she is up for other classes if someone wants to suggest it to her.

To place a flower order one can call or text 707-786-4544 or visit girliegirlsflowers.com

HOLIDAYS

March is.....
Women's History Month & Red Cross Month, are you prepared in case of a disaster?

March 9th
Daylight Savings Time begins

March 17th
St. Patrick's Day

March 20th
Vernal Equinox/
1st Day of Spring begins

JOSEPH T. SANCHO WAS NAMED FIREFIGHTER OF THE YEAR AT THE ANNUAL VOLUNTEER DEPARTMENT DINNER FEB. 22. SEEN BELOW WITH FAMILY



Save the date!

The fire department will hold a surf and turf fundraiser dinner Sat., March 29 - details to follow

Celebrate St. Patrick's Day

Scotia Lodge Lobby 100 Main Street
Monday, March 17th, 6-8 p.m.

Live music, refreshments, historic tours of the Lodge



\$5 per person



A Rio Dell - Scotia Chamber of Commerce mixer, open to all

Deadline for April newsletter is March 14th. Call the Rio Dell-Scotia Chamber of Commerce at 707-506-5081 to advertise.

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Manicurist joins barber shop team

Luke Moore has joined the staff at Neighborhoods Barber Shop at 220 Wildwood Avenue in Rio Dell. Moore met his colleagues Lex the Barber and Shalico Willis Johnston when he studied manicuring at the cosmetology college in Eureka that they both attended. He offers a variety of services from simple polish to extensions, acrylic gel, and welcomes all kinds of interests, from "those wanting sassy looks to runway divas to drag queens," he says. Pedicures are another service one can request. Moore acknowledges his career choice is an unusual one for a Marine Corps veteran but notes he got his interest in doing manicures, and his nickname, Lukie, from the young daughter of a friend, a story he relates on his web page, MyLukie.com, where people can see the types of services he offers and sign up for an appointment.



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The Current Computer Security Landscape

by: Billy Joe Long

PSA Computer Services

Website: <http://www.psa-2.com>



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The Internet is a very dangerous place. Computer security threats are a very real concern for any business or home that uses a computer. Symantec, a computer security provider, reported that ransomware attacks spiked in October 2023 and the number of organizations affected by ransomware was 66% more than a year earlier. Ransomware continues to be one of the most lucrative forms of cybercrime and, as such, remains a critical threat for organizations of all sizes as well as home-based computer users.

So why is there so much malware, and what is the point? It comes down to money. As our society becomes more reliant on computers and mobile devices, we become more vulnerable to thieves extorting us out of our money. Locking you out of your device and demanding money to unlock it or stealing and selling your personal information, such as banking and credit card information, is a huge money-making industry. These attackers not only steal information, but once they have compromised a computer system, they can use it to attack others and perform other illegal activities – masquerading as you!

Methods for infecting computers with ransomware and other malware are often quite sophisticated. Symantec says, "The main infection vector for ransomware is no longer botnets – instead, it is the exploitation of known vulnerabilities in public-facing applications. Except for the ransomware payload itself, attackers are increasingly eschewing malware while carrying out attacks. Many of the tools attackers use are legitimate software, either dual-use tools or operating system features. Windows operating system components are the most widely used legitimate software (so-called living off the land) used by attackers."

Other types of legitimate tools used by attackers include remote desktop, remote administration and remote support tools. The web is also an absolute quagmire of malicious intent. Malicious payloads can spread through what appear to be legitimate emails, legitimate files, links, and websites. To make matters even worse, would-be attackers can easily obtain "attack toolkits," for free or purchased from the internet - making cybercrime easy and inexpensive to commit. Criminals now have access to advanced tools, such as templates for extortion attacks enabling them to exploit zero-day vulnerabilities in enterprise software. This allows the attacker to steal data from multiple organizations at once, netting itself a huge pool of victims from a single attack campaign.

It's important for all computer users to have a basic understanding of these threats and to learn how to protect themselves. This series of short articles will provide an overview of malware threats, suggestions for infection prevention using available tools and a healthy dose of common sense. I will also provide you with some basic steps to take if you suspect your computer is infected. But for now, let's take a look at malware.

What Is Malware?

The word "malware" is a portmanteau, blended from the words "malicious" and "software." It is most often used as a catchall term for computer-related threats such as viruses, spyware, adware, and other software installed without a user's consent or knowledge. **STORY CONTINUED ON PAGE 4**

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CONTINUED FROM PAGE 3

Malware can get into your system in a variety of ways. Here is a short, not exhaustive, list:

- Infected email attachments
- Infected removable storage such as portable "thumb-drives"
- Downloaded software
- Links in emails, social media websites, or instant messaging applications
- Vulnerabilities in legitimate Windows applications and features



Here are a few categories of malware, again, not exhaustive:

- Viruses are a kind of self-replicating software that can slow down or cripple systems and destroy or alter data.
- Spyware is software that spies on computer users' activity to steal passwords, online banking login credentials and other personal information, typically by using a "keylogger." A keylogger records the keys you press and sends it back to the attacker.
- Adware displays annoying pop-up ads, which can also contain malicious links.
- Scareware mimics a legitimate antivirus or anti-spyware service saying a computer has been infected then encourages users to download (and pay for) a fake security solution. The downloaded software is usually malicious.
- Ransomware encrypts files on a computer, making them inaccessible until a specified ransom is paid. Ransomware is usually the payload of other malicious activity.
- Botnets are networks of infected computers used for illegal activities, such as sending spam emails or "denial of service" attacks.

Do You Need to Worry About Malware?

So, you may be thinking this all sounds scary, but does it really affect me at home or at my place of business? Yes! It is not just large companies or government organizations that need to protect themselves. Anybody, home user or business, can be a victim of malware if not properly informed and protected.

If you are a business, your customers trust you with their personal information. If you are a home user, you probably have precious family pictures or important documents stored on your computer. If you're not taking steps to secure your data, your information is not safe. Information security breaches can have major financial and legal consequences.

In the next article we will discuss how antivirus, anti-spyware and firewall software work.

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