



ÆGIS journal

Addressing threats that affect your bottom line

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This month's features:

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- **Special Announcement**

L Burke Files will be speaking at:

- Sept 15th - 17th The 13th Annual International East West Security Conference, Rome, Italy
- Oct 16th - 17th Detectando al Empleado Deshonesto, A Comprehensive Look at Occupational Fraud and Money Laundering, Mexico City, Mexico
- Oct 20th – 24th International Structures - Panama City, Panama

Richard Isaacs will be speaking at:

- 25 June 2008 ROMI (<http://www.iirusa.com/romi>)
- December 9th – 15th International East-West Security Conference & Exposition, Malta

1. Asset Location and Due Diligence — Virtue is its own reward...

The other day we went to see some screenings of student films at the New York Film Academy in New York City. One was a particularly disgusting short film of a girl being beaten, which was sufficiently abhorrent – it wasn't what we would call controversial, merely degrading – that one experienced actress (SAG, EQUITY, AFTRA, AGMA) simply got up and walked out, vowing never to work for *that* filmmaker.

This event caused us to ruminate on the issue of taste and judgment, right and wrong. Our thoughts naturally turned to Socrates' rejection of intelligent design as presented by Anaxagoras, the philosopher friend of Pericles. As readers remember, Anaxagoras postulated that the world had been ordered by an Intelligence. Socrates expected to find that Anaxagoras would explain the world order as a work of design, not a result of blind mechanical necessity, but of course discovered that Anaxagoras' Intelligence was limited to creation, and that for the rest Anaxagoras fell back on mechanical causes of the usual type. Socrates gave up hope of an intelligible system of nature, and turned away from the study of external things, focusing instead on examining human life in society, the meaning of right and wrong, and the ends for which we ought to live. In this Socratic framework, the actress was right to walk out. We ourselves didn't walk out, but only because we were there to see a subsequent film. We put the name of the filmmaker on our never-again-see-anything-by list.

The nature of right and wrong was more firmly brought out to us when a new client retained the offshore trust company of which one of the editors is a principal. The new client went from wanting to protect his assets to

wanting advice on how to hide money in a way that was considered to be beyond skating on thin ice. After a number of attempts – going way beyond the limits of the retainer – to explain the limits of what was permissible, the client was fired.

The ex- client, on whom the company had done due diligence before taking him on, turned out not to have been a potential client at all, but a CID agent (with a pretty good government-built cover) whose job was to try to induce offshore financial companies in that jurisdiction to do bad things. Since our partners share our code of ethics (don't work for bad people; don't do bad things; get enough of an advance so that everyone can be paid on time) they faced no risk whatsoever in this kind of sting.

Note the distinction here between legal and illegal and right and wrong / good and bad. It is our belief that if you do the right thing you generally don't need to worry about much else.

2. OPSEC, Economic Espionage, and Competitive Intelligence — Smartphone hacking

We recently got an e-mail from Mayer Nudel, publisher of the monthly *Traveler's World Threat Map* and the daily *Travel Advisories Subscription Service* that we discussed previously in the March 2003 *ÆGIS* (<http://www.lubrinco.com/ejournal/ej200303.pdf>). The e-mail was about a recent well-publicized story (http://www.wkyc.com/news/news_article.aspx?storyid=88234) of a family that had been terrorized because their daughter's smartphone had been hacked. One might ask why they didn't just get the daughter another phone: We address that in article four of this issue.

What is a smartphone? A smartphone is a handheld computer that combines a number of functions, one of which is a mobile phone. The advantage of doing this is that by combining devices you have fewer of them. The disadvantage of multi-function devices is that some of the functionality usually suffers – generally, in our experience, that of the phone. Thus, if you get a Blackberry you will have good access to you e-mail, an ok PDA, and dreadful phone quality. If you get a Palm Treo you will have an excellent PDA, good access to your e-mail, and a dreadful phone. If you get an iPhone you will have nifty Internet access, great toy value, and a dreadful phone. And if you get the new Café – the combination coffee and doughnut maker/phone you will have great coffee and doughnuts, and a dreadful phone. Because of this we know many people who have either gone back to

separate devices. One friend now carries the Treo given him by his company for e-mail plus his Palm Pilot and a separate mobile to make calls. In another case a Blackberry given by their company for e-mail and a separate mobile for voice. And we know someone who has an iPhone they carry and love, plus a separate mobile in case they actually need to speak with someone.

In addition to loss of functionality, computers that connect to the outer world have the *potential* to be vulnerable to viruses and other malware. While the number of different operating systems means that some will be safe, as systems become more dominant they become more vulnerable. Thus, in the world of regular computers, the dominant Windows operating system has a lot of viruses attacking it, while the less-dominant Macintosh has a relative handful. Few Mac users bother to install anti-virus software at all, and about a third of Windows either don't install anti-virus software or don't bother to update it. Thus, even though anti-virus software is widely available for mobile phones, most will simply never bother to acquire or install it.

The bottom line is that many people carry smartphones, and few bother to protect them. When these people become victimized because they did not take even the most rudimentary prudent protective measures, it is still a pity.

3. Executive Protection — Flying and strokes

Last week a friend of ours went to Europe for a meeting, which meant he flew out Monday night, had a meeting Tuesday, and was to return on Tuesday night or Wednesday. On Thursday we tried calling him and got an obviously-European ring. When this happened on Friday we sent him a text message asking where he was. He responded that he was in a hospital in Vienna recovering from a stroke.

When we spoke to him later he said that A) he had apparently completely recovered physically, and B) that many European business acquaintances of an age had told him that before they get on a plane they always take blood thinners to prevent strokes while flying, and C) the doctors had told him not to fly for a while, so that he planned to come back by boat.

We had never heard about this, and even though we are much younger than our friend – at least six months younger in the case of the oldest of the editors – it seemed like a good idea to check this out. We certainly know that people who sit on airplanes in one position for too long are at increased risk of developing blood clots (deep vein thrombosis, or DVT). This is why airlines on long flights show videos on exercising and your seat and getting up and walking around – videos which most passengers ignore, as best as we

can see. If a clot is going to break loose because of reduced activity (and possibly other factors which have not yet been identified) on a flight, there is no reason to assume that in some cases the clots won't end up in the brain, causing a stroke.

Virchow's Triad postulates three circumstances associated with an increased chance of a blood clot:

- increased coagulability of the blood
- damage to the walls of the blood vessel
- things slowing down the blood flow

If the prime culprits during air travel are reduced activity and dehydration (increased coagulability of the blood and a slowing down of the blood flow), then air travelers should increase their activity and their hydration. When we travel by air (domestically we tend to travel by train, but you can't get to Uzbekistan from here via train), we get up and walk around roughly every half hour, and we tend to drink a LOT of *water or juice* (not caffeinated drinks or alcohol, which dehydrate you) while flying, as aircraft have very low humidity which tend to dehydrate you, and which therefore thickens the blood.

In addition, we also take roughly two grams of Omega 3 a day, in the form of the Res-Q 1250 (<http://tinyurl.com/2qg6na> and use the discount code AEGIS on checkout) that we discussed in the February 2008 issue of *ÆGIS*. A study released in the January 17, 2001 issue of the *Journal of the American Medical Association* suggests that fatty fish and omega-3 polyunsaturated fatty acid, such as that found in Res-Q 1250, may be as effective as daily aspirin therapy at reducing the risk of thrombotic stroke, but without the side effects of aspirin therapy. Several epidemiological studies have tested the effects of omega-3 fatty acid intake on stroke risk, and suggest benefits are likely on ischemic or thrombotic stroke risk, which is what concerns us here, although not on hemorrhagic stroke. We take three capsules just before bed, and three on an empty stomach in the morning.

There are various factors that increase your risk for stroke. The American Heart Association lists the following *non-controllable* factors (<http://www.americanheart.org/presenter.jhtml?identifier=4716>):

- Age — The chance of having a stroke approximately doubles for each decade of life after age 55. While stroke is common among the elderly, a lot of people under 65 also have strokes.

- Heredity (family history) and race — Your stroke risk is greater if a parent, grandparent, sister or brother has had a stroke. African Americans have a much higher risk of death from a stroke than Caucasians do. This is partly because blacks have higher risks of high blood pressure, diabetes and obesity.
- Sex (gender) — Stroke is more common in men than in women. In most age groups, more men than women will have a stroke in a given year. However, more than half of total stroke deaths occur in women. At all ages, more women than men die of stroke. Use of birth control pills and pregnancy pose special stroke risks for women.
- Prior stroke, TIA or heart attack — The risk of stroke for someone who has already had one is many times that of a person who has not. Transient ischemic attacks (TIAs) are “warning strokes” that produce stroke-like symptoms but no lasting damage. TIAs are strong predictors of stroke. A person who's had one or more TIAs is almost 10 times more likely to have a stroke than someone of the same age and sex who hasn't. Recognizing and treating TIAs can reduce your risk of a major stroke. If you've had a heart attack, you're at higher risk of having a stroke, too.

They also list the following factors *over which you have some control*:

- High blood pressure — High blood pressure is the most important controllable risk factor for stroke. Many people believe the effective treatment of high blood pressure is a key reason for the accelerated decline in the death rates for stroke.
- Cigarette smoking — In recent years, studies have shown cigarette smoking to be an important risk factor for stroke. The nicotine and carbon monoxide in cigarette smoke damage the cardiovascular system in many ways. The use of oral contraceptives combined with cigarette smoking greatly increases stroke risk.
- Diabetes mellitus — Diabetes is an independent risk factor for stroke. Many people with diabetes also have high blood pressure, high blood cholesterol and are overweight. This increases their risk even more. While diabetes is treatable, the presence of the disease still increases your risk of stroke.
- Carotid or other artery disease — The carotid arteries in your neck supply blood to your brain. A carotid artery narrowed by fatty deposits from atherosclerosis (plaque buildups in artery walls) may

become blocked by a blood clot. Carotid artery disease is also called carotid artery stenosis. Peripheral artery disease is the narrowing of blood vessels carrying blood to leg and arm muscles. It's caused by fatty buildups of plaque in artery walls. People with peripheral artery disease have a higher risk of carotid artery disease, which raises their risk of stroke.

- Atrial fibrillation — This heart rhythm disorder raises the risk for stroke. The heart's upper chambers quiver instead of beating effectively, which can let the blood pool and clot. If a clot breaks off, enters the bloodstream and lodges in an artery leading to the brain, a stroke results.
- Other heart disease — People with coronary heart disease or heart failure have a higher risk of stroke than those with hearts that work normally. Dilated cardiomyopathy (an enlarged heart), heart valve disease and some types of congenital heart defects also raise the risk of stroke.
- Sickle cell disease (also called sickle cell anemia) — This is a genetic disorder that mainly affects African-American and Hispanic children. “Sickled” red blood cells are less able to carry oxygen to the body's tissues and organs. These cells also tend to stick to blood vessel walls, which can block arteries to the brain and cause a stroke.
- High blood cholesterol — People with high blood cholesterol have an increased risk for stroke. Also, it appears that low HDL (“good”) cholesterol is a risk factor for stroke in men, but more data are needed to verify its effect in women.
- Poor diet — Diets high in saturated fat, trans fat and cholesterol can raise blood cholesterol levels. Diets high in sodium (salt) can contribute to increased blood pressure. Diets with excess calories can contribute to obesity. Also, a diet containing five or more servings of fruits and vegetables per day may reduce the risk of stroke.
- Physical inactivity and obesity — Being inactive, obese or both can increase your risk of high blood pressure, high blood cholesterol, diabetes, heart disease and stroke. So go on a brisk walk, take the stairs, and do whatever you can to make your life more active. Try to get a total of at least 30 minutes of activity on most or all days.

Finally, they list factors for which there is not yet solid documentation:

- Geographic location — Strokes are more common in the southeastern United States than in other areas. These are the so-called “stroke belt” states.
- Socioeconomic factors — There's some evidence that strokes are more common among low-income people than among more affluent people.
- Alcohol abuse — Alcohol abuse can lead to multiple medical complications, including stroke. For those who consume alcohol, a recommendation of no more than two drinks per day for men and no more than one drink per day for non-pregnant women best reflects the state of the science for alcohol and stroke risk.
- Drug abuse — Drug addiction is often a chronic relapsing disorder associated with a number of societal and health-related problems. Drugs that are abused, including cocaine, amphetamines and heroin, have been associated with an increased risk of stroke.

By addressing controllable factors, by increasing our intake of Omega-3 to about a gram in the morning and a gram at night (three RSQ 1250 first thing in the morning and three just before bed) or by taking a baby aspirin just before bed (you don't want to do both aspirin therapy and Omega-3 for fear of making your blood too thin), by exercising, and, more to the point by increasing our activity and hydration while flying, we like to think we will be able to reduce the risk of DVTs and strokes while flying.

4. Technical Issues — *The Explanator*[™]

Some time ago we had dinner with a chief of police and a journalist. In discussions of events and why people behaved as they did, it was clear that a re-occurring theme was becoming visible. It was not only the best explanation of why people did certain things, it was often the only explanation!

To take advantage of this insight, and to save time in future discussions, we subsequently developed *The Explanator*, a fully laminated, wallet sized card that says

PEOPLE ARE IDIOTS

The Explanator[™] is now being used in a variety of state, local, and federal agencies, as well as in private industry and by individuals throughout the world. As you might imagine, use of *The Explanator* can save huge amounts of discussion time in both your business and private life. We frequently use it for *self-explanating*, thus saving the time that would otherwise be lost swearing at ourselves after we do something silly.

Because of its widespread use within the general population, we have been forced to include an instruction sheet. We must also, in the nature of full disclosure, note that while most of the bugs have been worked out, there have been some complaints that the lamination is not sufficiently sturdy to withstand the demands of use within certain federal agencies. While we have moved to a thicker laminate, it is not clear to us that any existing lamination technology would be sufficient for that particular environment.

If you would like to have your own official and fully certified *Explanator* – we believe you should accept no substitutes in a tool this critical – send five dollars to AEGIS Journal, 440 W 41st Street, New York. N.Y. 10036-6816.

5. Real Stories from the Field — Cigar Story

While hunting down a fraudster in the Dominican Republic, the editors had a chance to visit a cigar factory. Our host was Jose Tomas Dominguez, the Master Blender and Director General of Tabacalera Victor Sinclair S.A. We have used the word host for a reason, as at all times he focused on sharing his facility with us, introducing us to the craftsmen, and he clearly enjoyed showing us what they are able to make.

The reason ÆGIS journal is dedicating this article to this cigar maker is because we saw, in a discrete location and industry, a manager/owner who “gets it”. He understands *feed forward* controls such as due diligence, asset protection, OPSEC; as well as *feed back* controls such as competitive intelligence, IPCI protection, and brand defenses, and integrates them while managing a large and very dynamic operation. We asked if we could use our experience touring his facility and the experiences he shared with us as the subject for a full



issue of the ÆGIS journal, showcasing an owner/manager who both runs his business and deals with these issues. Sr. Dominguez agreed, but with the right to preview the article and edit any sensitive material that might disclose his methods. We agreed on the spot, since this is an example of a feed forward control.

ÆGIS: Sr. Dominguez what is the most important aspect of your cigar operation?

Raw material and people. Everything else such as brands, images, et cetera is built upon those two items.



Tobacco leaves from drying barns being prepared for fermentation.

farmers in the DR grow excellent tobacco, but not all are consistent in their quality and methods year to year. The consistency of the farmers with whom



Skilled Cigar Roller.

we work provides us excellent quality, but also a tobacco we know. It is much like wines from a specific vintner with constant flavors and tannins you come to expect. With these farmers we come to know the tobacco leaf and how it will age and taste – one to five years later.

I personally go through tons of samples, looking for just the right tobacco, for the different cigars we make. I work directly with the rollers and the factory management to ensure we are all doing our best.

The people are the second key ingredient. I know most of our workers by their name, and know their families. Many have been with us for years and years; others have come to us recently, as we continue to grow. They are given great freedoms in their work and they have taken on great responsibilities. They have a freedom to work, within reason, when they want to work. The responsibilities they assume are those of making premium hand rolled cigars. This freedom and responsibility has also bred an interesting culture of innovation. Many different cigars we make today, and how we present these cigars, began as an innovation of my people. I am very paternalistic, these are my people.

This has led to some great successes. It made us all feel great when a big, long established, and may I say prestigious cigar retailer, chose us as one of their manufacturing facilities for their private labeled cigars. They had toured many different factories in the DR and elsewhere and they chose us. Not me, us.

We are required to remain vigilant of the people and the process. Even if for no other reasons than to secure the time and years invested in our people, our facilities, and our brands. It cannot take less than 2 years to launch a brand and probably no less than 5 years to have it become established. A well recognized brand will sell at a considerable premium to an unknown or tarnished brand.



Fermenting some of the many millions of sticks in inventory.

ÆGIS: Sr. Dominguez, how do you protect what you do here, for blending and innovation, and at the same time continue to do your research on others?

Ah, I think in our business the question is “How do I keep our ideas about the future to ourselves?” The second question is “What do I know about – the others?”

The truth is that very little is *not* already known by all of the other makers of cigars. Not just in the DR, but all over the world. What is *not* widely known is how much we are

buying in tobacco, and the grades, as well as who we are planning to sell or what we are doing with our brands. Obviously once we begin selling, launch a new brand or update an old band – everyone knows. But if we keep our development process private it still gives us from six months to a one year jump on the competition. We keep these plans about the future, how you say “hush – hush”. Since our growth and product cycle is based upon crop cycles, an aging and fermenting process for the leaf and then, only then manufacturing, we must plan well in advance. And this planning and what we are doing is known to only a very few -- a select few who know how much tobacco we have agreed to purchase and from which farmers. There is no advance paper trail on what we buy from the farmers, we do this on a hand shake and our reputations. As for our marketing ideas and branding exercises – even fewer know about this, mostly it is myself with a few other insiders.

You see by controlling all aspects of the cigar making process very little information can leak out. Not only do we make our own cigars, we make our own boxes and labels. There are almost no vendors of outside finished goods that we incorporate into what we make and sell.



Boxes made on site.

As for how do I know what the others are doing, sometimes I learn from industry gatherings, sometimes suppliers gossiping, etc... There is no organized operation for Competitive Intelligence, except for I buy and try every new cigar I find or my people find in the US, Europe or in the DR – every one. Then I try to figure out who is making it and how they made this cigar I am trying.

It was doing this and I learned of both the popularity and mostly awful small machine made flavored cigars. This was part of the inspiration for the work we did toward the development of the Honey Delight™ series. These small cigars, or cigarillo, are a good simple smoke that is just the right size and flavor for the moment. These have been very popular.

ÆGIS: Do you ever feel threatened being a successful man in Latin America?

Not really. I live my business with my people. While I have a good sized operation, all of my profits, if you will, have been put back into the business. I live in a nice apartment but it is neither big nor fancy. It is just right for me and my family. I am not a target of mischief in the DR. I have more problems with the complex and litigation happy system in the U.S. than I have problems here in the DR.

The real problems come with travel and the many places I visit in the US, Europe, Canada, etc... I am the ambassador of my company and my people. I must look good and always be ready for anything from protected business negotiations to rich food and little sleep. I am not sure I am always very good at this portion of my position. The travel is a blessing to get to meet and see so many of our customers, but I do so prefer to be home and here (the factory).

ÆGIS: What technical issues do you face in your business.

Too many. We track the buying of the tobacco leaves and the fermenting process. We track the volume and quality of each of our rollers. We monitor the waste material from the production process. All of this goes into monitoring the process.

As an art form, the making of a fine cigar is more regulated than even alcohol. We must be aware of our pricing and the impact of excise tax on all of our products. Different countries levy taxes based upon the number of cigars, the weight of the cigars, the boxes of cigars, etc... We have to work closely with the many different importers and distributors of our cigars to ensure our products clear customs quickly. Cigars left sitting on a dock or a warehouse for two or three months uncared for are a loss. They could no longer be sold after such a delay. This is in addition to applying for and getting export licenses, import licenses, filing reports and paying taxes over and above duties.



We also protect our intellectual property. We register our brands and trademarks in the US and in Europe and vigorously defend our intellectual territory.

I have been working computerizing the process but that too has hurdles. Some of it makes sense to do so, but so many of the inputs have to be generated by hand before it can all be assembled and analyzed.

ÆGIS: Sr. Dominguez tell us some of your experiences and stories from running your business -- the events and challenges you have faced.

The cigar business is filled with stories and legends. I guess I need to stick to the stories, I am not old enough for any legend business.



Sr. Dominguez testing a newly rolled cigar.

I was in Miami and had concluded my days work. I saw a small cigar shop in South Beach, they are all over the place. The cigars shops in Miami are wonderful, all decorated with neon signs in the window and very knowledgeable people behind the counter. It's a wonderful cultural thing in Miami. I went into one of these shops in South Beach and found some of my

product. I purchased a few cigars of mine and a few of other manufacturers. As I walked outside the store I lit up one of my favorite cigars from Victor Sinclair. It was horrible and I was furious. This grassy cardboard things is not what we put out. I called home from my cell phone while I was standing on the corner in front of the small cigar shop looking at this burning thing in my hand. I called the managers at home, I called the supervisors at home, and while I was ranting about quality a quiet voice in my head said – look at the cigar – look closer. It had our band on the cigar, it was shaped like our cigars, but it was rolled differently and had a large vein in the wrapper. We de-vein our wrappers. It was not made by us. It took a few moments for it to sink in, but I was holding a counterfeit Victor Sinclair!

It was the same realization process one goes though when you go to your car, and it is missing. You look all around for the car and it is nowhere to be

found. Slowly, and reluctantly, you come to the conclusion you have lost your car – it has been stolen.

It was that same slow process I was going through, from anger to frustration, looking for what had happened to slowly coming to the conclusion that this thing in my hand was not one of our cigars – it was a counterfeit.

I suppose imitation is the best form of flattery and I must admit to being somewhat amused. My brand was now so well recognized that someone went through all of the effort to counterfeit our bands and packaging to sell cigars under our name. I guess it's a sign that we are making it.

My solution to the problem was to calm down. A long walk helped. I then returned to the cigar store. I spoke to the owner of the store, and showed him my card. He was at first very excited but when I told him of my problem much of the luster of my visit disappeared. He showed me the boxes of cigars he was selling under our brands. To my relief, only one of the brands was counterfeit. I purchased all of those boxes at his retail so that he would not be out anything from this event. He supplied me with the name and address of the wholesaler who had sold him the cigars – this wholesaler was an excellent customer of ours. The wholesaler was a bit embarrassed when he told us he had purchased a “lot” of cigars from a liquidator of another cigar distributor that had gone out of business. Why did the other cigar wholesaler go out of business? It seems all they sold were counterfeit cigars.

Since this event we have stepped up our secret shopper programs and have developed certain security measures known only to us, to spot both fake cigars and fake boxes.

ÆGIS: One of our editors exercises regularly, eats properly and takes his vitamins. The other editor has thus had to pick up the slack.

We were given a gift of a sample box of the Victor Sinclair 55 series Cigars. The sampler box contained three cigars each of the Corojo, Maduro, Sun Grown and Cameroon style cigars. The Maduro cigars were shared by a local Vice Mayor, a 4 star Chef and this editor. The reviews were 100% “excellent cigar”. The three Sun Grown cigars were shared with fellow adventurers on a canoe trip down the Colorado river from Hoover Dam to Willow beach. The fellow adventurers were both regular cigar smokers with some high brow tastes. Both of these gents really liked the cigar and saved the bands to buy at their local tobacconist. To top it off, a few women from another camp smelled the cigars and stopped by. From one of the women, “If my boyfriend’s cigars smelled this good, maybe he could have them

more often.” Now that's an endorsement. We are hoarding the Corajo and Camaroon for a future Adventure.

6. Book and Product Reviews

Acronis True Image 11 Home

Acronis

\$49.99

<http://www.acronis.com/>

We had a problem shared by many. We would get a computer installed and running, and eventually it would get really slow as we installed new programs. We would then reformat the hard drive, reinstall all the software, reinstall all the data, reinstall all the updates, and start over again. This reinstallation process would take us a day or two, and was, at best, really annoying.

The obvious solution was to find software which would create an image of our hard drive the moment it was reinstalled. There are a number of such programs around, including some that are freeware, but we chose Acronis True Image. We first went through the usual nightmare of reinstalling the base software, putting in all the updates, installing all the other software, installing all their updates, and putting back the data. The system now worked flawlessly, and gave us the base to which we would like to return in the future, so we installed Acronis True Image and did a copy of the system onto a second, larger hard drive.

For the next several months we kept track of the updates we did and the additional programs we added, the install programs for which we saved on a DVD. At some point we realized that system performance was degrading, so we backed up all the data, and re-installed the system as it was. The entire process took under an hour!

Acronis True Image Home will also allow you to do backups: Full, Incremental, and Differential. Acronis True Image Home will allow you to handle your backups and restores rather handily. Indeed, it offers an *extremely* sophisticated set of choices for you.

In addition, there are a number of other valuable tools included. One allows you, in essence, to build a virtual computer with which to try software or load iffy Web sites. If it doesn't go well you can reboot and the virtual stuff disappears, leaving you with your original system unharmed. Or you can install it into your real computer. It also includes software to securely

destroy data, including all the hidden system data of which you are unaware, and to do system recovery.

There are also corporate versions, which cost only marginally more. We looked at, but have not yet tried, Acronis True Image Echo Workstation. This has even more sophisticated backup and recovery features, appropriate to a corporate environment, but does not include the additional features: The assumption is that your IT group is responsible for these.

But what it does include is an add-on that lets you recover a system to a different machine. Imagine that you are traveling with your laptop, for which you have an image, and drop the machine. You race to buy a new one, but it is a different brand and uses different motherboards, chipsets or even CPUs. Using Acronis True Image Echo Workstation in conjunction with Acronis Universal Restore, you can burn the image onto the new machine, and it will work just like the old machine, including all of your network settings, mail and system configurations. This is close to magic.

Acronis True Image Home is a worthwhile investment for anyone, but if you have more than one machine at home, use only a laptop, or work for a corporate IT group, you may be better served looking at Acronis True Image Echo Workstation.

7. Subscription/Unsubscription/Copyright Information

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LUBRINCO provides services in three high-threat areas, too specialized to be dealt-with in-house, that can adversely affect domestic and international bottom lines.

- **Identification, valuation, and protection of intellectual assets and critical information.**
 - American businesses lose \$300 billion in revenues annually to competitive intelligence, economic espionage, inappropriate disclosure, and information theft.
 - LUBRINCO provides private sector consulting access to OPSEC, the government-standard process for identification, valuation, and protection of intellectual property and critical information.

- Implementing an OPSEC program is likely to increase revenues for an at-risk operating group by \$75 million.
- **International asset location and due diligence.**
 - Location of concealed assets in fraud, theft, and divorce.
 - Due diligence to prevent fraud and loss in China, Central and Eastern Europe, Central Asia, the offshore financial centers, Latin America, and the Caribbean.
 - Financial fraud, anti-money laundering, and anti-corruption program development and training.
- **Protection of management, staff, and families.**
 - In the high-threat environments of Latin America, Africa, the Mid-East, and Southeast Asia.
 - When traveling and living overseas.
 - When transporting items of substantial value.

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