



News from Brighton

Spotlight on Business



Sivia Business & Legal Services, PC

By: Paige Beilsmith



Sivia Business & Legal Group

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Want your business in the spotlight? All you have to do is register your business and complete the spotlight form.



The spotlight is illuminating on Sivia Business & Legal Services, P.C. (SBLs)

In business for 8 years, they purchased the law practice of Mary Albert-Fritz in the latter part of 2013 and proceeded to open an office at 912 North Main Street in Brighton.

Owner Todd Sivia's great-grandfather, Harold Bott, is a former mayor of Brighton and several of the staff members, Jennifer Haynes, Rachel Cox and Mandy Darr are graduates of Southwestern High School.

They employ a staff of 10 and offer services in family law, estate planning, special needs planning, litigation, business law, employment law, mediation, real estate law or personal injury.

Visit their website at www.sivialaw.com for more information or give them a call at 618-372-4111 or 618-659-4499 .

The Brighton office is open Monday thru Friday.

Visit our website at WWW.BrightonIll.com
For a calendar of village events and other information



**Give SBLs a call at
618 372-4111**



It's business registration time
Visit www.brightonill.com for
registration benefits and how to
register your business.



Chip & PIN cards, also known as EMV, are here!

Is your business ready?

Merchants are required to be compliant with EMV by October 1, 2015. The party that has made investment in EMV deployment is protected from financial liability for card-present counterfeit fraud losses on this date. If neither or both parties are EMV compliant, the fraud liability remains the same as it is today. This date excludes automated fuel dispensers until October 1, 2017. Many banks have already started issuing cards with the chip.

Contact your credit card processor to replace your current credit card machines.

Visit the [EMV Connection website](#) for the most up to date EMV Information and education.

Wayne's Word



News from Mayor Schafer

Today I want to welcome all of our readers to this very nice Business Newsletter put together by Paige Beilsmith, your newly elected Board of Trustee and Chairwomen of the Economic and Development Committee. Thank You Paige!

First and foremost this business community and Village of Brighton just lost a very honorable and tremendous business leader, Walter S. Ahlemeyer. My condolences to Walter's family and friends. I have lowered the village flag to half-mast in honor of him.

Walter served as mayor of Brighton from 1965 -1985 and was currently serving his fourth 6 year term on the Lewis & Clark Community College board of trustees. He was a tremendous business owner and leader to Brighton. He was the owner of Lewis & Clark Insurance agency, land owner/developer and in the midst of developing and bringing in some new businesses to some recently bought property off of West Center Street. I along with others will truly miss Walter and his business expertise. May God's Blessings be upon him and his family.

As time allows I will bring to all of our business leaders/owners information about Brighton and the Village Board and how we are working to improve your atmosphere to help you and your business grow.

As you may have noticed we are currently in the midst of a total new waterline replacement in the downtown area of Brighton. I will explain in future writings how this has come about and how it affects you as owners.

At this time however, I wanted to take this opportunity to express my condolences to Walter's Family.

To all of our business owners and leaders we Thank You for all of your commitment to this wonderful town that we call home, Brighton.

My Blessings,

Mayor Wayne

**Do you have news you want to share with other businesses in Brighton?
Do you have a topic you want addressed? Share your news and ideas
with the Economic Development Committee via e-mail to
paigebeilsmith@brightonill.com**

DIRECTORY SCAM ALERT

As listed on the Federal Trade Commission website

In this operation, con artists call businesses, claiming to "verify" or "confirm" a company's contact information for its listing in a business directory. Of course, there's no existing listing — and may be not even a real business directory — but the employee who picked up the phone doesn't know that. Persuasive double-talkers bulldoze the employee into saying yes. Later, if the company complains it didn't agree to the listing, the fraudsters may play back a tape of the call (which might have been doctored) as "proof."

Next, the scammers send urgent invoices for hundreds of dollars. The invoices might even include the "walking fingers" logo and the Yellow Pages name. In many cases, the person paying the bills will simply cut a check, not realizing that the company never agreed to pay the hefty fee for the directory. When a business disregards the invoice, the bad guys up the ante by making collection calls and sending collection notices, piling on late fees and other penalties. The fraudsters sometimes even threaten to ruin the credit of the company or its owners and employees, to take them to court, or to refer the debt to a debt collector.

If companies stand firm in their refusal to pay for services they didn't authorize, the scammer may try to smooth things over by offering a phony discount. Or they may agree to cancel the listing going forward to stop any new bills. At this stage, many companies pay up just to stop the hounding. What they don't know is that they'll likely get more bogus invoices — either from the same scam artist or from others who have bought their contact information for a new scheme.

Sometimes the first contact with the fraudster is through an advertisement sent by mail, fax, or email that asks the company to "verify" or "confirm" its contact information for a free listing service or a free social networking page. Fine print on the advertisement, however, may say that by returning the mailer or responding to the fax, the company is agreeing to an expensive business directory listing.

Alert your employees of this scam and make sure they verify with your marketing manager before they agree to any kind of add or directory listing.

**BEWARE OF
SCAMMERS!**



Protect information, computers and networks from viruses, spyware and other malicious code

Install, use and regularly update antivirus and antispyware software on every computer used in your business. Such software is readily available online from a variety of vendors. Most software packages now offer subscriptions to "security service" applications, which provide additional layers of protection. Set the antivirus software to automatically check for updates at a scheduled time of low computer usage, such as at night (midnight, for example), and then set the software to do a scan after the software update

Look for more tips on how to keep your business data safe in future newsletters

QUOTE CORNER

You can't do today's job with yesterday's methods and be in business tomorrow.

-unknown



HAVE A GREAT WEEK!

Upcoming events:

May 30	Community Yard Sale
May 30	Mindra Lynn's Salon Ribbon Cutting
June 19-20	Betsey Ann Picnic
July 3	Independence at the Park

