







YOU CAN'T RUN AWS ALONE

SHIVAL AGARWAL IS
-DEVOPS KID-

CHARLES RAWLS IS - AWSOME MAN-

RAJ GOEL IS -CAPT. COMPLIANCE-



in this issue of brainstorm

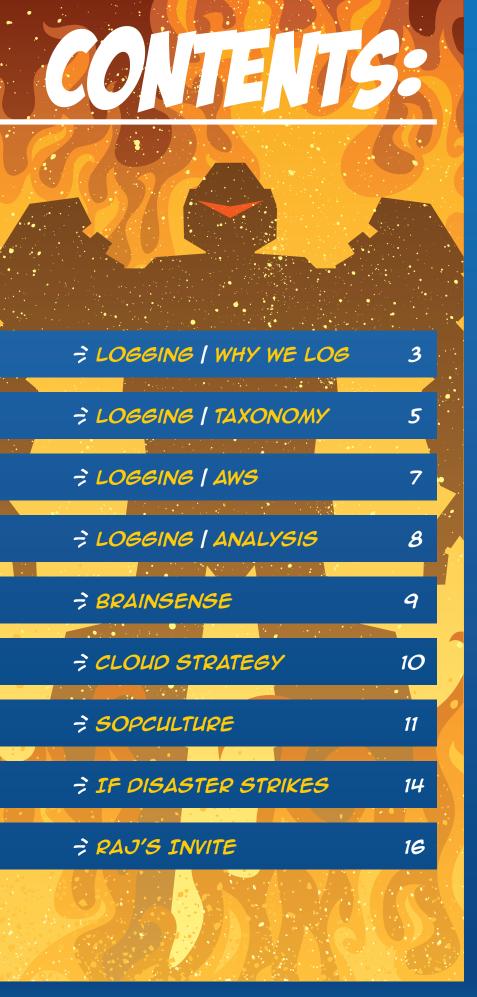
-LOGGING-

WHY IS IT SO IMPORTANT, WHAT IS TAXONOMY, WHAT ARE THE SECRETS THAT WE ALL SHOULD KNOW?

HOW CAN YOUR COMPANY GET MORE OUT OF THE CLOUD WITH STRATEGY & EXECUTION HELP FROM BRAINLINK?

PAGE 3

PAGE 10





SEE THIS VIDEO
AND MORE AT:
BRAINLINK.COM/TV/



NIGHTLY BUSINESS REPORT CRYPTO-CRIMINALS



→BRAINLINK.COM ← (917) 685-7731 INFO@BRAINLINK.COM

GET THIS AND OTHER ISSUES AT: BRAINLINK.COM/NEWSLETTERS/

LOGGING WHY IS IT SO IMPORTANT?

You can't run your business effectively without the right information - in a nutshell, that's why logging is so vital to success.

There are two types of people in the world - those that will assume everything is fine, and those that need to know for sure whether or not it really is.

Maybe you've heard of that first type of person before; they say, "no news is good news". You've probably dealt with the latter type as well; they send emails asking for confirmation, they follow up over the phone, they rehash tasks in person, etc.

Regardless of which kind you are, and how you may feel about the other, one thing is for certain - those that seek out the right information and double check what they know will always be better informed, and there, make better-informed decisions.

Albeit, this may not be necessary for every aspect of your daily life. You don't have to call the pizza place to confirm your large with extra cheese order that you placed online, right? What about when it comes to your business?



Most applications record information when certain predetermined circumstances are met. Often, it's when the application fails to perform a task. If you've ever reopened a crashed application, and it asks you whether you'd like to report the crash to the vendor, that's a type of log.

However, that's just one type. There are many others, all depending on what the application in question is meant to do, the common ways it may fail, and, most importantly, what it is being told to log.

That's the key - when it comes down to it, logging can be as comprehensive as you like, so long as you have the right tools. There are really **two schools of thought** when it comes to logging:

- 1. Log only important events this is the industry default, as it requires less work, and is accepted in the personal consumer world, as well as many business settings.
- 2. Log everything and sort for what's important this way of thinking is less common because it can require extra effort from the end user, if executed without the right tools. It offers a lot of benefits though...

So, why bother logging?

What it really comes down to is about having the right information. Without it, you can't really understand the performance and security of the systems that you and your staff members rely on for work every single day.

To be fair, you may argue otherwise - you haven't been logging so far, so what are you really missing, right? How about we put it to the test, right here, right now, to see if you really know what's going on in your network.

Answer these questions as honestly as you can:

Did someone create an administrator-level user?

Did someone (or some account) join a privileged group?

Is someone brute-forcing your RDP servers?

Is someone hammering your firewall?

Are your Linux servers or AWS instances under attack?

Are attackers present within your network?

Not sure? Then maybe you don't know as much about your systems as you thought. Without that vital information, you're left in the dangerous position of not knowing what you don't know. If you want to run your business as best you can, then you need to know what's going on.

However, that's not all - as mentioned earlier, comprehensive logging may be more work -- again, without **the right logging solution** -- but it's so vital because it gives you what can be best described as a time machine.

By logging every event that takes place on your systems and sorting them into an easily navigable record, you can access and examine the logs at any point in time with ease.

Think of it this way - say, a month ago, you had to dismiss a negligent employee, and just now, you start to notice anomalous activity on your systems. You start to get suspicious, but without a complete log record, there's no real way for you to take a look a month back and see if that disgruntled employee did something they shouldn't have.

On the other hand, if you had been tracking and keeping logs the whole time, all that information is available whenever you need it.

The fact is that, for many companies, enabling proper and adequate windows logging never really gets done. It's not a high enough priority when compared to other tasks, despite how important it is to real business success.



Even when something goes seriously wrong, most companies don't bother getting the necessary information about the incident. Many companies fail to track which applications crash, how often they crash, when users are created or deleted, or if their group memberships are modified, etc.

It all comes down to playing it safe - without the right knowledge, processes, and procedures, your business is left vulnerable to so many possible consequences.

The Brainlink team is ready to help you harness real information about your network for the good of your business. Reach out to us at (347) 460-2238 or raj@brainlink.com for more information about our logging solution, BrainSENSE, and what it will do for your business.



Logs are only as valuable as they are easy to review - learn how to sort and tag your logged events to ensure you can use them as an effective forensic tool.

We've covered what logs are - information recorded by applications when certain predetermined circumstances are met, such as when the application fails to perform a task.

We also demonstrated **why logging is so important** - it's about having the right information. Without it, you can't really understand the **performance and security** of the systems that you and your staff members rely on for work every single day.

By logging every event that takes place on your systems and sorting them into an easily navigable record, you can access and examine the logs at any point in time with ease, giving you key information about your systems when you need it.

Keep in mind that there are two ways of going about logging:

- 1. Log only important events this is the industry default, as it requires less work, and is accepted in the personal consumer world, as well as many business settings.
- 2. Log everything and sort for what's important this way of thinking is less common because it can require extra effort from the systems administrator, if executed without the **right logging tool**.

The key to succeeding with that second school of thought is to ensure you have an effective taxonomy by which to tag, sort and index your logs. Without a system to sort your logs, there's no right way to review all that information.

That's why a solid log aggregation, filtration, and analysis methodology is so important. You can use syslog, rsyslog, syslog-ng, solarwinds, nagios as a collection tool, but you have practice proper tagging of events along with a way to search them in order to simplify log review.

An effective way to go about building your taxonomy is to start by organizing by host, and then by log, which looks like this:

TAG	USE	EXAMPLE	
Environment	Host Environment	Dev, Stage, QA, Prod	
Tier	Host Tier	Web, Application, DB	
Service	Host Primary Service	Apache, Ngix, MySQL	
Zone	Host Zone	External, DMZ, Internal	

How does it work?

By tagging at the host level, you ensure that all log inputs from that host or group are correlated when examining events on a group basis, which provides a holistic view of events when searching by groups of hosts.

Furthermore, by tagging log inputs on a per log basis, or by filtering logs to multiple inputs and tagging them will yield a specific way by which to track patterns in events.

When it comes to Unix, the categorization will look like this:

LOG TYPE	USE	TAG	
System	OS functions	OS	
Service	Service Function	Service_Name	
Application	Application Specific Logs	Application_Name	
Event	Event Specific Logs	Event_Name or Security	

SIMPLIFYING LOG REVIEW THROUGH TAXONOMY

Unix logs, by location and contents, appear as:

LOG	PATH	USE	ТҮРЕ
messages	/var/log/message	Catch-all log / centos	OS
syslog	/var/log/syslog	Catch-all log / Debian	OS
auth.log	/var/log/auth.log	Authentication Log	Security
secure	/var/log/secure	Authentication Log / Centos	Security
fail.log	/var/log/fail.log	Authentication Log / Debian	Security
dmesg	/var/log/dmesg	Hardware based events	OS / Performance
kern.log	/var/log/kern.log	Kernal based events	OS / Performance
dmesg	/var/log/dmesg	Hardware based events	OS / Performance
cron	/var/log/cron	Scheduled events	OS
httpd	/var/log/httpd	Basic apache logs / Centos	Web Application
apache2	/var/log/apache2	Basic apache logs / Debian	Web Application
nginx	/var/log/nginx	Basic Nginx logs	Web Application
mysql	/var/log/mysql	Basic mysql logs	DataBase Application
SERVICE	/var/log/SERVICE_NAME	Basic service logs	Service Logs
APPLICATION	/var/log/APPLICATION_NAME	Basic APPLICATION logs	Application Logs

Additional considerations:

- Ensure that you have a set of structured text files residing in a location on disk
- Implement a methodology to aggregate the text files to a central storage and analysis system
- Make sure that the date, time and time zone on all units is correct, and synced to a central authority

Admittedly, implementing a system like this can be a lot of work, and prone to fail if small details (like the time zone on a given unit) are overlooked. However, the benefits are clear - by developing a system to tag your logs for easy search and review, you can leave your system to log all events that occur. With that information at your fingertips, you'll always be in the know when it comes to the performance and security of your systems, which is invaluable as a forensic tool, combine this with the rise of machine learning and you can create an analysis method for predictive behavior

That said, there's no reason why you should have to handle this on your own - the Brainlink team knows how important logging is, and we're ready to help you set up a comprehensive and simple logging system at your business.

Start harnessing real information about your network for the good of your business by reaching out to us at (347) 460-2238 or raj@brainlink.com for more information about our logging solution, BrainSENSE, and what it will do for your business.

THE SECRET TO EFFECTIVE LOGGING WITH AMAZON WEB SERVICES

Logging with AWS is not as simple as you may think - but with the right partner and the right solution, you can implement informative and effective logging for your AWS systems.

Since founding in 2006, AWS has quickly become a premier choice for companies around the world that want to move their data and their business into the cloud - but can it offer everything a business needs for real success?

Case in point: how does AWS fare when it comes to logging? As we've covered in past blogs, **effective logging** is a vital part of proper business management, as it provides actionable information on the system performance and security. Understandably, this would also apply if your business uses a cloud platform like AWS.

The good news is that AWS has tremendous logging capability. As compared to other operating systems and platforms, there is some form of log to track literally every task that AWS performs. One of the best options for gathering that information is **VPC Flow Logs**, a feature that allows users to collect and store information about the IP traffic going to and from network interfaces in the VPC. Flow logs are stored using Amazon CloudWatch Logs, where they can be viewed and retrieved for later review.

VPC Flow Logs can act as a network sniffer, and even integrate with cutting-edge predictive behavior solutions to help identify current patterns in poor network performance in order to foresee potential issues coming in the future. Furthermore, AWS allows users to access service-specific metrics and log files in order to gain insight into the performance of each AWS service, as well as additional data, including API calls, configuration changes, and billing events.

Alternatively, many businesses that rely on AWS have chosen to send their collected log data from CloudWatch Logs to **Amazon Simple Storage Service** (S3). This solution provides users with a durable and highly scalable location for storing their collected log data. That way, they can consolidate log files for custom review, processing, and analysis when needed.

However, while Amazon considers S3 to be the best choice for long-term storage and archival of logs, there is a problem - logs need to be retrieved through the command line, which is less than ideal. Even if you use Amazon Search to index your logs, you'll still need assistance from an expert partner to ensure you can find the log data you're looking for.

There are other Amazon partner solutions available, but with all of them, there's a catch. Despite AWS's great potential for collecting info, it's not stored by default as single logs or in overly useful filetypes. Logs are stored in less than ideal formats -- such as JSON -- which will require you to perform data transformation and correlation in order to store them in a readable format. In a nutshell, AWS leaves you to implement a centralized logging solution in order to consolidate, manage, and analyze these different logs.

Continued on page 12

THE SECRETTO EFFECTIVE LOG ANALYSIS

So you've got a comprehensive record of your system logs - but, as important as logging is, do you really know how to properly use that information?

As we've covered, logging is about making sure you have the information needed to know what's really happening on your business' networks and systems. Whether it's to keep an eye on external threats or to track internal errors and vulnerabilities, a comprehensive storage of logs is an irreplaceable tool.

Without that vital information, you're left in the dangerous position of not knowing what you don't know. If you really want to run your business as best you can, then you need to know what's going on.

When it comes down to it, how does log analysis really work? In a nutshell, it's about learning how to activate your "time machine".

Before we get to that, let's start simple: patterns. We're capable of -- and further taught to -- recognize patterns from virtually the moment we're born. Though at that age it may not be a cognizant process, our instincts show us that by crying when we're hungry, hurt, or otherwise uncomfortable, our parents will care for us. That's a pattern.

Fast forward a few years to when Kindergartners are learning to count, one part of which is understanding that 0 - 9 repeats over and over as you go up.

By employing pattern recognition like this
-- but on a larger and more complex
scale -- we can identify and track
patterns in data. People have done
so for years - they sit in front of
a wall of monitors, watching
data streams until they notice
something out of the ordinary.

They then rewind and replay a packet, noting what makes it unusual, and the next step is to start looking for other packets that look like it.

It's all about patterns - where the data is coming from, where the data is going to, what the data is doing, what the data is requesting, whether the data is a repetitious or sequential pattern, if the data has the same source ID and destination ID - all of this is involved in pattern analysis. Once you have that pattern, you can search for it as far back as your logs go, and pull out data that meets its criteria.

There are some tools available to help with this kind of analysis. There's Amazon S3, which provides users with a durable and highly scalable location for storing their collected log data. That way, they can consolidate log files for custom review, processing, and analysis when needed. However, for business continuity or compliance purposes -- or perhaps just for good measure -- you may need to store the log data for years, which you likely won't do in S3; you'll do it in the S3 archival system - Glacier.

Amazon recently announced a new feature for both of these solutions - S3 Select and Glacier Select. These allow you to examine a bucket, and use a sequel query to treat the entire bucket as a database, and to select specific data -- patterns -- that you're looking for. You can then put those patterns through a machine learning system, or manually inspect them, or extract them to whatever tool or solution you want to use.

Continued on page 12

DO YOU KNOW WHAT'S GOING ON IN YOUR NETWORK?



Making the right decisions for your business depends entirely on what information you have available to you at any given time. If you don't really know what's happening in your business, how well it's performing, and where

it may be failing, how can you effectively lead it?

This is especially true of your business technology. Without a comprehensive understanding of your IT activity, how can you be sure it's performing optimally? How can you address potential vulnerabilities and shortcomings? For example - right here, right now, do you know what's going on in your network?

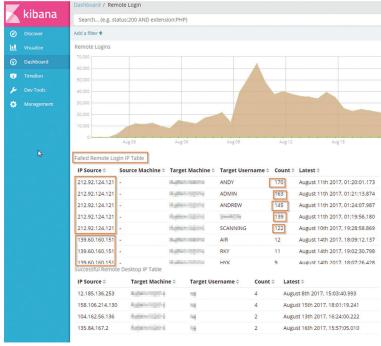
Did someone create an administrator-level user?

Did someone (or some account) join a privileged group?
Is someone brute-forcing your RDP servers?

How would you know?

The fact is that, for many companies, enabling proper and adequate windows logging never really gets done. It's not a high enough priority when compared to other tasks, despite how important it is to real business success.

Even when something goes seriously wrong, most companies don't bother getting the necessary information about the incident. Many companies fail to track which applications crash, how often they crash, when users are created or deleted, or if their group memberships are modified, etc. The list goes on and on.



That's why Brainlink has developed BrainSENSE - the most comprehensive framework for enabling windows logging, centralizing log collection and providing real-time analysis of what's happening in your network.

By delivering this data in easy-to-use and read dashboards that are customizable and tailored specifically to your business, we separate the wheat from the chaff, eliminate noise and give you unparalleled power.

At the end of the day, it's all about the information that you have. With BrainSENSE, you'll know what you need to know in order to make your business even better.

The Brainlink team is ready to help you harness real information about your network for the good of your business.



Get in touch with us right away at (917) 685-7731 or info@brainlink.com for more information.

CLOUD STRATEGY AND CLOUD CONSULTING SERVICES

Getting More Out Of The Cloud Comes Down To Your Strategy & Execution - Enlist Brainlink To Help You Develop A Winning Cloud Strategy Today.

As your full-service cloud partner, Brainlink will assist you in developing an actionable and strategic plan for using modern cloud solutions at your business. Based on our tried and tested best practices that we've perfected through countless practical client applications, our consulting services will show you exactly how to best use the cloud for your business needs.

Our team of cloud experts will navigate your business through the many available cloud solutions in order to answer vital questions including:

- How can your business best take advantage of the cloud?
- What is the right architecture for your cloud needs?
- Which applications work best with the cloud?
- What are the right cloud technologies to match with your business' application and infrastructure requirements?
- How do you best determine a realistic and achievable budget for cloud infrastructure?
- When is it right to begin with a proof of concept?
- How do you properly phase a cloud adoption and migration process?
- How do you effectively plan and price your business' cloud needs?

Don't struggle to answer these questions on your own – partner with Brainlink to get the consulting expertise you need to bring your business into the cloud.

Contact us at (347) 460-2238 or raj@brainlink.com to see firsthand how Brainlink's team of cloud experts can help your business.

MAXIMIZE THE RETURN ON THE INVESTMENTS MADE IN YOUR EMPLOYEES



As important as technology is, it's not a business's greatest investment; a business' greatest investment is in its people. The time and resources your business spends on interviewing, hiring, and training new employees are considerable. That's why it's so important to ensure that you get the right return on those investments.

Unfortunately, doing so isn't a simple task. From hiring to training, bringing a new employee into your business can take months, and what's worse, all of it can be undone if that employee doesn't end up staying with your business. Whether they're let go at the end of their probationary period, or they move on to a different position, it will often be just as you were about to see a return on the time you invested in their training.

Isn't there a better way?

Don't worry, you're not alone. Brainlink struggled with diminishing returns on our new personnel for a long time before we decided that enough was enough. We developed Standard Operating Procedure (SOP) Culture as a way to clearly and effectively document every task our business undertakes.

Why shouldn't this include our hiring and training processes as well? By developing SOPs that document every single step in the hiring and training process, we drastically cut down the time needed to onboard a new employee.

Regardless of who is managing the process or who is being hired, there's now a clear roadmap for objectives and expectations right from the very start. Instead of waiting up to two months for an employee to become effective, we can expect them to have a comprehensive understanding of their position in less than half that time.

Are your hiring and training processes costing too much money?

Reach out to Brainlink today at (917) 685-7731 or raj@brainlink.com to discover a better way to bring new employees into the fold.



That's because the minute they're hired, we give them a 997-page SOP mandatory training manual. SOP Culture can provide a number of benefits to your hiring and training processes, including:

- **Simplification:** A properly developed SOP makes it easy for both you and the new employee to see what expected of them in any given time interval, whether it's after their first day or after three months. This helps to avoid miscommunication of expectations and results (which quickly weeds out the lazy and incompetent).
- Consistency: With a single -- if long -- SOP for each and every employee, it's easier to ensure that everybody on staff knows what they need to know and when they're expected to know it.
- Results: The less time you have to spend hiring and training, the sooner your new employees will start benefiting your business.

WANT TO KNOW MORE ABOUT SOP CULTURE?

Check out these resources:

- Discussing the foundation of SOPCulture with Sweet Process
- How & Why Your Team Should Be Creating Obvious SOPs
- Accelerating & Improving Employee Training Using SOPs
- An Influential Blogger's Take On SOPCulture

Continued from page 7

That's where the Brainlink team comes in. We're here to make sure you don't have to handle everything that AWS hasn't already seen to when it comes to logging. The **Brainlink team** knows how important logging is, and we're ready to help you set up a comprehensive and simple logging system at your business. As AWS collects vital log data on each and every task it performs, our logging solution -- BrainSENSE -- will ensure it is properly sorted, indexed and readily available for you and your team to search and review when needed.

Our BrainSENSE **logging solution** is perfectly suited to integrate with your Amazon systems to deliver actionable this data in easy-to-use and read dashboards that are customizable and tailored specifically to your business.

Remember, logging is so important because it's about having the right information. Centralizing your logs saves time and increases the reliability of your log data. When AWS log files are stored with a proper way to search through them, you have to individually log into each one to go through them and look for any errors or warnings. If the server is unresponsive you might be out of luck. If you aren't sure which servers are affected, you have to hunt through each one, which could take a long time on larger networks. If you aren't equipped with the right information, how will you understand the performance and security of the Amazon systems that you and your staff members rely on for work every single day?

Start harnessing real information about your network for the good of your business by reaching out to us at (347) 460-2238 or raj@brainlink.com for more information about our logging solution, BrainSENSE, and what it will do for your business.

Continued from page 8

Glacier Select allows you to do the same thing, but on all your archived logs. You could have anywhere from a few months to 15 years' worth of logs stored in Glacier, and all you need to do is define a specific type of usual activity, based on local instances you've seen of it. S3 and Glacier Select then allow you to look for that strange instance through all your pasts stored logs to see if it has occurred before, whatever effect it may have had, if there are further patterns within the patterns, and more. With that additional information, you can then make accurate predictions as to when and how it will occur again.

For example, say you're looking for a subset of data -- the initial pattern -- in a large corpus of data. It can be refined multiple times over, every time you find another pattern and make it the corpus of data. The regression is as follows: every time you find the pattern, you use it as the corpus of data to examine for further patterns.

Now, be honest, does this sound a bit complicated? In reality, it is. Without investing a team of expert trained engineers to examine data and look for patterns, it's a huge undertaking for your staff to handle on your own. That's why you need BrainSENSE.

Our BrainSENSE logging solution is perfectly suited to integrate with your logging storage to perform detailed logging analysis for unusual patterns in order to provide actionable data. Without BrainSENSE, you can store all the logs you want, but you won't be able to put them to good use.

The Brainlink team is ready to help you harness real information about your network for the good of your business. Reach out to us at (347) 460-2238 or raj@brainlink.com for more information about our logging solution, BrainSENSE, and what it will do for you.

THE BOB FORMICA

OUTING

COLD SPRING COUNTRY CLUB

SPONSORED BY BRAINLINK INTERNATIONAL



GOTHAM CITY NETWORKING, INC.

To learn more about Gotham or to become a member, visit: http://www.gothamnetworking.com/For more information about Brainlink and what we offer the ever-growing Gotham Network, get in touch with us right away at (917) 685-7731 or info@brainlink.com

IF DISASTER STRIKES

HOW FAST COULD YOUR COMPANY BE BACK UP AND WORKING?

You hear it all the time from us—back up your data, keep your virus protection current, and install and maintain a firewall to protect yourself from hackers and other online threats.

However, while these precautions will certainly help you avoid problems, they CAN'T do anything if you don't have a good backup and disaster recovery plan in place.

Are You a Sitting Duck?

We all know that an ounce of prevention is worth a pound of cure; yet, disaster recovery planning often takes a distant second to the daily deadlines and pressures of running a business.

That means that most businesses, including your own, may end up offline and without your data after a simple lightning storm.

Don't think that could ever happen to you?

Consider this: "data-erasing disasters" can also take the form of office fires and broken water pipes, not just earthquakes, floods and tornadoes. If a fire started in your building, the parts that weren't burned beyond recovery would probably be destroyed by the firemen's efforts. But even more common is software corruption, hardware failures and human error!



DISASTER RECOVERY QUESTIONS YOU NEED TO ANSWER

A disaster recovery plan doesn't have to be complicated, time-consuming or expensive.

Start by asking yourself the following questions...

- Do you back up your company's data daily to both an onsite and offsite location?
- 2. Are you absolutely certain that your backup copy is valid, complete and not corrupt? How do you know for sure?
- 3. If disaster strikes, HOW would you get your data back, and how long would it take? In many cases it takes days and often weeks; what would you do during that period of time
- 4. Do you have copies of all the software licenses and discs in a safe location that could be accessed in the event of having to rebuild your server?
- 5. Would you and your employees have a way to access your network remotely if you couldn't get to the office?
- 6. Do you store important passwords in a secure place that company officers can access if you are unavailable?
- 7. Do you have a UPS (uninterruptable power supply) device in place to keep your network and other critical data operations running during a power outage?

This is NOT a complete list, but it is a good start to get you thinking in the right direction.



Unexpected emergencies present serious risks to construction firms like yours.

Without warning, catastrophic weather can knock out the power, flood the streets and worse. As valuable as a plan is in these circumstances, it's important to understand that any worthwhile plan has to be based on real life events, not just hypotheticals.

Without a well-informed disaster recovery plan, a severe storm like Hurricane Sandy could put your firm at risk of data loss, financial losses, reputational damage or worse. In order to develop the most effective plan possible, we decided to see what we could learn from Sandy, instead of just hoping it doesn't happen again. As an NYC-based business, we were there when Sandy hit, and made the most of the situation by taking note of a few key considerations:

- **Businesses** that are housed in a flood zone can't store their generators or transformers in the basement; that's just asking for them to be taken out by heavy rainfall. Store a redundant generator a few floors up to ensure you can get your power back up and running when it counts.
- **Utility Outage** maps can help you coordinate your efforts and work with employees while avoiding areas of the city that are out.
- **Cash is vital** in situations like these. Without power, all other forms of payment are nullified, meaning that hard cash will be the only option for renting cars, arranging temporary accommodations and other emergency expenses.
- **Geographically Redundant Backups** are key because even NYC can be knocked out in the short term. Without an offsite backup, you'll be left at the mercy of the next Sandy.



These are just a few of the valuable lessons Brainlink has learned from Sandy. When the hurricane hit, we were sure to visit each of our clients, replace hardware as need be, review and update disaster recovery and business continuity plans, configure redundancies and more. Even on top of all that, we know we could do better, which is why we took Sandy as an opportunity to learn and grow.

Don't rely on hypothetical, baseless plans any longer. Work with Brainlink to get well-informed, adaptive and ever-improving expertise on your side to prepare you for when the next storm hits.

We've updated our DR & BCP plans after Hurricane Harvey.
Have you?"



Please join Friar Raj Goel at the club for drinks.

(YOU SHOW UP, HE GETS THE BILL!)

- About the Friars Club -

57 E 55th St, New York, NY 10022

Located in the heart of midtown, the Friars Club is a private club that caters to the people in the entertainment business and from other professional fields. The Friars Club is famous for their Celebrity Roast, which began in 1949 with Maurice Chevalier as thew guest of honor.

Now it is the most imitated event throughout the world. With a reputation of roasts and celebrations, they also dedicate time to charitable events with The Friars Foundation, which was established in 1977 to foster the performing arts.

GOOD JUDGEMENT COMES FROM EXPERIENCE.

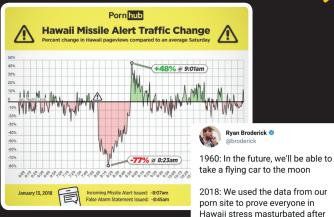




AND EXPERIENCE? WELL THAT COMES FROM POOR JUDGEMENT.



What Orwell failed to predict was that we'd buy the cameras ourselves, and that our biggest fear would be that Nobody was watching.



YOU WERE A SEED





HOW DO I GET MY PHOTOS OFF MY PHONE AND ONTO MY LAPTOP





Page 16 | Issue 11 | BrainStorm

someone accidentally texted them that they were all about to killed

by a missile