Demystifying Cyber Security
SEP 16, 2015

CYBER AWARENESS FORUM

*A Non-Technical Conference on Cyber Security
for Personal, Small Business and Public Information Systems*

Wednesday, September 16, 2015
Biloxi Civic Center

Hosted by
Federal Bureau of Investigation / Jackson Division,
Infagard and the Open Technology Center

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Demystifying Cyber Security SEP 16, 2015

- **Need**: Increase Awareness of Cyber Security Threats, Defenses, Resources, Risk Assessment, Plan of Action

- **Approach**: Series of One-Day, Non-Technical, Interactive Seminar Forum Events Targeting Business, Govt, Private Citizens

- **Benefit**: Agency Outreach, Increased Knowledge for Target Audience, Training / Education / Career Opportunities

- **Competition**: No Similar Events in Area, or Targeting Non-Technical Audience (majority of population)

- **Expected Outcome**: Increased Situational Awareness, Access to Resource Availability, Community Support, Job / Education Opportunities

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Demystifying Cyber Security
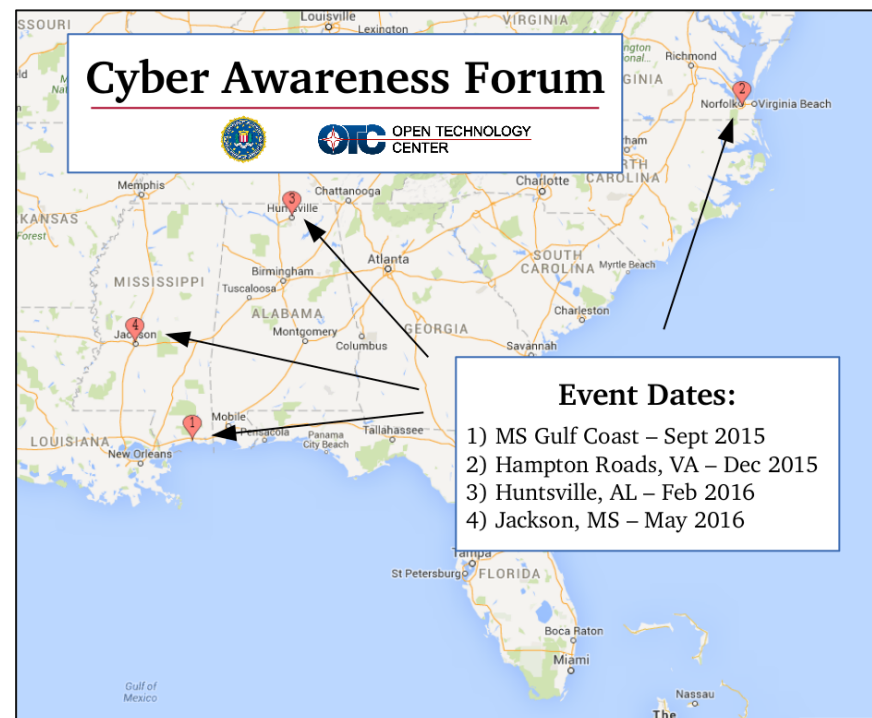
- **Cyber Security is in Everything & Everyone's critical path**
  - National Security / Financial / PIN / Business Operations / Govt Systems / Critical Infrastructure / Counter-Terror-Crime / Intelligence / Law Enforcement

- **Public Perception / Assumed Reality**
  - Cyber Security is TOO Complicated / TOO Expensive
  - Personal / Business / Govt Information is at Risk / Vulnerable
  - Mythical Threats from Unseen Enemies

- **Cyber Security Starts / Ends with the Individual**
  - Personnel / Policy / Practice
  - Knowledge is Power / Self-Defense builds Confidence
  - Learn / Implement the Basics of Cyber Practices / Protection
  - Cyber Security is a PROCESS, NOT a Product – Realistic Expectations

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Strategic Program Overview

- **Four (4) Events over 1 Yr**
  - Gulf Coast – September 16, 2015
  - Hampton Roads, VA – Nov/Dec 2015
  - Huntsville, AL – Feb/March 2016
  - Jackson, MS – May/June 2016

- **One-Day Event – 8:00 am – 4:30 pm**
  - Three (3) Key Speakers
  - Four (4) Discussion Panels
    - 1) Protecting Personal Information
    - 2) Small / Medium Business Systems
    - 3) Public Sector / Critical Infrastructure
    - 4) Training / Education / Career Ops

- **Participation Cost / Fees**
  - Primary Hosting Sponsors: $2,500 per event x 4 events within 1 year = $10,000
  - Corporate Sponsorship: $3,500 per event
  - (est) 25 Display Tables: $250 per table
  - Govt / Education (5 tables – Military / Govt Recruitment – Free)
  - Entrance Fee: public / non-govt $25 per for lunch – Govt / Student: Free

Cyber Awareness Forum

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Event Dates:
1) MS Gulf Coast – Sept 2015
2) Hampton Roads, VA – Dec 2015
3) Huntsville, AL – Feb 2016
4) Jackson, MS – May 2016

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Stakeholders

- **Federal Security, Law Enforcement**
  - Federal Bureau of Investigation - Law Enforcement On-line

- **State, Regional Govt**
  - State Dept of Information Technology Services
  - State Economic Development Authority

- **Commercial, Academic R&D, SME Community**
  - Open Technology Center - Public & Private Sector Liaison - Commercial, Educational, Technology Community
  - OTC Academic Alliance members

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Target Audiences

- **Gulf Coast Region – New Orleans – Gulfport/Biloxi - Mobile**
  - (1.6M+ Population)
  - Transportation / Oil & Gas
  - Technology
  - Tourism / Gaming / General Commerce
  - Military / Support Vendors / Aerospace

- **Event Targeted Audience**
  - Small / Medium Business Owners
  - State / Regional / Local Govt Officials
  - Private Citizens / Students / Career Seekers

- **NON-Technical**
  - Hearts and Minds
  - Demystifying Cyber Security for Citizenry
  - Media Coverage

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Event Agenda

Time	Activity	
7:00 – 8:00	Registration / Attendee Sign-in	
8:00 – 8:15	**Opening Ceremony & Opening Remarks** **Dr. Brad Smith, Director of Federal Programs, Open Technology Center** **T.J. Moran, Field Representative, District Law Enforcement Coordinator** **Office of Congressman Steven Palazzo, Fourth District, Mississippi**	
8:15 – 9:15	**Morning Keynote Speaker** **Dave Hylender, Verizon Business** **Cyber Security Impacts Everyone in this Digital World**	
9:30 – 10:30	**Panel 1. Protecting Personal Information** **Scott Wells, Special Agent, FBI (Moderator)** **Stewart Quarles, C Spire** **Robert Mahaffey, Trustmark National Bank** **(TBA) (Personal Health Records)**	Table Top Booth Area Open for Commercial, Academic & Government Displays in Foyer - open to public -
10:45 – 11:45	**Panel 2. Small & Medium Commercial Cyber Security** **Scott Wells, Special Agent, FBI (Moderator)** **David Hylender - Verizon 2015 Data Breach Investigation Report** **Peter Rubacky Red Hat**	
11:45 – 1:00	Lunch Break – Box Lunch Provided with Registration	
12:00 – 12:45	**Lunch Keynote Speaker** **Donald Alway – Special Agent in Charge - FBI**	
1:00 – 2:00	**Panel 3. State & Municipal Government / Critical Infrastructure** **Jay White, MS Dept of Information Technology Services (Moderator)** **Valeri Fraizer, Naval Meteorological & Oceanographic Command** **Tom Scott, Southern Company / MS Power** **Mayor Andrew "FoFo" Gilich, City of Biloxi (invited)**	Table Top Booth Area Open for Commercial, Academic & Government Displays in Foyer - open to public -
2:15 – 3:15	**Panel 4. Career Opportunities in Cyber** **Linda Cureton, Muse Technologies (Moderator)** **Dr. Kamal Ali, Jackson State University** **Dr. Scott Alsobrooks, Pearl River Community College** **Dr. Jeff Teo, Montreat College** **Dr. David Dampier, Mississippi State University**	
3:30 – 4:30	**Afternoon Keynote Speaker** **Linda Cureton, former Chief Information Officer - NASA**	
4:30	**Final Remarks - DISMISS**	

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Keynote Speakers

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David Hylender
Sr. Risk Analyst
Verizon Business
2015 Data Breach
Investigation Report

Donald Alway
Special Agent In Charge
Federal Bureau of
Investigation

Linda Cureton
Former CIO, NASA
President, Muse
Technologies, Inc.

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Panels Sessions

Protecting Personal Information

Every time you access the Internet, you expose a wealth of Personal Information which could be captured and used to rob you of money, or worse, your identity.

Learn from experts how to protect your family, Personal Information and privacy while on the Internet.

- Scott Wells, FBI
- Stewart Quarles, C Spire
- Robert Mahaffey, Trustmark National Bank

Small & Medium Commercial Cyber Security

Large corporations are not the only target of cyber criminals. Learn how to protect your business as well as your customers through basic, common sense approach to cyber security for small and medium-sized businesses.

- Scott Wells, FBI
- David Hylender, Verizon
- Peter Rubacky, Red Hat

State & Municipal Govt / Critical Infrastructure

Government agencies are responsible for administering public services, public safety and protecting critical infrastructure. Learn about strategies, practices and resources available to public-sector entities.

- Jay White, MS Dept ITS
- Valerie Frazier, CNMOC
- Tom Scott, MS Power
- Mayor Andrew Gilich, City of Biloxi (invited)

Protecting Personal Information

Qualified cyber security professionals are in high demand. Learn what skills sets, academic degrees and professional certifications employers are seeking in the hottest IT job markets.

- Dr. Kamal Ali, Jackson State University
- Dr. David Dampier, Mississippi State University
- Dr. Jeff Teo, Montreat College
- Dr. Scott Alsobrooks, Pearl River Community College

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- **Track 1: Digital Self Defense: Protecting Personal Information**

  – What is Personal Information? Why is it valuable?

  – Bad Actors: who are they, what do they want, how will they get it, what to do / Recognizing Red Flags

  – Track Leader: Scott Wells, FBI / LEO

    - Banking / E-commerce

    - Internet Access

    - Mobile Security

    - Medical / Health Records

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- ## Track 2: Small & Medium-Sized Commercial

  - Cyber Security: You can't afford not to. Liability of collecting PI. Vulnerabilities. Risk Assessments. Red Flags. Who to call?

  - Track Leader: Scott Wells, Special Agent FBI

    - Criminal Attacks / Fraud Prevention

    - Liability / Costs of Being Hacked

    - Network Security Policies

    - Expectations from Solution Providers

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- ## Track 3: State & Municipal Govt / Critical Infrastructure

  - What Information does Govt Collect? How is it used? How should it be protected? What are common vulnerabilities? What resources are available for small govt entities on a budget? Protecting Critical Infrastructure

  - Track Leader: TBA

    - Federal Practices

    - Local Civilian Govt

    - Local Law Enforcement

    - Critical Infrastructure

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- ## Track 4: Career Opportunities in Cyber

  - Breaking into the Cyber market? What skills sets / education / certifications are needed? Govt and military jobs.   Commercial / Academic R&D career opportunities.

  - Track Leader: Linda Cureton, former CIO, NASA

    - Academic Paths / Options

    - Industry Needs / Skills Sets Sought

    - Female & Minority Recruitment
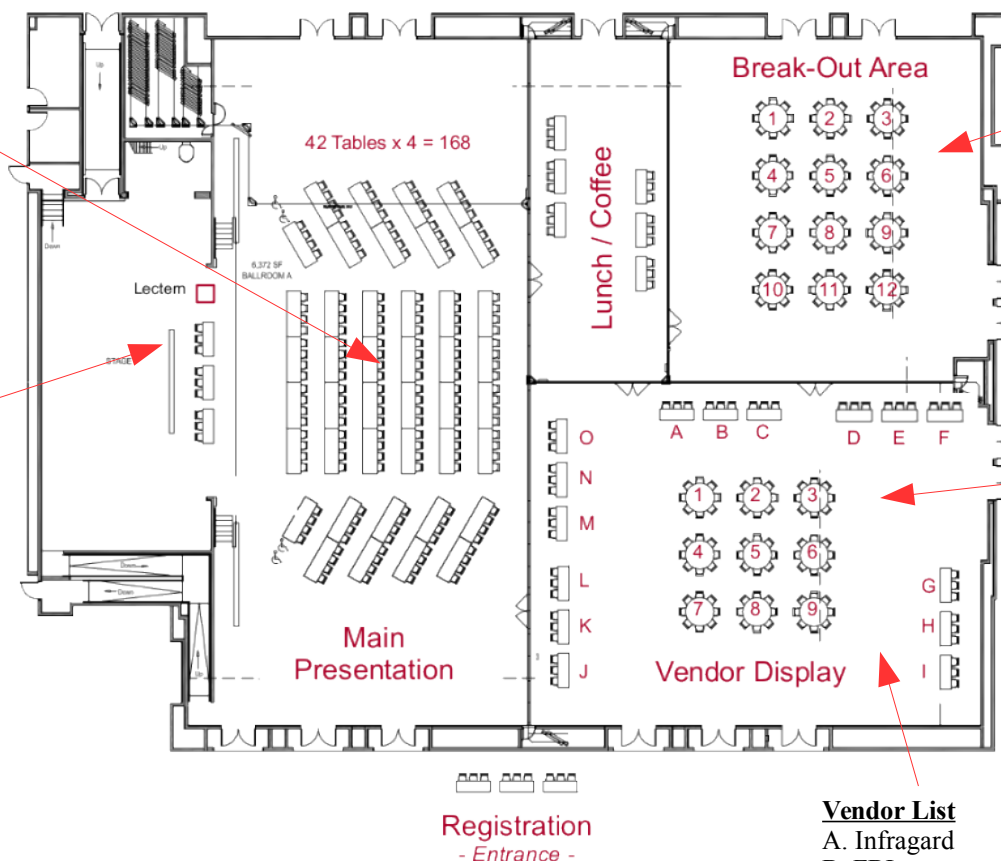
    - Who's Hiring / Where?

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Logistics:
Biloxi Civic Center

Configuration for 168 attendees.

Scale to 300 depending on registration demand.

Keynote and panel presentations.

Break-out area for private meetings and lunch seating.

Vendor display area. Configured to accommodate 15 (6') display tables with additional seating.

Break-Out Area

Lunch / Coffee

42 Tables x 4 = 168

Lectern

6,372 SF
BALLROOM A

Main Presentation

Vendor Display

Registration
- Entrance -

Biloxi Civic Center
578 Howard Ave.
Biloxi, MS

Vendor List
A. Infragard
B. FBI
C. C Spire
D. SMPDD
E. PRCC
F.
G. Montreat College
H. Open Tech Ctr

I. Verizon
J. MS Dept of IT Services
K. Jackson State Unv
L. MS Power
M. Trustmark
N. MSU / DASI
O.

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14

Contact

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