



Cyber Awareness 360

When: Friday, March 30 from 7:30 AM—1:00 PM

Where: North End Zone at MSSU **Cost:** \$20 (includes lunch & snacks)

Register at: <http://bit.ly/cyber360>

WHO SHOULD ATTEND?

Business Owners, Managers, CEOs, COOs, CFOs, Directors, Volunteer Coordinators

1 in 5 small businesses will experience a breach this year.

81% of all breaches happen to small and medium sized businesses.

Because we live in a digital age, our people can be our biggest asset and our biggest vulnerability.

Humans: How to Harden the #1 Cyber Target

Hear from Michael Roling, the Chief Information Security Officer for the State of Missouri, about how his team addresses cyber like a public health issue, and learn how to avoid falling victim to cyber-attacks.

Hackers Love You

Lanny Morrow, a Senior Data Scientist at BKD, LLP Forensic Investigation Division, explains why our behavior makes us easy targets for hackers – and how to prevent it. Hear his best practices on preparedness, monitoring, and response strategies at the organizational level as well as personal cybersecurity habits.

Cyber Perspective from Law Enforcement

Chris Lamb from the FBI Kansas City Division gives a legal perspective on what can be done to prevent a cyber-attack, as well as what legal actions can be taken after a breach. Joplin Police Chief Matt Stewart provides insight on local cyber-crime.

Cyber Insurance: What You Need to Know

This presentation by Jeff Eiserman of Ollis, Akers, and Arney focuses on basic features of a Cyber Insurance policy, pitfalls to be aware of, and ways to avoid a breach.

Employees May Be the Biggest Cyber Threats to Your Business

Anthony Osborn and Suzanne Bowling from Employer Advantage break down the essentials of data storage and cyber training for employees.

Panel Discussions

Area professionals share their knowledge and experience that will help protect your business.

IT Panel

Charlie Davis – Owner, Software Center
James Richards – CEO, Stronghold Data
John Motazedzi – Owner, SNC²
Larry Hedin – Senior Business Consultant, Oxen Technology

Financial Panel

Tim Woodall – VP, Pinnacle Bank
Karma Wright – AVP, Arvest Bank
Carrie Burgi – VP Operations, People's Bank of Seneca
Taylor Hight – President and CEO, American Bank

Sponsored by Missouri Southern State University's Small Business and Technology Development Center, Arvest Bank, SNC Squared, MSSU Plaster School of Business, Stronghold Data, Joplin Area Chamber of Commerce, Webb City Area Chamber of Commerce, Carthage Chamber of Commerce, Carl Junction Area Chamber of Commerce, Neosho Area Chamber of Commerce, McDonald County Chamber of Commerce, Barton County Chamber of Commerce, Mt. Vernon Area Chamber of Commerce, Seneca Area Chamber of Commerce, Monett Chamber of Commerce, and Nevada/Vernon County Chamber of Commerce.