

**AGENDA**  
**2018 CYBER SECURITY CONFERENCE**  
**OCTOBER 23, 2018**

**ALBEMARLE COUNTY OFFICE BUILDING - MCINTIRE**

- 8:00 – 8:30**      Registration, Morning Refreshments, Cyber Fair opens
- 8:30 – 9:00**      Welcomes, Intro to the Day/Conference
- 9:00 – 10:00**      KEYNOTE: Not Being Cyber Secure is RISKY business!      Daniel Eliot, Director,  
Small Business Programs, National Cyber Security Alliance
- 10:00 – 10:30**      National Launch of/Introduction to New Cyber Security Program for Small Businesses  
Jon Miller Steiger, Director, East Central Region, Federal Trade Commission
- 10:30 – 11:00**      Visit Cyber Fair, Morning Break

**BREAKOUT TRACKS:**

- A – CYBERSECURITY BASICS** - for those with limited knowledge of cyber security
- B – ENHANCED CYBERSECURITY PRACTICES** - for those with some cyber knowledge wanting more in-depth information
- C –CYBER-PLAN ACTION:** Hands-on, interactive sessions with a Subject Matter Expert

**11:00 – 12:00**

**BREAKOUT SESSION #1**

- A. Where Do I Begin?**      Ray Sidney Smith, President, W3 Consulting, Inc  
Understanding threats & implementing “Best Practices” to reduce vulnerability
- B. Protect Your Business–Cyber Insurance**      Judy Selby, Principal, Judy Selby Consulting, LLC  
What small businesses need to know about Cyber Insurance
- C. Cyber Secure Employment: Hiring, Training, Managing Performance, & Departures**  
Bob Hodous, Payne & Hodous, LLP

**12:00 – 1:00**

**Lunch + Visit Cyber Fair, Network**

**1:00 - 2:00**

**Small Business, Big Threat: A Fireside Chat Style conversation moderated by Daniel Eliot**  
Ray Sidney Smith, President, W3 Consulting, Inc  
Elizabeth Waller, Esq., Woods, Rogers Attorneys at Law  
Liam Bowers, Founder & CEO, Bluestone Analytics  
Judy Selby, Principal, Judy Selby Consulting, LLC  
Kelly Jackson Higgins, Exec Editor, DarkReading.com  
Phil Jaderborg, Founder & President, PJ Networks Computer Services

**2:10 – 3:10**

**BREAKOUT SESSION #2**

- A. IT Infrastructure: Network, Website and Facility Security**      Phil Jaderborg, Founder &  
Network, website & facility security      President, PJ Networks
- B. Breach Protocols: Best Practices for Detection, Response & Reporting**      Liam Bowers,  
Best practices for detection, response & reporting      Founder & CEO, Bluestone Analytics
- C. Policy Development and Management**      Elizabeth Waller, Esq., Woods, Rogers  
Developing & using an acceptable company Info & Technology Usage policy

**3:10 – 3:30**

**Visit Cyber Fair, Afternoon Break**

**3:30 – 4:15**

**BREAKOUT SESSION #3**

- A/B. Staying Secure Across Platforms and Devices**      Ray Sidney Smith, W3 Consulting, Inc  
Implementing security practices across the organization & with outside vendors
- B/C. Draft a breach protocol for your company**      Elizabeth Waller and Liam Bowers  
Draft a breach protocol tailored to your company

**4:15 – 4:30**

**Wrap-Up**

**Kelly Jackson-Higgins, Exec Editor, Dark Reading,**

**Door Prizes, Cyber Fair + Free Cybersecurity Start-Up Kit** for attendees to provide  
basic employee training & check how you stand on the dark web (must be present to receive)