

A Partnership Between



2021 SMALL BUSINESS SOLUTIONS

Connecting PA Small Businesses with Resources to Rebuild and Succeed

Part 1: Tuesday, July 20, 2021

FREE to PA Small Businesses

Virtual Platform: Hopin

Exclusive Series Sponsor



Agenda

- 1 p.m. **Networking / Expo Hall Open**
- 1:30 p.m. **Protecting Your Small Business from Cyber Attacks**
Concurrent Technologies Corporation
- 2:30 p.m. **Networking / Expo Hall Open**
- 2:45 p.m. **Digital Transformation and the Future of eCommerce for Small Businesses**
Centers of Excellence Gannon University, Pittsburgh University, and Temple University SBDCs
- 3:45 p.m. **Adjourn**

July Program

Small Business Solutions: Part I Protecting Your Small Business from Cyber Attacks

Many small businesses lack the financial resources and personnel expertise to identify vulnerabilities or defend against a cyber-attack, making them an attractive target for cyber criminals. This presentation will help small businesses understand the latest IT security threats and provide actionable strategies to protect their personal and financial data.

Cybersecurity experts from Concurrent Technologies Corporation (CTC) will discuss:

- The increasing prevalence of data breaches and ransomware attacks, with emphasis on the immediate threat to small businesses
- The top 5 cybersecurity red flags for small businesses, including proactive steps to take to secure your data
- The most cost-effective risk-reducing steps you can take to secure your business.
- How to ensure that your third-party contractors/vendors are operating securely
- Key considerations for small business owners before purchasing cyber insurance
- Best practices to protect your business on a budget

The speakers will engage in audience Q&A following the presentation.

Speakers



Lucas Truax – Director, Cybersecurity Engineering, Concurrent Technologies Corporation

Lucas Truax is the Director, Cybersecurity Engineering for Concurrent Technologies Corporation (CTC). Mr. Truax is a cybersecurity practitioner with extensive experience building, leading, and maintaining commercial, DoD, and federal government cybersecurity programs throughout his 15-year career. His experience ranges from building integrating Secure Development practices into the development process as an application team lead, to leading successful vulnerability assessments, security audits, and penetration tests within on premise and cloud environments. Mr. Truax has worked on security projects in multiple industry verticals including DHS, DOD, financial, and healthcare organizations.

Mr. Truax has supported multiple accreditation efforts against NIST 800-53/RMF standards including successful FedRAMP authorization efforts. He is well-versed in NIST standards such as 800-171, 800-37, and 800-82. Mr. Truax has a strong technical background in multiple areas including expertise in Powershell, Oracle and SQL Server database systems, and Linux shell scripting. He has worked to build secure deployments of both AWS and Azure and related cloud-enabling technologies such as containerization and orchestration.

Mr. Truax has leveraged his technical experience with industry leading tools (both proprietary and open-source) such as Nessus/SC, Grass Marlin, Open-SCAP, Metasploit, Nexpose, Snort/IDS implementations, and ZAP. He has also performed both web and network penetration testing using industry and manually developed tools to find and exploit vulnerabilities.



Scott Zimmerman — Chief Information/Security Officer, Concurrent Technologies Corporation

Mr. Zimmerman is Chief Information & Security Officer (CI&SO) at Concurrent Technologies Corporation (CTC). As CISO he is responsible for establishing and maintaining the enterprise vision, strategy, and program to ensure information assets and technologies are adequately protected. He is also responsible for information-related security, compliance and risk management. As the CIO, he is responsible for working with leadership of the enterprise to identify appropriate technology solutions, consistent with strategic goals, within fiscal constraints and help implement those solutions.

He has over 25 years of experience securing systems within the Intelligence Community (IC) and DoD. He is a Certified Information Systems Security Professional (CISSP); Information Systems Security Engineering Professional (ISSEP) as well as holding several other industry certifications.

He was the principal architect and lead cybersecurity engineer of the first Federal Risk and Authorization Management (FedRAMP) certified Software as a Service (SaaS) cloud solution. Prior to that he was the Technical Director on the Sensitive Web-Accessible Network project for the National Geospatial Intelligence Agency (NGA) that provided secure enterprise remote access capability to 2,000+ users dispersed globally.

He has extensive experience designing and implementing solutions that meet DoD and IC cybersecurity standards including the Risk Management Framework (RMF), NIST SP 800-53, NIST SP 800-171, FedRAMP, Cybersecurity Maturity Model Certification

Sponsor

Session Sponsorship – Concurrent Technologies Corporation

Concurrent Technologies Corporation (CTC) is an American independent, nonprofit, applied scientific research and development professional services organization providing innovative management and technology-based solutions to government and industry. CTC offers robust, technical, and innovative solutions that:

- Safeguard our national security
- Retain U.S. technological advantage, and
- Ensure the primacy of American manufacturing

Small Business Solutions: Part II

Digital Transformation and the Future of eCommerce for Small Business

Digital transformation is fundamentally changing how businesses operate and deliver value to customers – and your small business is no exception. Whether you are using digital tools like social media to drive consumer engagement or blending eCommerce with in-store pickup, digital transformation strategy is key to the success of your business. Leaders from three PA SBDC Centers of Excellence will help you understand how to leverage digital transformation and eCommerce to drive business growth and reach new customers during the COVID-19 pandemic and beyond.

Speakers



Janice Crile – Management Marketing Consultant, University of Pittsburgh SBDC

Janice Crile is a Management Marketing Consultant with the University of Pittsburgh Small Business Development Center, joining the IEE in 2020. Janice works with entrepreneurs and small business owners through all stages of growth and challenges. Working with various business entities, Janice helps businesses create trust with their target audience through sound marketing planning, enhanced social media engagement, and search engine optimization of their website.

Before joining the SBDC, Janice amassed a strong background in higher education and the media. At Waynesburg University, Janice was the Director of Graduate Programs in Business Administration and is currently an adjunct faculty member teaching marketing courses at the graduate and undergraduate levels. She spent most of her career with The Pittsburgh Post-Gazette as National Sales Manager and Retail Advertising Director, leading sales professionals. Janice holds an MBA, a Graduate Certificate in Integrated Marketing Communications, and a Bachelor of Science degree in Journalism.



Maggie Horne – Director, Gannon University SBDC

Margaret (Maggie) Horne, MBA, CVA is the Director of Gannon University Small Business Development Center. Maggie earned an associate's and a bachelor's degree in business administration with concentration in marketing and management from Penn State University, and her MBA from Point Park University. She is also an Accredited Valuation Analyst. Her background includes experience in law, accounting, education and business valuation. Maggie has published articles and presented locally and nationally on topics including competitive intelligence, business valuation and business management. Prior to her appointment as Director, Maggie served as a Business Consultant for Mercer County, PA and Manager of Business Consulting.



Maura Ilan Shenker – Director, Temple University SBDC

Maura Shenker is the director of Temple University's Small Business Development Center (SBDC). Maura is a creative thinker, serial entrepreneur, coach, and consultant who brings a wealth of professional experience and entrepreneurial excellence to her role in directing Temple's SBDC. The Center serves entrepreneurs at any stage of business development, with a mission to help businesses start, grow, and prosper. Before joining Temple University, Maura served as director of Saint Joseph's University's Centers for Professional Development and Food Marketing. In that role, she coordinated and oversaw all custom and open-enrollment programs in executive education at the university's Haub School of Business. She previously served as vice president of development for FINANTA, a community-based, mission-driven nonprofit financial institution supporting immigrant and under-served communities with credit-building loans. Maura earned a Master of Organization Development and Leadership degree from Saint Joseph's University, where she also completed an executive coaching leadership program. She attained a Master of Fine Arts degree from The Ohio State University, and a Bachelor of Fine Arts degree from Rhode Island School of Design. She is currently pursuing her doctoral degree in Political Science at Temple University.

Partner

Small Business Development Centers (SBDC)

The Pennsylvania Small Business Development Centers (SBDC) are the only statewide, nationally accredited program that provides high quality one-on-one consulting, training and information resources to empower new and existing businesses. The SBDC program is a public/private partnership with the U.S. Small Business Administration, the Pennsylvania Department of Community and Economic Development and 16 universities and colleges across the Commonwealth. The mission of the network of Pennsylvania Small Business Development Centers (SBDC) is to provide entrepreneurs and small business owners with the knowledge needed to make smart decisions and prosper.