



Thursday, April 8, 2021

8 a.m. to 11:30 a.m. ET

Virtual Seminar – Zoom Platform

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Amid the continuation of the COVID-19 pandemic, **ransomware attacks and data breaches are surging – threatening continuity of operations for Pennsylvania businesses.** Cybercrime is predicted to inflict damages totaling \$6 trillion globally in 2021, according to a recent Cybersecurity Ventures report. **Businesses must take action to identify vulnerabilities and protect their network and data from attacks.**

Agenda

8 a.m. Virtual Seminar Link is Live

8:30 a.m. Welcome and Opening Comments
– Adam Friscia, Central Region Membership Executive, PA Chamber

8:35 a.m. Opening Keynote: How Our Company Navigated a Ransomware Attack – Forensics behind Recovery
– Robert Scaer, Chairman and CEO, Gannett Fleming, Inc.
– Kevin Switala, Chief Technology Officer, Gannett Fleming, Inc.

While IT and HR professionals navigated unprecedented work-place challenges associated with the COVID-19 pandemic, ransomware attacks and data breaches surged to the highest levels in history.

Gannett Fleming, Inc., a global leader on infrastructure solutions with planning, design, technology and construction expertise and a cutting-edge approach to IT security, experienced a ransomware attack that temporarily compromised their computer systems in 2020. The company rebuilt their network and recovered their data. Gannett Fleming's CEO and CTO, will detail how they managed the attack from their respective capacities, including:

- The **CEO's perspective on key business crisis management lessons learned** from the incident; development of a **strategic response and crisis communication plan** to inform stakeholders; and the **role of the C-Suite** in planning for and responding to major incidents.
- The **IT Executive's perspective on key technology lessons learned** from the incident; methods to **protect organizations** against attack; an adaptive philosophy regarding **detection and containment** of cyber breaches; and guidance on incident **recovery** strategies. .
- **Lessons learned** and **best practices** to secure your company's data and preserve business continuity.

9:45 a.m. Refreshment Break – Sponsor Showcase

9:55 a.m. Technical Approaches to Uncovering and Remediating Malicious Activity

– Clifford Shier, Managing Principal and Cyber Risk Strategist, Unisys

Coupled with preventing ransomware attacks, IT professionals must be diligent about their approach to uncovering the potential for malicious activity, and understand how to remediate this. The speaker will discuss:

- Common scenarios, based on company data, where most malicious activity and breaches occur, with **solutions to implement for prevention**
- **Key actions to take** when experiencing a breach, including when and how to secure **incident response support**
- **Case studies** of companies who have suffered malicious activity — what they should have done to prevent the problem
- **Best practices for remediation**

10:40 a.m. Refreshment Break — Sponsor Showcase

10:50 a.m. Training Your Workforce to Mitigate IT Vulnerabilities

– David Steele, Partner, Intrada Technologies

With cybercrime claims on the rise and more than two-thirds of employees working remotely, it is critical that companies implement and/or update their IT security policies to protect company data in conjunction with comprehensive employee education and training. The speaker will discuss:

- Best practices for IT to **train employees** to mitigate IT vulnerabilities
- Examples of **IT policies that work**
- **Red flags for phishing scams** that every employee should know
- The most common email scams and **how to deal with questionable attachments**
- Recommended tools and software applications for companies to consider

11:30 a.m. Adjourn

Continuing Education Credits

(ISC)² CPE Credits

This program has been approved by the International Information Systems Security Certification Consortium, Inc. for **3 (ISC)² CPE credits**.

Attorney CLE Credits

This program has been approved by the PA Continuing Legal Education Board for **3 hours of intellectual property law CLE credit** and 0 hours of ethics, professionalism or substance abuse CLE credit.

Accountant CPE Credits

CPE Credits: 3

Program Sponsor PX177225

Prerequisites: None

Level: **Specialized knowledge and applications**

Objective: To provide practical information and best practices on how companies can better manage Information Technology responsibilities and costs, as well as limit liability by improving data security to protect customer and financial information.

About the Speakers



Robert Scaer, Chairman of the Board and CEO, Gannett Fleming

Robert “Bob” M. Scaer, P.E., is Chairman of the Board and CEO of Gannett Fleming, Inc., a global infrastructure and engineering firm that provides progressive solutions for transportation, earth sciences and natural resources, geospatial, water, power, and facilities projects. Now home to more than 2,500 employees in 60+ offices around the world, Gannett Fleming opened in 1915 and is consistently ranked among the industry’s top design firms. As Chairman of the Board and CEO, Bob is responsible for all operations of Gannett Fleming and its subsidiaries. He has been a member of the Board of Directors since 2003.

Prior to assuming the chairmanship in 2017, Bob was President and Chief Operating Officer and Vice Chair of the Board of Directors of Gannett Fleming responsible for overseeing planning, design, technology, and construction management services for a diverse array of markets and disciplines provided through corporate regional offices in the United States and international operations. Prior to assuming the presidency in 2009, Bob was the Past President of GeoDecisions, a division of Gannett Fleming, responsible for creating and managing the day-to-day operations of GeoDecisions, a comprehensive geographic information system (GIS)/IT consulting firm with more than 150 professionals and 15 offices nationwide. In this capacity, he testified before Congress on geospatial information technology-based systems for homeland security, and the reauthorization of the transportation bill before the U.S. House of Representatives' Committee on Transportation and Infrastructure.

Bob was also the Past Chief Information Officer of Gannett Fleming responsible for overseeing the corporation's enterprise IT system. Additionally, Gannett Fleming views IT as strategic in its pursuits of increased profitability, growth, and efficiency. Key responsibilities included the development and implementation of an IT Strategic Plan and Action Plan and establishment of an annual budget. Bob received a B.S. in Civil Engineering from Purdue University and an MBA from Pennsylvania State University. He is a registered Professional Engineer in Pennsylvania.



David Steele, Partner, Intrada Technologies

David Steele is the co-founder of Intrada Technologies, a full-service web development and network management company launched in 2000. David is responsible for developing and managing client and vendor relationships with a focus on delivering quality service. In addition, he provides project management oversight on all security, compliancy, strategy, development and network services.

In 2004, David sold the Dialup and Wireless portions of the business, with Intrada assuming the Micro-Link hosting and commercial ISP services. In 2015, David purchased PRworks, a public relations and strategic marketing company. PRworks continues to offer services in parallel to Intrada supporting clients through all levels of branding, public relations and marketing services. This unique relationship allows clients to receive a focused approach from experienced industry professionals to the creation and delivery of marketing services within a single relationship.

Today, David's primary business focus is project management related to strategic and compliancy focused requirements. Not limited to: internet development projects including APP, API, SEM and SEO objectives. Management of onboarding and transition of services with a managed service structure. Implementing solutions and configurations with an emphasis on compliance and security requirements. These requirements have included HIPAA, GDRP, PCI, ADA, Cyber Insurance, HIST 800-171 and recently new CMMC practices with experience into Level 5 organizational procedures and policies.

Client Depth — David's clients include healthcare, educational, telecommunications, insurance, service, transportation, information technologies, financial, manufacturing, retail and non-profits.

In addition, David continues to pursue advanced training in new media and technology developments to enhance and grow service lines, knowledge and client opportunity.



Kevin Switala, Chief Technology Officer, Gannett Fleming

Kevin Switala serves as Gannett Fleming's Chief Technology Officer. In this role, he provides strategic technical leadership and oversight of the company's Information Technology Services business unit. He is responsible for:

- Strategic linking between technology and business
- Determining technology investments to: support top line growth, optimize business and operational processes for bottom line growth, and reduce cyber and information security risks
- Supervising the firm's Technology Business Management and Governance frameworks.

He brings more than 22 years of Geographic Information System and IT experience and was awarded the 2019 Philadelphia region's CIO of the Year® ORBIE® Award for the Corporate Category.

Prior to his current role, he served as a Vice President in the firm's geospatial business line GeoDecisions, managing operations for the division, along with their federal and international market project capture and delivery. Working throughout North America and the Middle East, he specialized in the application of geospatial IT for emergency management, public safety projects and urban planning projects, along with professional facilitation services for visioning workshops, needs assessments, and strategic planning projects.

He began his career in 1997 as a GIS Analyst with the City of Philadelphia Police Department, where he was instrumental in establishing some of the very first enterprise geospatial crime analysis and mapping capabilities and solutions in the United States.

He holds a Bachelor of Science degree in environmental design and ornamental horticulture from Delaware Valley College of Science and Agriculture, and a Master of Landscape Architecture degree from the University of Pennsylvania.



Clifford Shier, Managing Principal and Cyber Risk Strategist, Unisys

Over 25 years of **Clifford Shier's** career have been in IT Leadership roles (CIO/CISO/CTO). Mr. Shier has a long history of collaborative partnering to deliver sustainable results for market leading Fortune and Critical Infrastructure companies as well as those in the Public Sector. He has led numerous business transformation and high growth initiatives resulting in significant measurable gains in performance, profitability and competitiveness. As trusted advisor and IT/Business strategist to our client C-Suite executives, Mr. Shier brings expertise in Strategic Leadership, Cybersecurity, Governance, Risk Management, Compliance, Enterprise Architecture, Business Alignment, and Cloud Solutions.

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For exhibitor and sponsorship information, contact MaryEllen Galuska, 717.720.5557 or mgaluska@pachamber.org