



**Part I: Tuesday, July 20, 2021**

**FREE to PA Small Businesses**

**Virtual Platform: Hopin**

Exclusive Series Sponsor



## Agenda

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| 1 p.m.    | <b>Networking</b>   |
| 1:30 p.m. | <b>Protecting Your Small Business from Cyber Attacks</b><br>Concurrent Technologies Corporation   |
| 2:30 p.m. | <b>Networking</b>   |
| 2:45 p.m. | <b>Digital Transformation and the Future of eCommerce for Small Businesses</b><br>Centers of Excellence Gannon University, Pittsburgh University, and Temple University SBDCs |
| 3:45 p.m. | <b>Adjourn</b>  |

## 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



**Danielle Bush Gerko, CISSP, MS ITPM, Concurrent Technologies Corporation**

Danielle Bush Gerko works as a Senior Cyber Security Engineer for the Concurrent Technologies Corporation (CTC) Cyber Security Team. Her responsibilities include maintaining, analyzing, and correlating cyber events and determining the potential impact of actionable incidents. She works with other Cyber Security and IT leaders to design and architect security tools to protect the CTC corporate network from adversaries. In addition, she employs her experience with compliance to assist others with the process of identifying and collecting necessary artifacts to validate CTC's adherence with various frameworks.

Previously, Ms. Gerko worked at CTC from 1996-2007 in IT support as a technical lead and line manager and as a project manager and technical resource for cyber security and web development-related projects.

Prior to her return to CTC she served nine years as Chief Information Officer (CIO) for Pennsylvania Highlands Community College, moving the two-year higher education institution to a hybrid-cloud service delivery model providing constituents with business and educational tools accessible anytime from anywhere in the world. Most recently she held the Chief Information Security Officer (CISO) role for NPC, Inc. where she led both Cyber and Physical/Personnel security departments. While at NPC Ms. Gerko coordinated the initiative to build an in-house Security Operations Center(SOC) that monitored the corporation's network to ensure compliance with NIST, AICPA SOC2, HITRUST, and PCI standards. She also developed a program to transform non-technical personnel into cyber security analysts through re-training and job shadowing.

Ms. Gerko holds a master's degree in IT Project Management from Robert Morris University, a bachelor's degree from Juniata College, and is a Certified Information Systems Security Professional (CISSP). She is also certified in various IT and Security related products.



**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.