

Report on “The Case For Cyber Security for Small Business” Workshop

On February 24, 2004, the Arizona Telecommunications And Information Council (ATIC) (<http://atic.researchedge.com/>) and the Arizona Cyber Security Alliance (ACSA) (<http://www.azsecurity.org/>) sponsored a workshop at the ASU Downtown Center in Phoenix for small businesses (1) to alert them to the dangers and pitfalls of failing to provide for information security in their enterprises and (2) to give them an opportunity to meet and speak with organizations that offer training and education on information and cyber security topics (see <http://atic.researchedge.com/csfeb04/>).

More than 80 people attended the event in person, while a number of virtual attendees took advantage of the free statewide Audio and Web Conferencing facilities provided by iLinc. One of those virtual attendees commented afterwards saying “I found this application of technology to be very good. It did not force me to run downtown late, but yet keep my other commitments, return to my office and follow along from home. The voice was clear, the slides came right along with only a slight, but not bothersome delay.”

A report on the event with interviews from some of the participants appears in the print edition of the February 27, 2004, issue of the *Business Journal of Phoenix*. An on-line version is at <http://phoenix.bizjournals.com/phoenix/stories/2004/03/01/smallb1.html>.

Eighteen exhibitors and sponsors, listed below, displayed their cyber security wares and offerings before, during and following the presentations. They were divided equally among educational and industry vendors. The two commercial sponsors were Cisco Systems and Sapphire Security Services.

Educational Exhibitors:

- ASU East College of Technology and Applied Sciences (<http://www.east.asu.edu/ctas/>)
- ASU Fulton School of Engineering (<http://www.fulton.asu.edu/fulton/>)
- DeVry University (<http://www.devry.edu/>)
- Keller Graduate School of Management (http://www.keller.edu/programs/certificates_infosecurity.html)
- Maricopa Infosec Academy (<http://infosec.maricopa.edu/>)
- MCC Business & Industry Institute (<http://bii.mc.maricopa.edu/>)
- MindWorks/BD Computrainn (<http://www.mindworksaz.com/>)
- University of Advancing Technology (UAT) Professional Development Center (<http://pdc.uat.edu/>)
- Webster University (<http://www.webster.edu/>)

Sponsors:

- Cisco Systems (<http://www.cisco.com/>)
- Sapphire Security Services (<http://www.career-therapy.com/>)

Industry Exhibitors:

- Aetria Corporation (<http://www.aetria.com/>)

- Cisco Systems (<http://www.cisco.com/>)
- Edgeos, Inc. (<http://www.edgeos.com/>)
- iLinc Communications (<http://www.ilinc.com/>)
- Interdict IT (<http://www.interdict-it.com/us/>)
- Microsoft Corporation (<http://www.microsoft.com/>)
- Tele-Com-Solutions (<http://www.tele-com-solutions.com/>)
- TL Solutions (<http://www.tl-solutions.net/>)

The program and presentations are summarized here briefly.

Jerry Crow of EDS and Co-Chair of the ATIC Cyber Security Committee opened the session with a warm welcome to everyone and introduced the opening speaker.

Tom Fraker, Executive Director of the Arizona Small Business Association (ASBA), then gave an informative and eye-opening presentation on the special information security vulnerabilities that small businesses need to address. He listed the 7 most common security flaws that increase the vulnerability of small businesses as being the lack of a security policy, improper use of passwords, no virus protection, no backups, inadequate attention given to hackers, outdated software patches and unrestrained email and instant messaging.

Chris Pierson, of Lewis & Roca, gave an enlightening and stimulating presentation on legal implications and technical solutions surrounding liability in the cyber security domain. While many people know of the provisions of national legislation such as Sarbanes-Oxley and HIPAA, many small businesses using the Internet are not aware of state legislation for those states in which any of their cyber customers reside. An example of such an act is the California's Data Breach Law, SB 1386.

The Q&A Panel was moderated by Cindy Donaldson of TL Solutions and Co-Chair of the ATIC Cyber Security Committee and consisted of Tom Fraker, Chris Pierson, Tom Liffiton, Special Agent for the FBI, Ryan McCaigue of DeVry University and Oris Friesen, Vice Chair of ATIC. One of the more salient questions posed was why so few representatives of small businesses were actually in attendance. It was generally agreed that we still have a long way to go in convincing small businesses that cyber security should concern them. We need to continue to engage these people and hopefully the ASBA can be helpful in this endeavor.

Steve Peters spoke briefly about the ACSA Cyber Security Toolkit at http://www.azsecurity.org/toolkit_home.asp, which includes a database of educational and training resources at http://www.azsecurity.org/toolkit_education.asp in addition to a number of other useful cyber security aids. Cyber security vendors are encouraged to record their offerings in this resource database.

Jim Patzer, President of the Arizona Education Consortium (AEC), discussed the available education and training opportunities and encouraged everyone to visit the exhibits for example offerings.

