

PUBLIC WELCOME

CYBER SECURITY

An Update on the Trends, Issues, and Your Protection

Lunch 'n Learn

Thursday, October 26, 2017, 11:40-1:15 p.m.

Two Sisters Event Center

234 W. State Street, Mauston, WI 53948



Sarah Arendt-Beyer

Marketing Director/Account Manager
DigiSage, Inc.
La Crosse, WI

Sarah Arendt-Beyer is the Marketing Director for DigiSage, Inc., a La Crosse-based marketing agency providing website development and marketing services. Sarah earned her Bachelor's degree in public relations from the University of Wisconsin La Crosse, and has an MBA. She's worked in website development for the past ten years, serving small- to medium-sized businesses in both B2B (business to business) and B2C (business to consumer) industries. Sarah also serves as an ad-hoc counselor for the Small Business Development Center in La Crosse and is a member of the Wisconsin Business Intelligence Team as a certified Economic Gardener.

Werner Gade comes to Central IT with a mix of Private and Public sector IT leadership experience, and practical IT experience in nearly all facets of IT Business Management and Operations. He earned his Bachelor of Business Administration degree from Cardinal Stritch University, Milwaukee, WI and a Professional Certificate in Advanced Management and Leadership from the University of Wisconsin - Madison. Throughout his career, Werner has managed teams ranging in size from three to 200 staff members and budgets of \$4MM to \$130MM.



Werner Gade, CIO

UW Colleges and
UW-Extension
Madison, WI

Program topics to include:

- ⇒ Overview of current adverse trends, problems, and impact
- ⇒ Basic terminology of Cybersecurity topics
- ⇒ Keeping your websites and email accounts secure
- ⇒ How your information is accessed
- ⇒ Scam invoices, phishing email, malware, cookies, stealing your passwords & information
- ⇒ Dialogue, Question and Answer, Discussion

Quote by Ginni Rometty, IBM's Chairman, CEO, and President
"Cyber crime is the greatest threat to every company in the world"

"During the next five years, cyber crime might become the biggest threat to every person and Place in the world"

Cybersecurity Facts, Figures, and Statistics (CSP Security Business Report)

- Cyber crime damage costs to hit \$6 Trillion by 2021
- Cybersecurity spending to exceed \$1 trillion from 2017-2021
- Cyber crime will more than triple the number of unfilled cybersecurity jobs
- Human attach surface to reach 4 billion people by 2020
- Global ransomware damage costs are predicted to exceed \$5 Billion in 2017

As part of the *Lunch 'n Learn* Educational Program Series brought to you by Juneau County UW-Extension



RSVP by Tuesday, October 24, 2017 4:00 p.m.

gary.kirking@ces.uwex.edu / 608-847-9329

Pre - registration is appreciated due to limited seating and meal planning.

Adults \$15 - Students \$10 Includes lunch, program, and materials.

Make checks payable to 'Juneau County Treasurer'



Gary Kirking
Juneau County UW-Extension
Community Resource Development Educator

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Frank Frassetto
Division Administrator
Department of Agriculture, Trade
and Consumer Protection

Frank Frassetto was appointed Division Administrator of Trade and Consumer Protection by Secretary Ben Brancel in April 2015. Prior to serving at DATCP, Frank held positions in community development at the Department of Administration and in business development at the Dept. of Commerce. Before coming to state service, he ran Rural Works Strategies, LLC - a business and community development company.

Frank began his career as the Field Representative to Congressman Thomas Petri from 1987 – 2001, specializing in agriculture, small business, community development, and the environment. In 2001, he was appointed by Secretary of Agriculture, Ann Veneman, to serve as Wisconsin State Director for USDA Rural Development. In this capacity, he managed a staff of 117 people and, under his leadership, helped to build Rural Development's business, housing, and community loan and grant portfolio from \$1 billion to over \$4 billion.

He also served on numerous national committees charged with training, policy development and long range strategic planning. Frank was the recipient of the Outstanding Commitment Award from NeighborWorks of Richland County, the Community Achievement Award from the Northwoods Nijii Enterprise Community, the Leadership and Service Award from the Wisconsin Council on Affordable Rural Housing, and many others.

Remaining an active member in his local community, Frank currently serves as Town Chairman for the Town of Black Wolf and as the Chairman of the Winnebago County Unit of Towns.

Frank earned two Bachelor of Arts degrees from the University of Wisconsin – Oshkosh.

Ed Murphy is the Deputy Chief Information Officer and Chief Information Security Officer at the University of Wisconsin Colleges and University of Wisconsin-Extension, in Madison, Wisconsin. He is responsible for all aspects of daily operations and finances for the Central IT department. He has been working with IT Service Management frameworks since 2010 and holds an ITIL Foundations certificate. Prior to coming to the University of Wisconsin Colleges and University of Wisconsin-Extension he held a variety of technical and leadership positions at the University of Arizona.

Mr. Murphy has presented on IT Service Management at the 2015 EDUCAUSE National Conference, IT Leadership at the Information Technology & Leadership Conference at UW-Madison, Business Intelligence (BI) at the Midwest Higher Education User Group (MIDHEUG) Regional Conference and on web application security at the California Open Web Application Security Project (OWASP) Regional Conference.



Ed Murphy
Deputy CIO & CISO
University of Wisconsin
Colleges & Extension
Madison, WI