

Technology Assurance Conference

TODAY'S SOLUTIONS, TOMORROW'S PROFITS

Four Reasons Not To Miss This Must-Attend Conference:

- 1. Speakers.** A top-notch roster of seasoned pros and industry leaders provides eye-opening insight. CPA practitioners and security specialists from ICANN, ISACA, accounting firms, and private companies including Viacom and Wyndham Worldwide share experiences and challenges.
- 2. Networking.** Spend time with these thought leaders, ask questions and get answers to help find solutions to your security issues. Connect and establish relationships with CFOs, IT experts, auditors, attorneys and other professionals.
- 3. Practical Solutions.** Find guidance on cutting-edge developments affecting assurance, risk, security, governance, compliance, audit strategies, tactics and techniques. You will take away proven solutions for meeting security threats head-on.
- 4. Location.** Join us at the new state-of-the art FAE Learning Center located in the heart of the Financial District at 14 Wall Street. Or, for your convenience, register for the live video webcast if you can't attend in-person.

We look forward to meeting you on September 18th!

HOW TO REGISTER

- Online at www.nysscpa.org/technology14
 - By phone at (212) 719-8383 or (800) 537-3635
- Become a sponsor for this conference. For more information, visit www.nysscpa.org/technology14

Technology Assurance Conference

Thursday, September 18, 2014
FAE Learning Center, 14 Wall Street, 19th Floor, New York, NY 10005
(also available via Live Webcast)

PROGRAM DETAILS:

Time: 8:30 a.m.–4:45 p.m. (Check-in begins at 7:45 a.m.)

Field of Study: 7 hours Specialized Knowledge and Applications, 1 hour Auditing

Recommended CPE Credit Hours: 8

Course Code: 25200511 (In-Person); 35200511 (Live Webcast)

Save \$200 until 8/1/14 with Early Bird pricing—

Member Fee: (In-Person) \$595, Early Bird: \$395 (Live Webcast) \$495, Early Bird: \$295

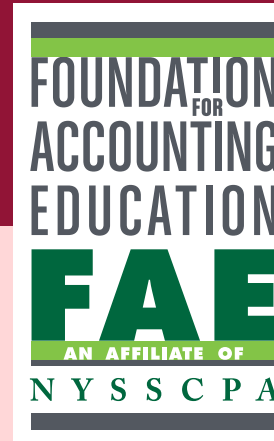
Nonmember Fee: (In-Person) \$720, Early Bird: \$520 (Live Webcast) \$620, Early Bird: \$420

WHO SHOULD ATTEND?

- CFOs, VPs of Finance, Internal Auditors and CPAs
- Information Technology Directors and Professionals
- In-house Counsels and Attorneys Specializing in Banking, Securities Law & Commercial Litigation
- Security and Risk Professionals

Visit www.nysscpa.org/technology14 or call 800-537-3635 to register!
14-0068

14 WALL STREET, 19TH FLOOR
NEW YORK, NY 10005
WWW.NYSSCPA.ORG
1-800-NYSSCPA



SEPTEMBER 18, 2014

FAE Learning Center, New York
(also available via Live Webcast)

Early Bird
Discount:
Save \$200

Technology Assurance Conference

TODAY'S SOLUTIONS, TOMORROW'S PROFITS

Keynote Speaker



Uday Ali Pabrai, CEO,
ecfirst, on Cyber Attacks:
Are You Prepared?

Keep your organization and clients protected

- Identify security risks
- Find compliance solutions
- Get practical guidance on governance
- Hear case studies from cyber security leaders
- Gain need-to-know info on assurance and privacy
- CPE Credit: 8

Visit <http://www.nysscpa.org/technology14> or call 800-537-3635 to register!

Technology Assurance Conference

TODAY'S SOLUTIONS, TOMORROW'S PROFITS

THURSDAY, SEPTEMBER 18, 2014 – PROGRAM

7:45–8:30 a.m. **Good Morning!**

Check-in, Continental Networking Breakfast

8:30–8:40 a.m. **Welcoming Remarks**

Conference Co-Chairs: Thomas Sonde, Consultant, *Silverroad Solutions*
NYSSCPA Technology Assurance Committee Chair (2014–2015)

Michael Pinna, CPA, Director, IT Assurance Services, *WeiserMazars LLP*

8:40–9:40 a.m. **KEYNOTE ADDRESS: Technology Assurance Industry Executive Briefing: Cyber Attacks— Are You Prepared?**

Uday Ali Pabrai, MSEE, CISSP, ISSAP, ISSMP, CEO & Co-Founder, *efirst*

Learn how to develop an actionable enterprise system security plan. We walk you through key areas that must be addressed within the scope of a risk assessment exercise.

- Learn how step-by-step attacks on your network are launched without detection or discovery
- Check the critical areas that must be secured appropriately to ensure personally identifiable information is not compromised
- Understand several threat scenarios including “the hacker is in your attic,” “malware plantation” and techniques used to gain control of your critical servers to access passwords!
- Examine the risk to vital assets including EPHI and PII from attacks such as APT, DoS, DDoS and many others
- Understand how to address HIPAA and HITECH mandates effectively to ensure a resilient information infrastructure

Save on this conference with **FAEVP**

Find out more at www.nysscpa.org/technology14

9:40–10:30 a.m. **Information Security in the Franchise**

David Durko, CEO and Founder
Security Validation LLC / PrivacyAtlas

Hackers know all transactions that involve cards, magnetic strips and swipes involve risk. Franchise systems with software designed to allow access by multiple users (franchisees) have an inherent risk of being hacked for malicious or competitive purposes. This session will explore security challenges and share best practices to put in place before disaster strikes.

10:30–10:45 a.m. **Break**

10:45 a.m.–12:00 p.m. **What Does ICANN Do in the Context of Cyber Security and the Proposed IANA Transition**

John L. Crain, Stability and Resiliency Officer
Internet Corporation for Assigned Names and Numbers (ICANN)

ICANN is an internationally organized, non-profit corporation that has responsibility for Internet Protocol (IP) address space allocation, protocol identifier assignment, generic (gTLD) and country code (ccTLD) Top-Level Domain name system management, and root server system management functions.

Find out what ICANN does in the context of cyber security and what the proposed IANA (Internet Assigned Numbers Authority) transition means to you.

12:00–12:50 p.m. **Luncheon and Dedicated Networking Time**

12:50–1:40 p.m. **COBIT 5 for Assurance**

Anthony Noble, CPA, CISA, Member, International Knowledge Board,
ISACA; Vice President IT Audit, *Viacom*

COBIT 5 is the only business framework for the governance and management of enterprise IT. Learn the key drivers for the development of COBIT 5 and the overall structure of COBIT 5 Assurance, including the ways Assurance Professionals can take advantage of it in their day-to-day work.
(1 Credit Hour Auditing)

For Group Discounts, call 800-537-3635

1:40–2:30 p.m. **Case Study: How The State of New York Manages the Increasing Number of Threats to the Security of Its Systems**

Thomas Smith, NYS Chief Information Security Officer
The State of New York

The State of New York focuses considerable attention on protecting the sensitive information entrusted to its care. Hear about initiatives such as the Governor's Cyber Advisory Board and the Department of Financial Services' efforts to review the security steps taken by insurance companies that do business in the State, and the State's longstanding commitment to outreach, training, and awareness in the area of cyber security.

2:30–2:45 p.m. **Break**

2:45–3:40 p.m. **Case Study: Wyndham Hotel Group at Wyndham Worldwide—Privacy Myths Debunked: What You Need to Know!**

Bruce Sussman, CPA, CISA, CIPP, CISSP, ISA, Director, Information Security & Compliance, *Wyndham Hotel Group at Wyndham Worldwide*

We show you how to distinguish between the prime risks of privacy and confidential data. You learn the principal classifications commonly used to separate and safeguard information. Experience a high-level framework for distinguishing actual privacy requirements from commonly held assumptions through an active discussion of the principal U.S. and EU data classification requirements.

3:40–4:40 p.m. **Case Study: The Payment Card Industry (PCI) Standard and Compliance**

Michael Pinna, CPA, Director, IT Assurance Services *WeiserMazars LLP*

The Payment Card Industry (PCI) denotes the debit, credit, prepaid, e-purse, ATM, and POS cards and associated businesses. Do you know the penalties for noncompliance in The Payment Card Industry? This session will discuss the compliance mandate and methods for attaining PCI compliance.

4:40–4:45 p.m. **Closing Remarks**

Thomas Sonde, Consultant, *Silverroad Solutions*
NYSSCPA Technology Assurance Committee Chair (2014–2015)
Michael Pinna, CPA, Director, IT Assurance Services, *WeiserMazars LLP*

Agenda and speakers are subject to change. For the latest updates, visit www.nysscpa.org/technology14. Visit nysscpa.org for FAE registration policy.

Visit www.nysscpa.org/technology14 or call 800-537-3635 to register!