2022 MEDA FALL CONFERENCE

Theme: *Cybersecurity Strategies for Success*

Tuesday, October 25, 2022
9:00 a.m. – 2:00 p.m.
Maryland Innovation Center (MIC)
6751 Columbia Gateway Dr Suite 300, Columbia, MD
In-Person

Sponsored by:
Maryland Department of Commerce
Maryland Department of Housing and Community Development
Howard County Economic Development Authority
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Cybersecurity is a necessity for all businesses in today's technology-driven world. Without strategic processes and systems for protection, there is no defense against cyber attacks, leaving private and sensitive data vulnerable to threats with serious and potentially devastating consequences for businesses involved. The goal of this conference is to inform, discuss, and explore the most current cybersecurity strategies, principles, and practices for businesses throughout Maryland (and beyond).

9:00 – 9:15 AM   **WELCOME AND MEDA BUSINESS MEETING**

Welcome: Danny Thompson, MEDA President

Remarks: Honorable Calvin Ball, County Executive, Howard County

Approval of July Business Meeting Minutes: Tammi Thomas, MEDA Secretary
Membership Report: Denise Beaver, CEcD, MEDA Membership Co-Chair
Economic Development Week Proclamations: Danny Thompson

9:15 – 10:00 AM   **KEYNOTE**: Tina Williams-Koroma, Founder/CEO, TCecure, LLC & Founder, CyDeploy, Inc.

There's More to Cybersecurity Than Just Confidentiality
From a layman's perspective, cybersecurity is often associated with confidentiality. News about data breaches and identity theft are a continuing occurrence, so it is easy to see why cybersecurity is thought to be about ensuring that data and systems are only accessible to who should have access. However, cybersecurity is also about integrity and availability. This session explores how to effectively manage the confidentiality, integrity, and availability of data and systems.

10:00 – 10:15 AM   **BREAK**

10:15 – 11:15 AM   **PANEL: Cybersecurity for Small Businesses**

Malware, phishing, data breaches, ransomware attacks… the world of cybersecurity can be ominous and overwhelming for small businesses, and vulnerabilities can be costly. Fortunately, there are many steps small business owners can take to protect their businesses from threats and keep data secure. This panel will cover the ins and outs of cybersecurity for small businesses, how to protect data privacy, and the best practices and strategies to armor up against cyber attacks.

Moderator: Kimberly Mentzell, Director of Cybersecurity and Aerospace, Maryland Department of Commerce

Panelists:
Ron Meeting, CEO, Rapid Strategy, Inc.
David Biser, Incident Response Analyst, Blue Bastion
Sara Keith, Program Manager, Cybersecurity, Maryland MEP

11:15 AM – 12:15 PM   **PANEL: Addressing the Cyber Talent Gap**

In the last 25 years, cyber's fast pace of growth in the workplace has been racing neck and neck with the increasing need for advanced cybersecurity protections and practices. This dynamic has created a shortage in cybersecurity talent. An article in the New York Times estimates that over 3.5 million cybersecurity jobs are available globally, with nearly a million in the United States alone. How can the industry address the growing cyber talent gap? In this session we'll discuss cybersecurity workforce solutions, how educational institutions of the world can help, recruiting talent from adjacent industries, training, certifications, and more.

Moderator: Sarah Horta, MCFE, M.P.S. Cybersecurity, Director of Innovation & Strategic Partnership, Maryland Economic Development Corporation (MEDCO)

Panelists:
Ethan Dietrich, CEO, SixGen, Inc.
Aaron Rose, Security Architect, Check Point Software Technologies Ltd
LaToya Staten, Director of Impact, Fearless

12:15 PM   **LUNCH**

1:00 – 1:45 PM   **FIRESIDE CHAT**

What do economic developers need to know about attracting and retaining cybersecurity-focused companies? We'll sit down with a local woman-owned small business to discuss everything from training and the talent gap, to upskilling and critical infrastructure needs in our region.

Larry Twele, CEcD, CEO, Howard County Economic Development Authority
Angie Lienert, President & CEO, IntelliGenesis LLC

1:45 – 2:00 PM   **CLOSING REMARKS**