

# Protecting Personal Information: Best Practices for Business

Thorne Auditorium  
Arthur Rubloff Building

**8:00 - 9:00 Registration**

**9:00 - 9:15 Opening Remarks**

**9:15 - 10:30 Panel 1 – Risks & Costs: What's at Stake?**

**Businesses are increasingly aware of the risks and costs associated with:**

- Failure to protect personal information
- Ongoing regulatory changes
- Ongoing consumer expectations

**Major speakers:** Mark Anderson, Alan Fink, and Christopher

**Panelists:**

**Ruth Hill Bro,** , Business & Marketing, LLC 

**Sgt. John Lucki,** FBI, Critical Incident Response Group,  Director

**Christine Nielsen,** Amazon, Amazon.com,  Director,  
Director, Information Assurance Group

**Larry Ponemon,**  Information LLC

**10:30 - 10:45 Break**

**10:45 - 12:30 Panel 2 – How to Build a Culture of Security**

**Panelists are increasingly aware of the risks and costs associated with:**

- Failure to protect personal information
- Ongoing regulatory changes
- Ongoing consumer expectations





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**Modera:** L... B..., A..., F... C...

**Panel:**

- Carol DiBattiste,** G... C... C... O... C...
- Justine Gottshall,** H...
- John Jensen,** A... D... O...
- Vikki Kolbe,** M... D... D... H...
- Judy Macior,** C... I... E...

**12:30 - 1:45 Lunch Break**

A... b... b... c.

**1:45 - 3:15 Panel 3 – When Things Go Wrong: Planning for & Responding to Data Breaches**

**Modera:** a... a... a... a... a... c...

- A...
- B...
- D...
- N...

**Modera:** B... K..., A..., F... C...

**Panel:**

- Russell Collett,** A... A... C... O...
- Paul Luehr,** M... D... D... G... C... F... LLC
- Lisa Sotto,** H... & LL
- Amy Yates,** D... D... & LL

**3:15 - 3:30 Closing Remarks**