Social Networking:
Business Opportunity or Security Nightmare?

Wednesday, October 28, 2009, 9:00 AM – 4:00 PM
Winebrenner Theological Seminary TLB Auditorium

Sponsored by:
The Center for Information Assurance Education at The University of Findlay
The Technology Infrastructure Committee (TIC) of GreaterFindlayInc
The University of Findlay College of Business
The Findlay Publishing Company

9:00 - 9:20   ***Introductions, Overview of The UF IA initiatives: Recertification & Certificates***
Loren Wagner, Manager I.T. Service Controls, Cooper Tire & Rubber Company
and Adjunct Instructor of Information Assurance at The University of Findlay

9:25 – 10:15   ***Student Presentations: TIC Survey Results***
Tech 420 Information Assurance Capstone Class
Team 1: Ahmed Al Hamoud, Mansour Aljabri, Moteeb Almoteri, Jonathan Weber
Team 2: Munif Alotaibi, Hossen Al Magboul, Bandar Alotaibi

10:20 – 10:50   ***Innovation in Social Networking: The Courier Student Contest***
"The Neatest Social Networking App Ever!"
Jim Zellner, The Findlay Publishing Company & Dr. Paul Sears, The
University of Findlay College of Business

10:50 – 11:00   Break

11:00 – 11:50   ***The What, Why, Who, When and How of Social Networking***
Skip Reardon, Director of Digital Marketing / Social Media, Six Disciplines

12:10 – 12:55   Lunch Keynote Presentation
Securing the Social Networking Experience
Patrick Foxhoven, Chief Information Officer, CentraComm

1:10 – 1:55   ***The Future of Virtual Worlds and Learning***
Andrew Hughes, Founder, Designing Digitally, Inc.

1:55 – 2:10   Break

2:10 – 3:00   ***Business Uses of Social Networking: Panel Discussion***
Ruth Couch, Owens Community College; Brian Osborne, Tarroo
Incorporated; Jennifer Simons, Scientific Applications International
Corporation, SimonSays Technology Consultants

3:00 – 4:00   ***Social Networking Fair***
WTS Lobby - Please visit these booths to learn more:
- LinkedIn
- Twitter
- FaceBook
- YouTube
- MySpace
- Second Life

The What, Why, Who, When and How of Social Networking
Skip Reardon, Director of Digital Marketing / Social Media, Six Disciplines
http://www.sixdisciplines.com/

A comprehensive look at social networking: what it is, why it's important, who is using it, when you should get involved, and how to do it. Social networking sites LinkedIn, Twitter, Facebook, YouTube and
blogs will be reviewed (primarily from a business perspective) during this session.

Skip Reardon is the Director of Digital Marketing and Social Networking for Six Disciplines, a premiere strategy execution coaching program for small and midsized businesses, headquartered in Findlay, OH. Skip's 25 years of marketing and communications expertise provide a wealth of practical knowledge. He is also the author/editor of the syndicated "Be Excellent" blog, which has over 1,500 blog posts about performance improvement, strategy and execution.

Securing the Social Networking Experience
Patrick Foxhoven, CIO, CentraComm, *http://www.centracomm.net/*

Understanding how to secure a user's experience utilizing social networking tools requires an understanding of the trends and threats of information security. This presentation will provide background from the last two years regarding these trends and threats. Then, a focused emphasize will be placed upon how to secure the social networking experience.

Patrick is a nationally recognized security expert. He has been published in numerous industry trade magazines and co-authored two books on Juniper Networks technology. Patrick is responsible for developing and implementing CentraComm's overall technology vision and product roadmap including next generation network and security management solutions. Patrick has over 10 years of diverse professional experience in telecommunications, managed security, and mission-critical networking fields encompassing a unique mix of multi-site networking, security, hosting, wireless, and consulting strategies for solutions aimed at medium through Fortune 100 accounts. Prior to joining CentraComm, Patrick served as Vice President of a regional Internet Service Provider with 5 physical network points of presence throughout Ohio.

The Future of Virtual Worlds and Learning
Andrew Hughes, Founder, Designing Digitally, Inc., *http://www.designingdigitally.com/*

The virtual worlds industry is changing rapidly, with new technologies and new advances happening daily. What affect do the virtual worlds have on the future? What advancements can we expect to see related to enterprise and learning? Examine the reality of virtual worlds as learning platforms, from the experiences of organizations that are successfully using virtual worlds to the successful use of avatars for learning. Both commercial and open source virtual worlds are available. Through an overview of what's coming next for virtual worlds, this session will help participants prepare better for both short- and long-term decision making about using virtual worlds for learning in their organizations.

Andrew Hughes founded Designing Digitally, Inc. to develop the virtual spaces needed to create effective learning environments and to be a forerunner for the future of virtual immersion learning. Andrew has taught at the University of Cincinnati and at the Art Institute of Ohio – Cincinnati. As a consultant for the Ohio Board of Regents and the U.S. Department for the Office of Innovation, Andrew developed many innovative learning spaces for the K-12 sector. The majority of Andrew's experience has been in the development of enterprise learning solutions for higher education and corporations. Andrew's talents include instructional design, project management, sales, and leadership.

Questions: Dr. Helen Schneider, The University of Findlay, schneider@findlay.edu, 419-434-4653