ISSA: Chapter Board Meeting Minutes

January 9th, 2014 11:30am - 1:00pm
Crowne Plaza - 6121 N. IH 35 — Austin, TX 78731

Presiding Officer: Charisse Castagnoli, President	**Recorded By:** Bryan Brake, Recording Secretary

Charisse Castagnoli, President	Philip J Breyer, Past President	Ryan Murphy, Former Board Member		
Auston Holt, Vice-President	Jay McLaughlin, Former Board Member	Charles Opelt, ISSA Member		
Heather Poggi-Mannis, Education Director	Paul (Griff) Griffiths, Former Board Member	Dominic Pace, UT Student Rep.		
Richard Stephens, Membership Director	Dan Hadwiger, Former Board Member			
David Ochel, Corresponding Secretary	Clare Nelson, Former Board Member			
Bryan Brake, Recording Secretary	Michael Gough, Former ISSA Member			
Stephen Wolff, Treasurer	Chuck Interrante, ISSA Member			
Courtney Cavness, Marketing Director	William Tompkins, Past President			
Larry Moore, Operations Director	Brian Engle, Past President			
Gene Naftulyev, Sponsorship Director	Brian Boettcher, ISSA Member			

1. **Call to Order — Time:**   *11:38am*

2. **Reading and Approval of Minutes of the Last Board Meeting:**
   December 05, 2013

   Approved?   _Yes, as published_____

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PLAN

VISION
GOALS
Current organization goals (held over from 2013):
1. Host a minimum of 18 events
2. Support (co-host, sponsor, or promote) every information security related, multi-hour event in the Austin area!
3. Increase membership to a minimum of 225! (GOAL MET)
4. Increase reach to a minimum of 1250!
5. Increase correspondence open rate to a minimum of 30%
6. Attain Chapter of the Year recognition for 2012 (GOAL MET)
7. Expand leadership team to 11 officers (currently 10 positions)
8. Win the bid to host the ISSA International Conference 2014

PROMOTE

EVENTS
1. SANS AppSec2014 — February 3-8, 2014
2. Jayson Street is speaking at Hackformers Friday, January 10, 2014, 11:30am-1pm.

SPEAKERS
1. Marcus Carey is unable to speak at the January meeting. Charisse Castagnoli volunteered to speak about ACH wire fraud.
2. Charisse mentioned speaking about ACH wire fraud. January will be Michael only, or tandem talk with Charisse Castagnoli and Michael Gough.
3. Getting confirmation for Dustin Kirkland speaker, and the March Speaker Mary Ann Davidson. Spoke to Vern on the phone about Mary Ann Davidson, had not heard anything back. Vern will reply back about Mary Ann Davidson.
4. Vern also mentioned speaking with Howard Schmidt about coming to speak about specific topic, or just let him talk about whatever… Heather will contact him about it. There was some dissent about having a fireside chat over just a regular prepared talk.
5. Two overarching policy people talking strategic over having a technical and then a strategic speaker might be a turnoff to the more technical people in the organization. It was suggested we attempt to alternate them if at all possible.
6. Phil is in contact with 3 people about coming to speak at various times this year. Will contact Heather about status of those speakers.

SPONSORS [Gene Naftulyev, Sponsorship Director Reporting]
1. He believes that we are not charging enough, and wishes to ask for more. Talked to Securus, looking for 2,500, and signed up for two months.
2. Asked we take down "Sponsorship" section. As this could possibly reduce our expecting sponsor monies.
3. Gene asked what other events we are doing, so we can sell those opportunities to potential sponsors. Examples were given by members.
4. Charisse asked how much we would need to sponsor events like week long seminars.
5. Stephen Wolff suggested being more selective about what conventions we commit to, and whether the cost/benefit is worth it.
6. Gene gave examples of wanting to partner with product agnostic discussions. It was decided that putting every vendor presentation on the ISSA calendar would be counterproductive, as there are too many and could overwhelm the calendar.

7. Michael Gough suggested we sponsor pre-convention presentations or seminars, like with BSides or others.

MEMBERSHIP *[Richard Stephens, Marketing Director Reporting]*
1. Total Capitol of Texas ISSA Membership: ___232___ members
2. Unable to report because Dan's access was shutoff before Richard's access was turned on. 232 is a very close guess at this point.
3. Looking at around 24% group growth for the year. Analysis of previous years Eventbrite by Richard showed 25% of attendees were CISO, CIO-level people. It's not per meeting, but according to the year long average 8.5% were managers, and 51.5% were 'front-line' contributors.

MARKETING
1. Passdown needs to occur between incoming/offgoing. Talk about the marketing and re-branding of the logo. Michael Gough mentioned unveiling new brand at BSides Austin. Along with the rebranding, a re-design of the site is being looked at.
2. ISSA has no restrictions on website design. Only caveat is what we do with ISSA logo. Mockups are expected for the planning meeting, as well an impromptu meeting. They need to know about the new BSides banner by 1 February 2014

OUTREACH

EDUCATE

COMMUNITY
See NEW BUSINESS concerning UT student campus meetings from Dominic Pace, and Public online safety program for local K-12 schools from Bryan Brake

TRAINING
Michael Gough mentioned the feedback for his malware class was very positive and he looks forward to doing another training session.

MENTORING
See New Business item #3 (Phil discusses mentoring program)

ENHANCE

FINANCES *[Stephen Wolff, Treasurer Reporting]*
ACCOUNT BALANCE:
1. Checking account: _$20,705.50_____ as of ___01/09/14___
2. Paypal account: _$2,251.69_____ as of ___01/09/14___
3. Conference account: _$110.86_____ as of ___01/09/14___
4. Total: _$23,068.05_____
5. Our finances are fiscal (Oct - September). Was a struggle earlier when it was Jan-Dec. Budget was sent out to Board Members. As of 1st Quarter. We are looking to have a target of $8,000 worth of sponsorships for the year, and we have $2,000 from last year. Chapter meetings are being charged for, and have $1,000 expected, but are over by $20.00
6. Above 25% mark on member dues. 25% of total budget for the year, assuming we receive sponsorship monies.

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COMMUNICATION *[David Ochel, Corresponding Secretary Reporting]*
1. Newsletter went out. Working with Heather for input on January Speaker for the January newsletter.

ORGANIZATION *[Larry Moore, Operations Director Reporting]*
Did not attend

ACTION ITEMS *[Bryan Brake, Recording Secretary Reporting]*
1. President has asked for reminder to setup proper the Google Drive infrastructure
2. Discussion from Vern about visiting the Museum of the Pacific as an outing for ISSA members with visiting speaker Mary Ann Davidson, on 22 March, 2014. Vern will check with Mary Ann about whether or not she is okay with a larger group instead of a small group of people.
3. It was suggested at the planning meeting in Feb to have a bucket for people in the industry, to help understand whether they are high level policy-type movers/shakers (like Howard Schmidt), or more technical, (like egyp7).
4. Make an agenda for the planning meeting
5. David Ochel asked to provide input about the newsletter.

VICE PRESIDENT'S REPORT *[Auston Holt, Vice-President]*
1. Current file storage is in need of migration to the Google Drive. It was suggested that we continue using it as a backup to the Google Drive.
2. Mentioned that it was difficult to get the speaker info committed to website, and getting the info QA'ed in a timely manner. Courtney volunteered as proofreader and QA person.

EDUCATION DIRECTOR'S REPORT *[Heather Poggi-Mannis, Education Director, Reporting]*
See "SPEAKER" section and Communication

OUTREACH COMMITTEE *(???)*
See NEW BUSINESS concerning UT student campus meetings from Dominic Pace, and Public online safety program for local K-12 schools from Bryan Brake

NEW BUSINESS

UT Student Chapter (Dominic Pace) [INFORM]
Dominic mentioned UT campus meetings were from 8pm-9pm, which may be causing the lack of attendance. Is asking for assistance in making speakers available, and getting resources. They want to move to evenings, but doing so would make the simulcast of the ISSA meetings tenuous. Gene mentioned that ISSA Dallas gave students access to the meetings for free, and a student was on the board with a position. Dominic will go to a meeting and talk to them about it. It was suggested to take them on as a sub-chapter.

Public online safety and security program [I am The CaVALry] (Bryan Brake) [INFORM]
1. Bryan Brake mentioned doing outreach to the local schools. Brian Engle mentioned reaching out to the STEM coordinators at schools. There was some resistance from local schools in that they are likely to send us to the PTA, which appears to be non-existent in High School.
2. Ideas of using after school programs was countered that there are multiple after school programs that would compete with this. Brian Engle is working with TEA and Cyber

Patriot to make something like this possible, but is less than 5% complete. Task force is looking for sometime in the 4 to 6 month range for a plan to start formulating.

Chapter Officer Communication [new email group] (Phil Beyer) [INFORM]

1. email aliases exist for all officers (ex. recording-secretary@austinissa.org). There is currently an officers@ list, but instead making a google Group created and tied to (austin-issa-officers@googlegroups.com). owned by Austinissa@ google account
There was an informal poll about who was in favor of an 'officers' google group.
There was also an informal poll getting rid of yahoo groups, with a proper transition to Google Groups.

Mentoring and Career Development Program status report (Phil Beyer) [INFORM]

1. Mentoring program will continue. 2 workshops in the Calendar year. Phil is soliciting input for mentoring groups. Hoping for additional new ideas before April 1st, 2014

Annual Report (Phil Beyer) [INFORM]

1. Phil is working on the Annual report. Draft should be available this month. Will be published on the website. Courtney has volunteered to proofread the report.

Officer Goals (Courtney Cavness) [ENHANCE]

1. Courtney has asked for Officer goals. Wanting to have a goal for officers vice org goals. Come to the February board meeting with ideas on goals for the officers
2. Auston reminded the group that role documents are available on the site, and suggested that we leverage them for use in goal creation

Additional Sponsorship info (Michael Gough) [DISCUSS/ENHANCE]

1. Michael Gough - asking permission to invoice Stephen Wolff. Will provide docs to AustinISSA for assistance in keeping sponsors paying within a reasonable amount of time. He stated that BSides ATX have no issues getting monies from sponsors when using these forms.

MOTION: Motion to Adjourn by Heather Poggi-Mannis: Seconded by Bryan Brake: PASSED

ADJOURNMENT:

1:03pm on 9 January 2014