Shop Talk

1) 75 Years of Concession Leadership
   Andrew Cretors, Charlie Cretors, Gina Di Santo, Tony Liberto, Michael Rosenberg, Bruce Taffet

2) It’s a Hacker’s World: Protecting Your Data in 2019
   Wynn Salisch

3) The Changing World of Cinema
   Daniel Loria, Box Office

4) Trends in Labor Law and Practices
   Joel Rice, Fisher Phillips

5) How to Run a Successful Family Business
   Chris Johnson

6) Evolving Food Service Practices in Sports Venues
   Tony Suma
IT’S A HACKER’S WORLD:
PROTECTING YOUR DATA IN
2019

Presented by
Wynn J. Salisch
CCM, ETA CPP, MBKS
Principal, Casablanca Ventures LLC
Welcome!

1. Introduction
2. The Growing Challenge of Protecting Your Data
3. How They Get In
4. The Dark Web
5. Protect Your Business, Customers, Family, and Yourself
Introduction

Wynn J. Salisch, **CCM, CHS, ETA CPP, MBKS**

- 60 years in show business – onstage, backstage and in cinemas.
- 50 years overseeing 1,000+ venues worldwide including stage & screen theatres, performing arts and 16,000-seat stadium operations.
- 17 years in payments and cybersecurity.
- Partner, Electronic Crimes Task Force of the United States Secret Service.
- ETA CPP: Awarded the Electronic Transactions Association Certified Payments Professional designation for knowledge, integrity, professionalism, and excellence in payment processing, earned by less than 1% of the entire payments industry.

Casablanca Ventures LLC

- Payment processing & data security services
- Savings and security with caring personal service
- A+ rated by the Better Business Bureau
Every Business is at Risk

43% of cyber attacks target small businesses.

60% of those hacked close their doors within 6 months.
How They Get In

Your Systems & Information

- CLIENTS
- VENDORS
- SUPPLIERS
- BANKS
- TELECOM PROVIDERS
- PAYROLL PROCESSORS
- CLOUD SERVICE PROVIDERS
- IT CONSULTANTS
- ACCOUNTING FIRMS
- LAW FIRMS
Surface Web
- Yahoo!
- Google
- CNN
- Reddit
- Bing

Deep Web
- Academic databases
- Medical records
- Financial records
- Legal documents
- Some scientific reports
- Some government reports
- Subscription-only information
- Some organization-specific repositories

Dark Web
- TOR
- Political protest
- Drug trafficking and other illegal activities

96% of content on the Web (estimated)
Dastardly Deeds Department

<table>
<thead>
<tr>
<th>Murder Types</th>
<th>Low Rank</th>
<th>Medium Rank</th>
<th>High Rank and Political</th>
</tr>
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<tbody>
<tr>
<td>Regular</td>
<td>$45,000</td>
<td>$90,000</td>
<td>$180,000</td>
</tr>
<tr>
<td>Missing in action</td>
<td>$60,000</td>
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<td>$240,000</td>
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<tr>
<td>Death in accident</td>
<td>$75,000</td>
<td>$150,000</td>
<td>$300,000</td>
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<tr>
<td>Triple Types</td>
<td>Low Rank</td>
<td>Medium Rank</td>
<td>High Rank and Political</td>
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<tr>
<td>Regular</td>
<td>$12,000</td>
<td>$24,000</td>
<td>$48,000</td>
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<tr>
<td>Ugify</td>
<td>$18,000</td>
<td>$36,000</td>
<td>$72,000</td>
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<tr>
<td>Two Hands</td>
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<td>$48,000</td>
<td>$96,000</td>
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<tr>
<td>Paralyse</td>
<td>$30,000</td>
<td>$60,000</td>
<td>$120,000</td>
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<td>Rape</td>
<td>Low Rank</td>
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<tr>
<td>Regular</td>
<td>$7,000</td>
<td>$14,000</td>
<td>$28,000</td>
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<tr>
<td>Under age</td>
<td>$21,000</td>
<td>$42,000</td>
<td>$84,000</td>
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<tr>
<td>Bombing</td>
<td>Low Rank</td>
<td>Medium Rank</td>
<td>High Rank and Political</td>
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<tr>
<td>Simple</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Complex</td>
<td>$10,000</td>
<td>$20,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>Beating</td>
<td>Low Rank</td>
<td>Medium Rank</td>
<td>High Rank and Political</td>
</tr>
<tr>
<td>Simple</td>
<td>$3,000</td>
<td>$9,000</td>
<td>$18,000</td>
</tr>
</tbody>
</table>
You Are For Sale!

Dark Web Prices

- Social Security: $1
- DDOS as a service: ~$7 per hour
- Medical record: $50 and up
- Credit card data: $0.25 to $60
- Bank account info: $1,000 and up depending on the account type and balance
- Mobile malware: $150
- Exploits: $1,000-$300,000
- Spam: $50 for ~500,000 emails
- Maleware development: $2,500 (Commercial malware)
- Facebook account: $1 for an account with 15 friends

SOURCE: RSA

CNBC
The Target Breach

1. All Target stores used same HVAC contractor.
2. Malware delivered in an email to employees.
3. VPN (Virtual Private Network) credentials used by the contractor to remotely connect to Target’s network were then stolen.
4. That foothold was then used to push malicious software down to all of the case registers at more than 1,800 stores nationwide.
5. DAMAGE:
   • 70 MILLION credit & debit card account numbers stolen.
   • $595,000,000.00 estimated value to the hackers.
   • Total cost to Target: $291,000,000.00 PLUS lost sales and profits due to reduced consumer trust.
The Equifax Breach

How Attackers Exploited Vulnerabilities in the 2017 Breach, Based on Equifax Information

1. Attackers scan the web for vulnerable servers
2. Attackers find a vulnerability within the Equifax dispute portal servers
3. Attackers locate additional servers and login credentials
4. Attackers are able to remain hidden while maintaining presence
5. Attackers slowly extract data from 51 databases in small increments to help avoid detection

Data extraction extends over 76 days

Dispute resolution documents containing personally identifiable information

Source: GAO, based on information provided by Equifax. | GAO-18-559

United States Government Accountability Office
Breaches are Costly

- $170 per record stolen
- Average detection time: 9 months
- < 10,000 records compromised → $1.9 million average cost
- > 50,000 records compromised → $6.3 million average cost
Solutions

• Cyber (breach) Insurance
  • ~ $1500 per year for $1 million in coverage.
  • Available from a growing number of insurance companies.
  • Should cover as many of the cost elements as possible.

• Comply with PCI DSS and GDPR security mandates

• Use layered security
  • Tokenization
  • Encryption
  • EMV
  • Smart passwords – no dictionary words, children or pet names, or default passwords), multi-factor authentication (complex passwords + cellular text code or biometric scan

• Monitor and regularly review firewall and intrusion detection & prevention logs to see threats to your systems.
• Install security systems including multiple robust firewalls and intrusion detection & prevention systems.
• Secure remote access with multiple layers of authenticating security.
• Conduct a thorough risk assessment to identify targets & the threats against them.
• Segment your network to restrict cross-contamination of systems by hackers
The problem with passwords
Hackers have more than one way to get in, but passwords are the most common soft spot

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Bad/weak passwords</td>
<td>81%</td>
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<tr>
<td>Install malware</td>
<td>51%</td>
</tr>
<tr>
<td>Social media scam</td>
<td>43%</td>
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<tr>
<td>Internal mistake</td>
<td>14%</td>
</tr>
<tr>
<td>Internal access abuse</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: Verizon
The 50 Most Used Passwords

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td>123456</td>
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<tr>
<td>2</td>
<td>password</td>
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<tr>
<td>3</td>
<td>12345678</td>
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<tr>
<td>4</td>
<td>qwerty</td>
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<tr>
<td>5</td>
<td>123456789</td>
</tr>
<tr>
<td>6</td>
<td>12345</td>
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<td>7</td>
<td>1234</td>
</tr>
<tr>
<td>8</td>
<td>111111</td>
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<td>123123</td>
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<td>football</td>
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<tr>
<td>17</td>
<td>shadow</td>
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<td>michael</td>
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<td>26</td>
<td>p<em>s</em>y</td>
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<td>27</td>
<td>superman</td>
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<td>270</td>
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<td>31</td>
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<td>f<em>cky</em>u</td>
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<td>33</td>
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<td>jordan</td>
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<td>buster</td>
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<td>45</td>
<td>andrew</td>
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<td>46</td>
<td>batman</td>
</tr>
<tr>
<td>47</td>
<td>soccer</td>
</tr>
<tr>
<td>48</td>
<td>tigger</td>
</tr>
<tr>
<td>49</td>
<td>charlie</td>
</tr>
<tr>
<td>50</td>
<td>robert</td>
</tr>
</tbody>
</table>
One Solution

I changed all my passwords to "incorrect"
So whenever I forget, it will tell me "Your password is incorrect."
Password Entropy

Password entropy – a measurement of a password’s unpredictability, based on the character set used (which is expansible by using lowercase, uppercase, numbers, and symbols) as well as password length.

For example, at 1,000 guesses per second...

- **Tr0ub4dor&3** would take 3 days to crack.
- **correcthorsebatterystaple** would take 550 years to crack.
  - Don’t use this specific one because it’s already been widely publicized on the web. Come up with your own.
Use a Password Manager!

Go to CNET.com or PCMag.com for unbiased reviews and comparisons.
Password Tips

1. Never use the same password twice. (And no, “poodle 3” and “poodle4” don’t count as different passwords.)

2. Use long randomly-generated gibberish passwords, or word strings without spaces.

3. Store them securely in a password manager.
   - Visit www.cnet.com for unbiased reviews of popular password manager apps and software, and then use a very secure password to protect access to the password manager.

4. At the very minimum, use a:
   - Basic password for websites that don’t store or require any of your personal information,
   - Secure password for retailer websites where you enter your credit card information, and a
   - Very secure password for financial, medical and other websites containing your most sensitive information.

5. Change passwords at least annually; semi-annually for sensitive sites.

6. Treat your passwords like underwear: don’t share them and change them often!

7. Remember: a good password written down and stored in a secure location is much better than a bad password memorized!
In Addition...

- Never click on links embedded in emails.
- Freeze your credit records with all four credit reporting agencies.
- Make sure your computer’s firewall, antivirus and other programs, and operating system all have the latest security patches and updates.
- Use debit cards ONLY for cash withdrawals at bank ATMs.
- Get free help from an accredited payments and cybersecurity professional with decades of hands-on experience in venue and payments management. No one can be an expert at everything!
“...the beginning of a beautiful friendship.”
Thank You!

If you would like a copy of this presentation plus additional data security information, please leave your business card with an email address.

Casablanca Ventures
Payments Intelligence

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The Changing World of Cinema

Daniel LORIA
SVP Content Strategy & Editorial Director
Evolution of Cinemas in the US

- Expanded Food & Beverage
  - Dine-In
  - Alcohol Service
  - Hot Food
- Luxury Seating
- Immersive Seating
  - 4DX (Regal)
  - D-BOX (Cinemark, Cineplex)
  - MediaMation (B&B Theatres)
- Premium Large Format
  - IMAX
  - Dolby Cinema (AMC)
  - ScreenX (Regal, B&B Theatres)
  - Samsung Onyx
- Exhibitor Branded PLF
- Raising Tech Standards
  - Laser Projection
  - Dolby Atmos
## The Dine-In Boom

<table>
<thead>
<tr>
<th>RECENT M&amp;A</th>
<th>DINE-IN CHAINS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MovieHouse (Cinepolis)</td>
<td>Alamo Drafthouse</td>
</tr>
<tr>
<td>Movie Tavern (Marcus)</td>
<td>Studio Movie Grill</td>
</tr>
<tr>
<td>Cobb / Paragon (CMX)</td>
<td>Ipic</td>
</tr>
<tr>
<td>Cinebarre (Regal)</td>
<td>Flix Brewhouse</td>
</tr>
</tbody>
</table>
Llegan nuestras salas Junior a EUA.
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2019 Trends in Labor Law and Practices

Joel W. Rice
Fisher & Phillips LLP
Chicago, IL
jrice@fisherphillips.com
#METOO
#MeToo

- Significant increase in sexual harassment charges and litigation nationwide
- State legislation in response to #metoo
  - Outright bans on non-disclosure agreements in sexual harassment settlement agreements (CA, NJ, NY, TN, VT, WA)
  - Limits on the ability of employers to force sexual harassment cases into arbitration (MD, MJ, MY, VT, WA)
  - Mandatory training on sexual harassment (CA, CT, ME, NY, DE)
Trends in Legalization of Marijuana and the impact on the workplace
minimum wage increase up ahead
25 states and D.C. have minimum-wage increases in the next year.

New Overtime Rules for White Collar Employees
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Evolving Food Service Practices in Sports Venues

-Tony Suma, Cintas Center - Xavier University
Fan Experience Enhancements

• Pre Event Attractions
  • Happy Hour
    • Early Arrival
    • Discounted First Purchase = Second Full Price Purchase

• Post Event Attractions
  • Activities, Food and Beverage, Radio Shows, Entertainment

• Extending the Experience 60-90 minutes
What’s Old is New...
...& What’s New is New
SRO vs In-Seat

- Know your demographic
  - SRO-
    - Casual, Business, Friends
  - In-Seat
    - Family
    - Catering to those specific needs
- More disposable income generally in SRO
- Removing 1 seat can add 2/3 SRO
- Embracing the Social Aspect
All-Inclusive Packages

• Food and Beverage included in ticket for premium locations

• Instant Per/Cap Booster
  • XU created 300 All Inclusive Ticket Areas- Yielded a Guaranteed $33 Per/Cap
  • Client Valued the packaged at an additional $100/ticket in added value
Right Now!
NAC Luncheon and Annual Membership Meeting
Mid-America Club/80th floor
Aon Building
(phot0 I.D. required)