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2019 NAC CONCESSION AND HOSPITALITY EXPO

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

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IT'S A HACKER'S WORLD: PROTECTING YOUR DATA IN 2019

Presented by

Wynn J. Salisch

CCM, ETA CPP, MBKS

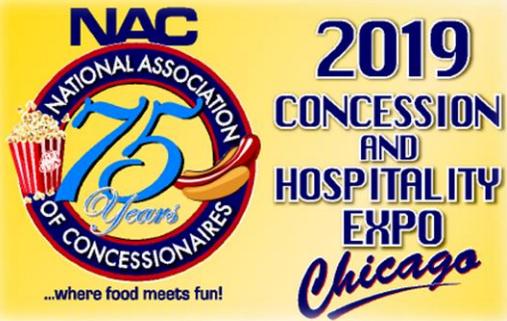
Principal, Casablanca Ventures LLC



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**





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Every Business is at Risk

43% of cyber attacks target small businesses.

```
...width & count < 2) {  
  ...outerHeight : data.$image.outerHeight(2)  
  ...outerWidth : data.$image.outerWidth(2)  
  ...height;  
}
```

60%

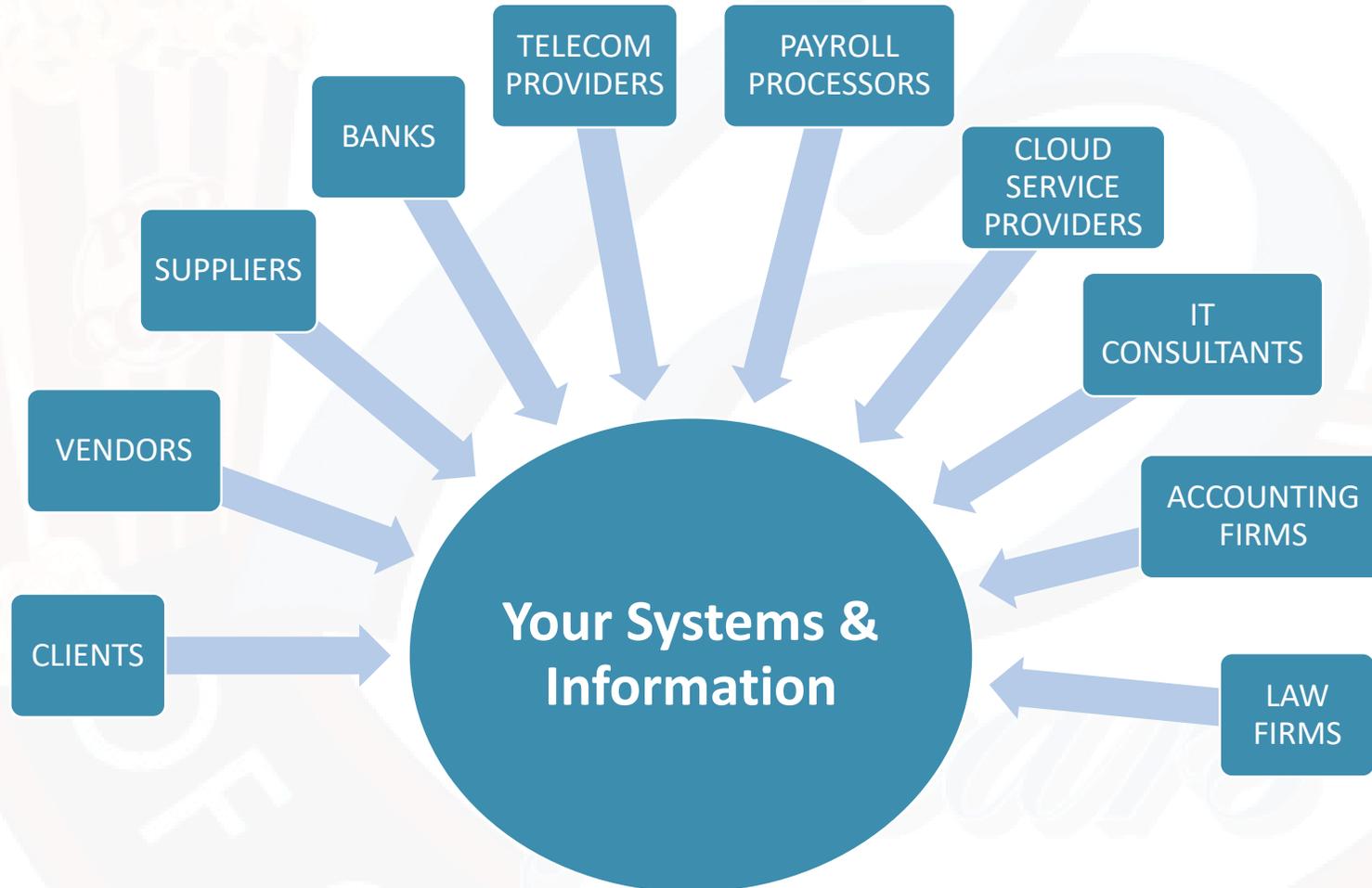
of those hacked close their doors within 6 months.





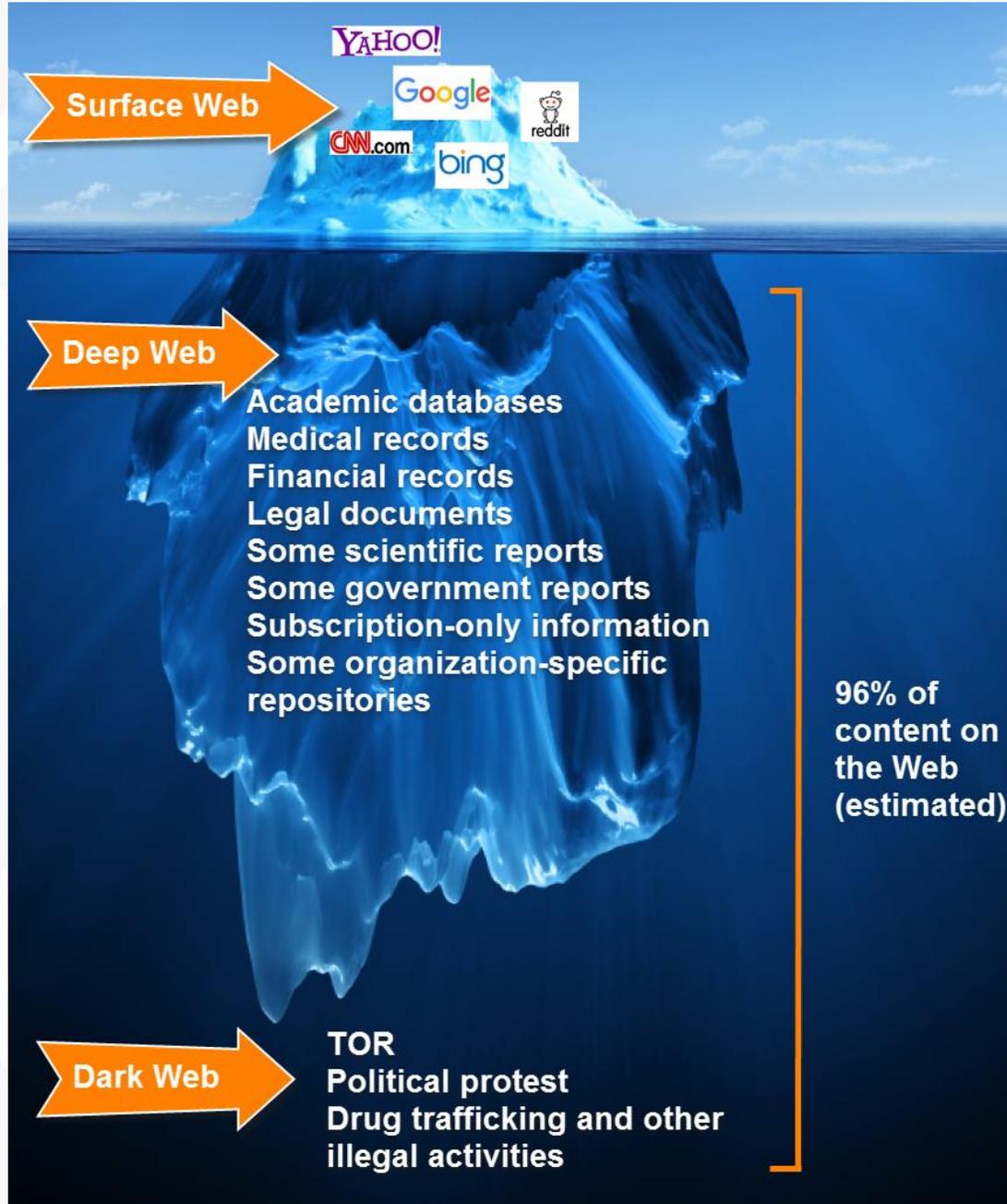
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How They Get In





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Dastardly Deeds Department

Murder Types	Low Rank	Medium Rank	High Rank and Political
Regular	\$45,000	\$90,000	\$180,000
Missing in action	\$60,000	\$120,000	\$240,000
Death in accident	\$75,000	\$150,000	\$300,000
Criple Types	Low Rank	Medium Rank	High Rank and Political
Regular	\$12,000	\$24,000	\$48,000
Uglify	\$18,000	\$36,000	\$72,000
Two Hands	\$24,000	\$48,000	\$96,000
Paralyse	\$30,000	\$60,000	\$120,000
Rape	Low Rank	Medium Rank	High Rank and Political
Regular	\$7,000	\$14,000	\$28,000
Under age	\$21,000	\$42,000	\$84,000
Bombing	Low Rank	Medium Rank	High Rank and Political
Simple	\$5,000	\$10,000	\$20,000
Complex	\$10,000	\$20,000	\$40,000
Beating	Low Rank	Medium Rank	High Rank and Political
Simple	\$3,000	\$9,000	\$18,000





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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



Spam
\$50 for ~500,000
emails



Exploits
\$1,000-\$300,000



Malware development
\$2,500
(Commercial malware)

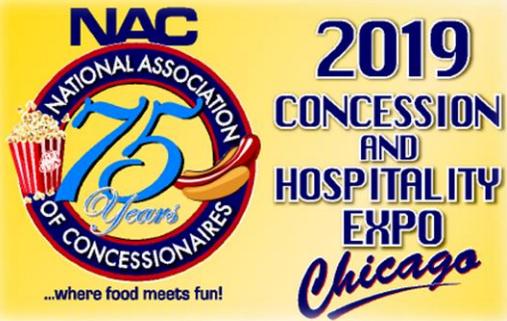


Facebook account
\$1 for an account
with 15 friends

SOURCE: RSA

CNBC





The Target Breach

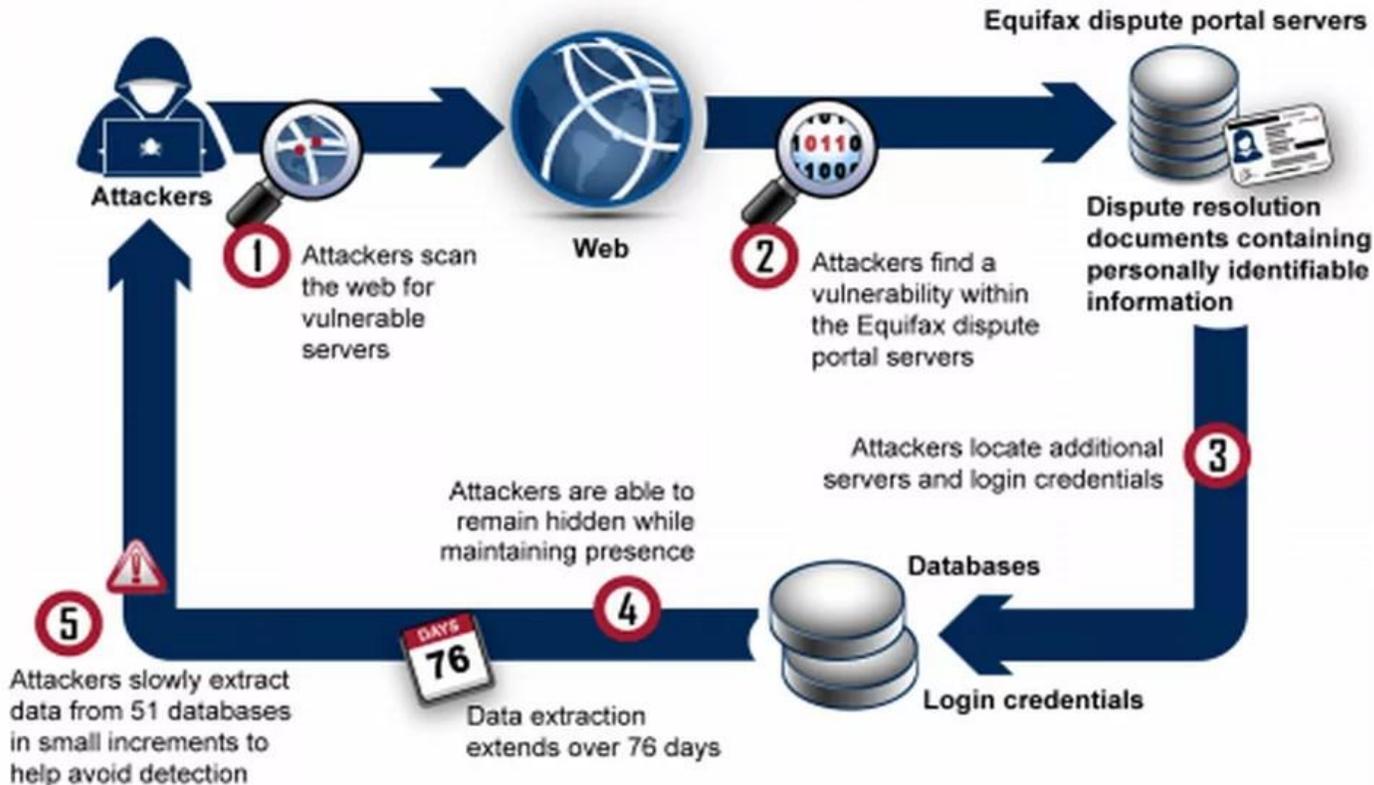


1. All Target stores used same HVAC contractor.
2. Malware delivered in an email to employees.
3. VPN (Virtual Private Network) credentials used by the contractor to remotely connect to Target's network were then stolen.
4. That foothold was then used to push malicious software down to all of the case 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



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





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

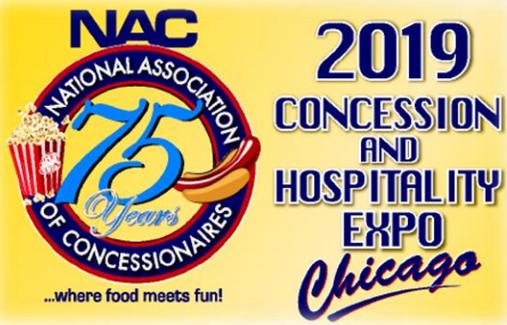




Solutions

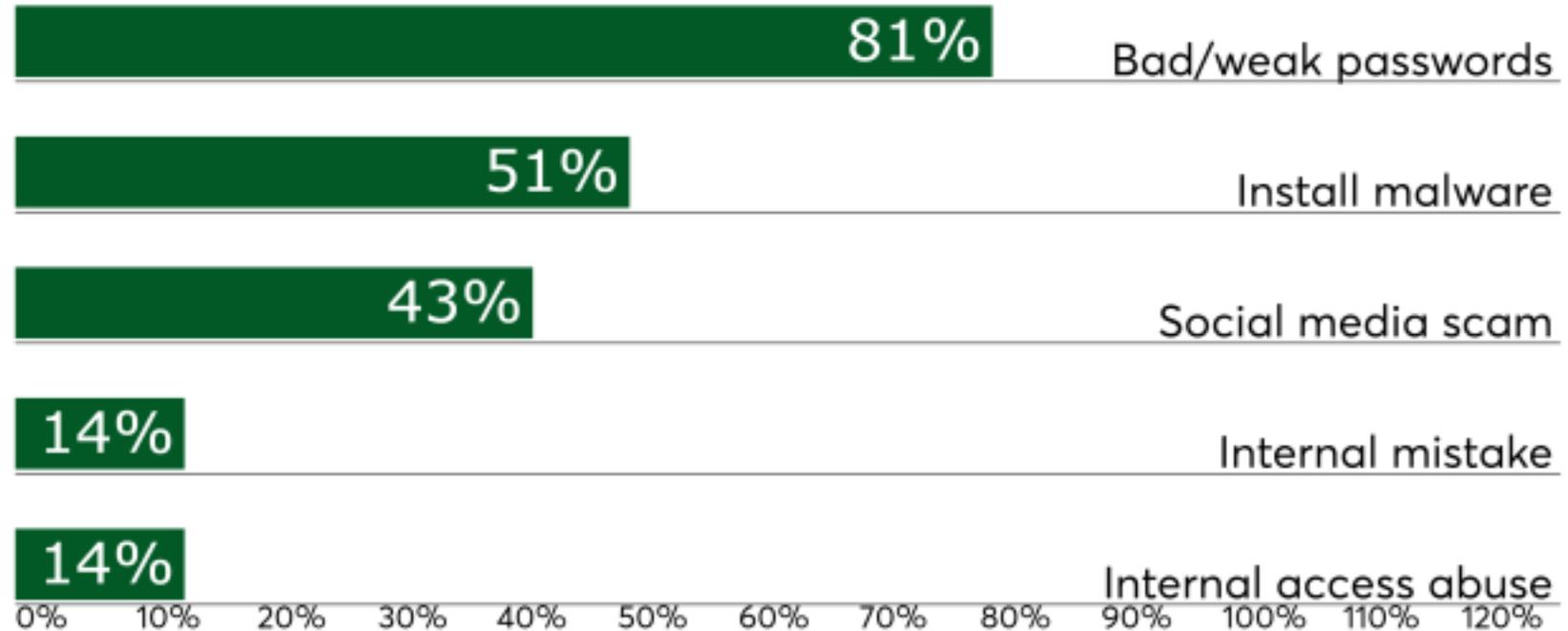
- Cyber (breach) Insurance
 - ~ \$1500 per year for \$1 million in coverage.
 - Available from a growing number of insurance companies.
 - Should cover as many of the cost elements as possible.
- Comply with PCI DSS and GDPR security mandates
- Use layered security
 - Tokenization
 - Encryption
 - EMV
 - 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



Source: Verizon





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The 50 Most Used Passwords

1. 123456
2. password
3. 12345678
4. qwerty
5. 123456789
6. 12345
7. 1234
8. 11111
9. 1234567
10. dragon

11. 123123
12. baseball
13. abc123
14. football
15. monkey
16. letmein
17. shadow
18. master
19. 696969
20. michael

21. mustang
22. 666666
23. qwertyuiop
24. 123321
25. 1234...890
26. p*s*y
27. superman
28. 270
29. 654321
30. 1qaz2wsx

31. 7777777
32. f*cky*u
33. qazwsx
34. jordan
35. jennifer
36. 123qwe
37. 121212
38. killer
39. trustno1
40. hunter

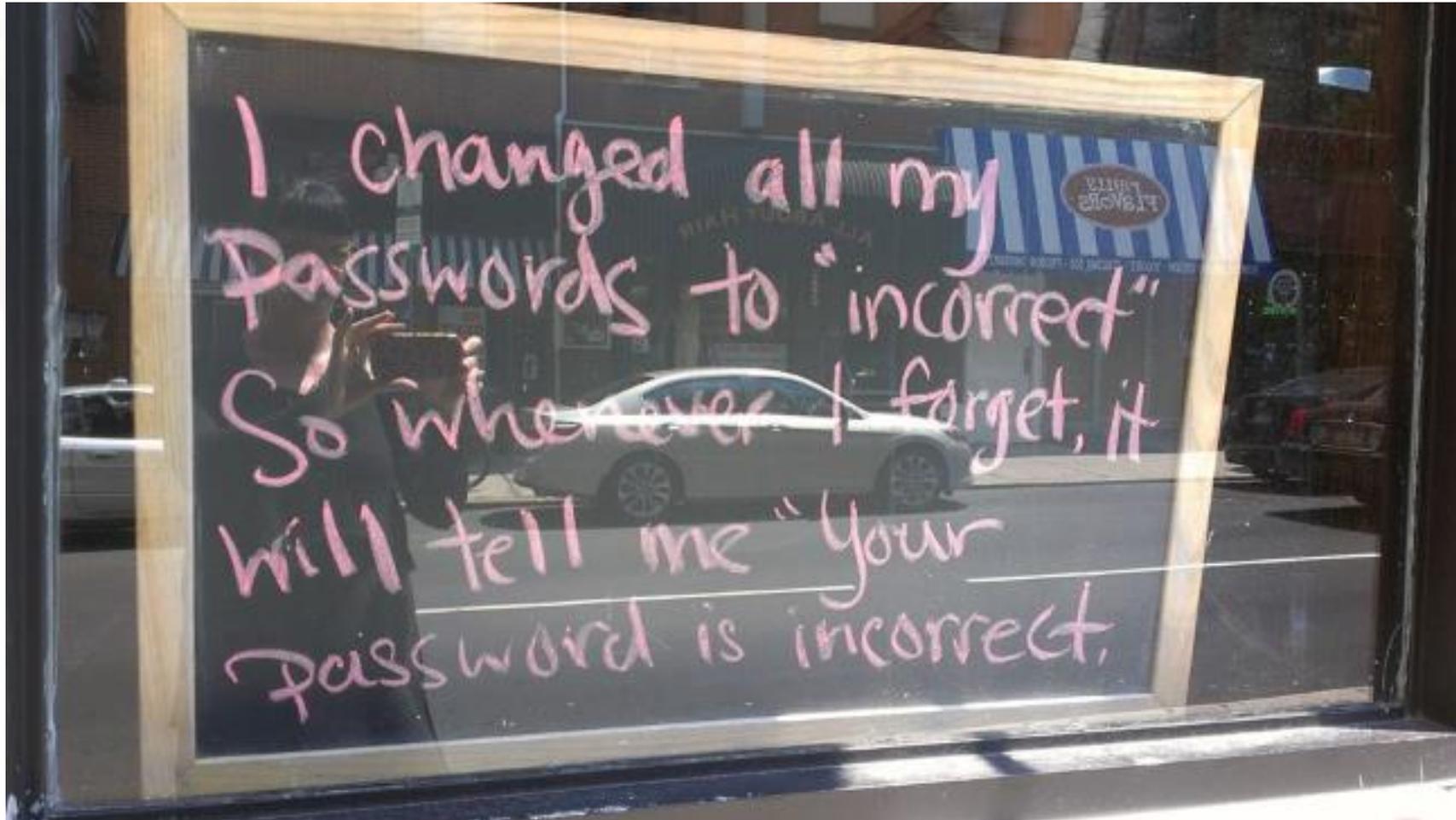
41. harley
42. zxcvbnm
43. asdfgh
44. buster
45. andrew
46. batman
47. soccer
48. tigger
49. charlie
50. robert





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One Solution





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.





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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!

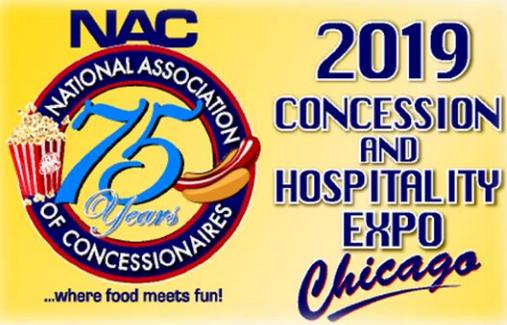




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“...the beginning of a beautiful friendship.”





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





Memorial Stadium, Baltimore

























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

RECENT M&A

- MovieHouse (Cinepolis)
- Movie Tavern (Marcus)
- Cobb / Paragon (CMX)
- Cinebarre (Regal)

DINE-IN CHAINS

- Alamo Drafthouse
- Studio Movie Grill
- Ipic
- Flix Brewhouse

















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nuestras
salas Junior
a EUA.





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2019 Trends in Labor Law and Practices

Joel W. Rice
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WHERE
FOOD MEETS
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A promotional graphic for the expo. It features a red and white striped popcorn bucket on the left and a red and yellow candy on the right. The text 'WHERE FOOD MEETS FUN!' is written in bold, blue and red capital letters in the center.



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#MeToo

- Significant increase in sexual harassment charges and litigation nationwide
- State legislation in response to #metoo
 - Outright bans on **nondisclosure 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)



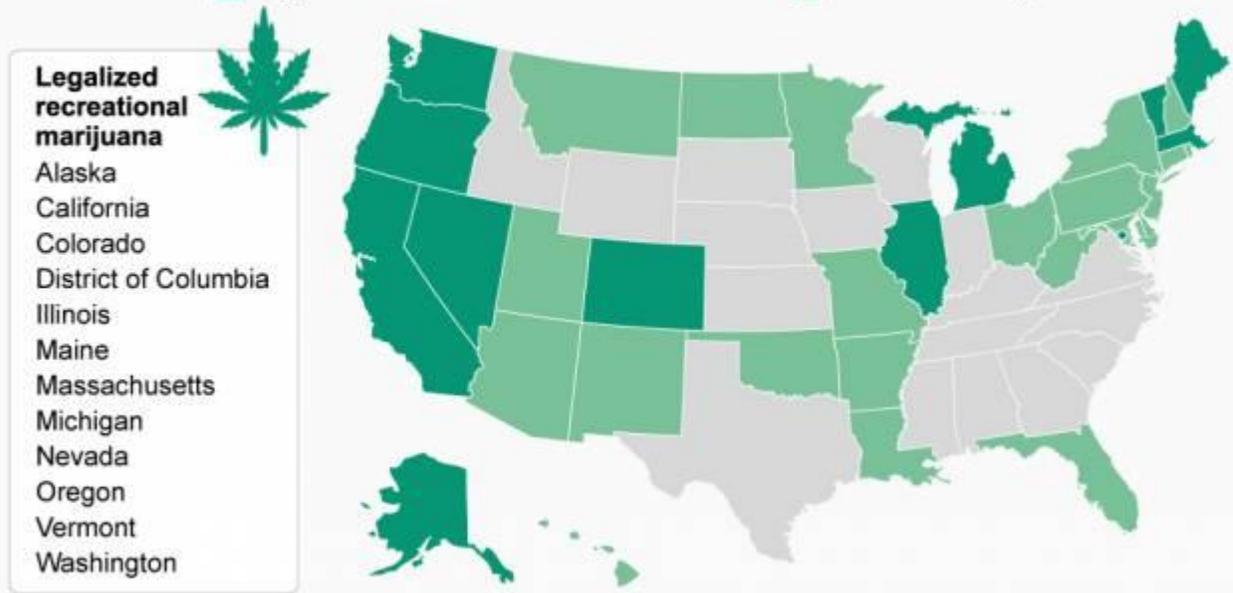


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Trends in Legalization of Marijuana and the impact on the workplace

N Which States Have Legalized Marijuana? Laws on recreational and medical marijuana use in the U.S.*

■ Legalized for recreational & medical use ■ Medical use only



* As of July 11, 2019. Some states not highlighted allow limited medical marijuana access
Source: National Conference of State Legislatures





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minimum
wage increase
up ahead

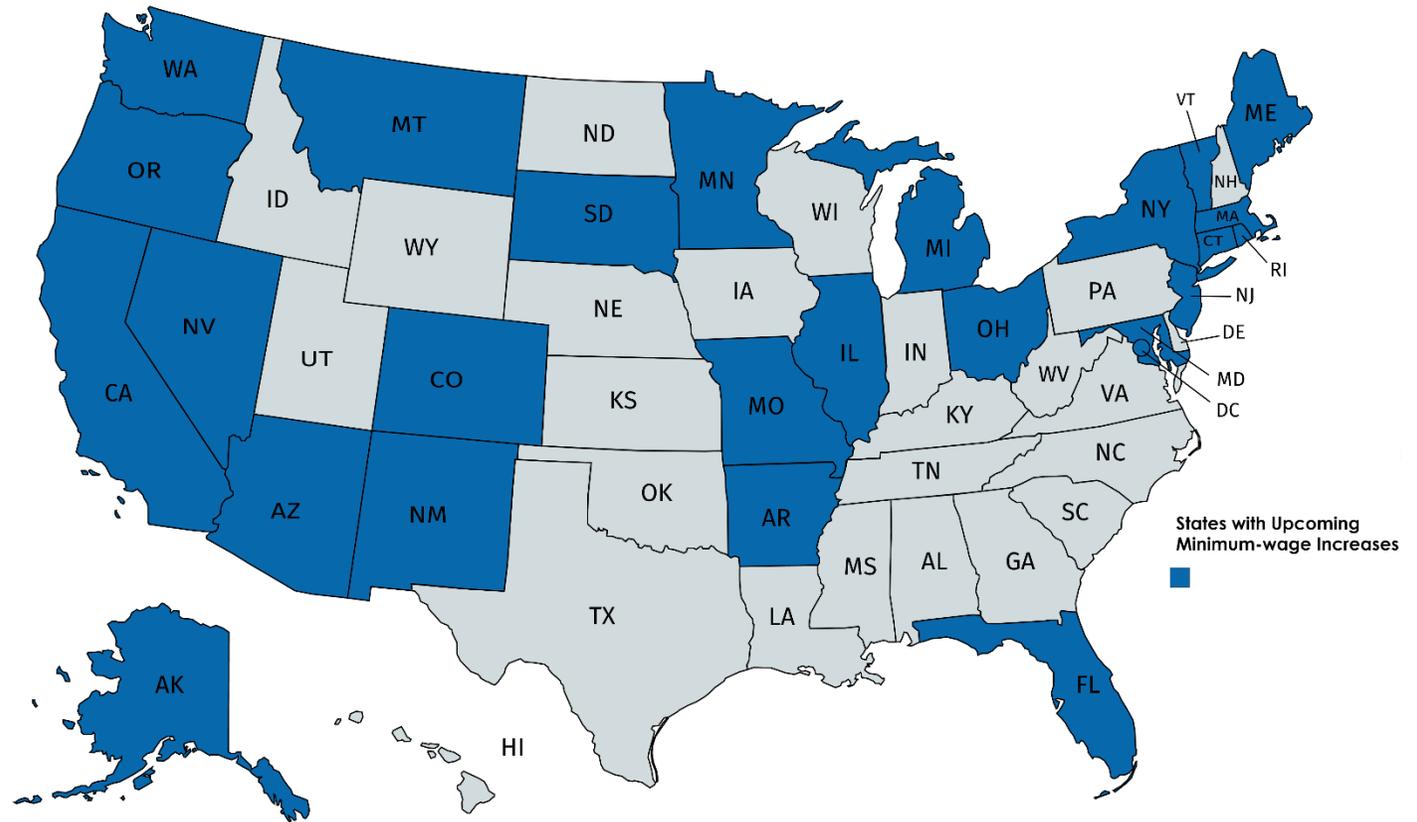




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25 states and D.C. have minimum-wage increases in the next year.

Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Illinois, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New Mexico, New York, Ohio, Oregon, South Dakota, Vermont, Washington, and Washington D.C.



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New Overtime Rules for White Collar Employees





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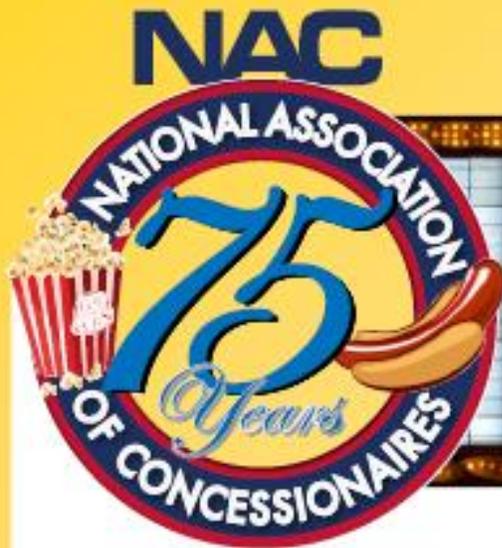
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Evolving Food Service Practices in Sports Venues

-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 60-90minutes





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What's Old is New...





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...& 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





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Right Now!
**NAC Luncheon and Annual
Membership Meeting**
Mid-America Club/80th floor
Aon Building
(photo I.D. required)