

# PERMA<sup>SM</sup>

*Spotlight on Security*

**Maintaining Municipal  
Security Amid Uncertainty**



**June 13 & 14**

High Peaks Resort, Lake Placid  
Educational Forum

**2023**



# Agenda

## Monday, June 12

Hotel Check-in at 4:00 p.m.  
Discounted Hotel Rooms Available

Early Arrival Networking and Cocktail Reception: 6:00 – 7:30 p.m.  
Get here early to meet with colleagues and PERMA Staff!  
Join us at the Ice Rink at the Olympic Center for networking and cocktail hour.  
Transportation to and from High Peaks Resort hotel will be provided.

## Tuesday, June 13

Conference Registration & Breakfast: 8:00 – 9:30 a.m.

Session I: 9:45-11:00 a.m.  
Risk Assessments: The Foundation of Safety  
Presenter: Joe Hendry, PSP, CLEE, Sr. Director On-Site Services, Navigate360

Session II: 11:15 a.m. – 12:30 p.m.  
Active Threat Preparedness, Response and Recovery – Part 1  
Presenter: Joe Hendry, PSP, CLEE, Sr. Director On-Site Services, Navigate360

Lunch: 12:30 – 1:30 p.m.

Session III: 1:45 – 3:00 p.m.  
Active Threat Preparedness, Response and Recovery – Part 2  
Presenter: Joe Hendry, PSP, CLEE, Sr. Director On-Site Services, Navigate360

Session IV: 3:15 – 4:30 p.m.  
The Modern Office: Unified Communication & Collaboration in a Hybrid Work Environment  
Presenter: Jay Yager, Jr. vCIO, TAG Solutions, LLC

## Wednesday, June 14

Breakfast & Hotel Check-out: 8:30 – 9:30 a.m.

Session V: 9:15 – 10:30 a.m.  
Mock Cyber – Part 1  
Presenters: Joe Yetto, Managing Partner, Cyberstone and Dave Vener, Sales & Marketing Executive: Regional/CEO, TAG Solutions, LLC

Session VI: 10:45 a.m. – 12:00 p.m.  
Mock Cyber – Part 2  
Presenters: Joe Yetto, Managing Partner, Cyberstone and Dave Vener, Sales & Marketing Executive: Regional/CEO, TAG Solutions, LLC

## Accommodations

PERMA has reserved a limited amount of discounted hotel rooms for \$149 per night (plus tax and resort fees) during the event from June 12th - June 15th.

Please contact the High Peaks Resort directly at 1(800)755-5598 and refer to the group name PERMA for room block. All rooms are subject to availability. Guest accommodations will be available after 4:00 p.m. on the day of arrival and guests must check out by 11:00 a.m. on the day of departure.

Room block closes May 12.

Cancellations: Individuals may cancel their room reservations up to 7 days prior to arrival. Cancellations made after this time will result in a forfeiture of the deposit (including applicable taxes and surcharges). Any cancellations after 6 p.m., 7 days before arrival will result in a penalty of one night's room charge.



**HIGH PEAKS RESORT**

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### **Session I: Risk Assessments: The Foundation of Safety**

**Presenter: Joe Hendry, PSP, CLEE, Sr. Director On-Site Services, Navigate360**

Critical events – whether manmade or natural – are a real threat to the physical safety and security of your community. Serving as the foundation of your emergency prevention and preparation initiatives, risk assessments are essential in maintaining compliance, reducing security risks and ensuring an established path to recovery should a tragedy occur. By addressing areas of risk and gaps in safety, municipal leaders can increase confidence and position their communities for success.

#### Key Takeaways:

- The 6 phases of a comprehensive risk assessment – from project kick-off through final recommendations
- An overview of ASIS board standards, as well as FEMA, NIMS, NFPA, CPTED, DHS and state-specific requirements that help ensure compliance in all categories
- The importance of risk assessments being conducted by unbiased and certified professionals

### **Session II: Active Threat Preparedness, Response and Recovery – Part 1**

**Presenter: Joe Hendry, PSP, CLEE, Sr. Director On-Site Services, Navigate360**

In an ever-changing environment containing new safety threats and hazards remains a challenge. Simply responding after a critical event occurs isn't enough. Communities need to identify proactive tools and have protocols in place to address concerning behaviors before they escalate.

#### Key Takeaways:

- 'Leakage' – Defining key components and tools to identify it
- Why community members are the best to report concerning behaviors and how to encourage the use of tools like anonymous tip lines
- Best practices for early identification and ways of intervention for those who pose a potential threat to themselves or others

### **Session III: Active Threat Preparedness, Response and Recovery – Part 2**

**Presenter: Joe Hendry, PSP, CLEE, Sr. Director On-Site Services, Navigate360**

Community safety requires awareness and collaboration from everyone within it. From Emergency Operations Plans (EOPs) to multi-option response, it is possible to create a culture of safety when everyone is operating from the same playbook, empowering them to participate in their own survival, if needed.

#### Key Takeaways:

- How to build confidence in your community by creating a culture of safety
- The value of situational awareness and multi-option response
- Tools and resources for recovery following a critical event

### **Session IV: The Modern Office: Unified Communication & Collaboration in a Hybrid Work Environment**

**Presenter: Jay Yager, Jr. vCIO, TAG Solutions, LLC**

The struggle is real! We are now 2 years post-pandemic and the world at large is still operating under this new normal, something that isn't likely to change in the foreseeable future. Because companies needed to adapt quickly, many have used multiple systems to collaborate and store information, such as Microsoft Teams, Zoom, Slack, and Dropbox, as well as others.

During this session, TAG Solutions and Elevate Communications will be sharing insights on how to replace stand-alone solutions by leveraging single cloud-based technology. Topics will include:

- How to arm your workforce to enable them to work from anywhere
- How to leverage cloud technologies to improve communications
- How organizations can scale quickly using fewer systems, not more



**Registration Deadline: June 2**

Register online at [perma.org](https://perma.org) ✉ [memberservices@perma.org](mailto:memberservices@perma.org)  
☎ (888)737-6269 ext. 301 or fax: (877)737-6232



## Session V: Mock Cyber- Part 1

**Presenters: Joe Yetto, Managing Partner, Cyberstone and Dave Vener, Sales & Marketing Executive: Regional/CEO, TAG Solutions, LLC**

Cybercrime is growing at an alarming rate. The average cost of a data breach now sits at \$4.24 million, with 60% of all companies experiencing a breach in 2021. Most cybersecurity insurance policy costs have tripled in the past couple of years. The threat of ransomware attacks, data breaches, or major IT outages worry companies even more than business and supply chain disruption, natural disasters, or the COVID-19 pandemic.

This session will discuss:

- User awareness and impact
- Incident response and disaster recovery planning

## Session VI: Mock Cyber – Part 2

**Presenters: Joe Yetto, Managing Partner, Cyberstone and Dave Vener, Sales & Marketing Executive: Regional/CEO, TAG Solutions, LLC**

Want to learn how to protect your organization?

Join us as we continue this interactive session and we'll walk through the aftermath of a cyber breach and explore topics such as:

- Cyber insurance (types of coverage, limitations, etc.)
- Policy and compliance (federal and state regulations)

## Meet Our Presenters

### Joe Hendry, PSP, CLEE, Sr. Director On-Site Services, Navigate360



Named by the Ohio Department of Homeland Security and the Ohio Attorney General's Office as an expert in civilian and law enforcement response to active threats. He is a trained Crisis Intervention Team officer, ASIS certified assessor with PSP® certification, as well as a graduate of the "Police Executive Leadership College" and the "Certified Law Enforcement Executive" program. He served six years in the United States Marine Corps. He was an Intelligence Liaison Officer with Ohio Homeland Security. Sat on the ASIS Committee that updated the international Workplace Violence Prevention and Intervention Standard. One of only 18 international experts named as an ASIS International School Security Expert. Is a named Best Recommended Expert Service Provider Security Consultant by the Insurance Industry. Principal Committee Member NFPA 3000 Cross Functional Emergency Preparedness and Response as a special expert. Co-Author of the first published Empirical Evidence Based study of Active Shooter Response.

### Joe Yetto, Managing Partner, Cyberstone

Joe Yetto is a skilled executive with over 15 years of experience helping organizations simplify the complexities of information technology and cybersecurity. He is passionate about developing actionable strategies that demystify the inherent intricacies of technology for organizations located across the country. He is the managing partner of Cyberstone, a niche cybersecurity consulting firm that helps organizations develop and enhance their information security programs, reduce risk and achieve compliance with state and federal information security regulations.



### Dave Vener, Sales & Marketing Executive: Regional/CEO, TAG Solutions, LLC

Dave has more than 20 years experience owning a business and rebranding hospitals, banks, manufacturers, and technology companies. Building relationships energizes him. He promotes positive organizational cultures through strong relationships with his colleagues and employees. As a leader, he is supportive, attentive, and firm when he needs to be. Dave is also passionate about all things IT. He like to focus on reducing noise relative to organizations' IT infrastructure so that they can focus on their business.



**Questions? Please contact the Member Services Department.  
Be sure to register by June 2.**

Register online at [perma.org](http://perma.org) ✉ [memberservices@perma.org](mailto:memberservices@perma.org)

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