

FEDERAL EXECUTIVE FORUM ON BORDER SECURITY

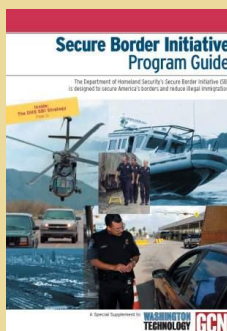

Trezza Media Group and The Flyzik Group held its 7th Federal Executive Forum on August 3rd with another outstanding lineup of government and industry leaders, including:

- Greg Giddens-SBI Executive Director-DHS
- Rod MacDonald-CIO-CBP-DHS
- PT Wright-Deputy CIO-US VISIT-DHS
- Judge David Neal-Dept. of Justice
- Elaine Dezenski

SECURE BORDER INITIATIVE PROGRAM GUIDE

[Extra! Extra! Read the Supplement Online Here!](#)

On Sept. 18th and Oct. 2nd, a 24-page Secure Border Initiative Program Guide will be published in Government Computer News and Washington Technology respectively, which will include the Secure Border Strategy. This project was done in conjunction with Post Newsweek Tech Media, The Flyzik Group, Public Sector Communications and Trezza Media Group.


Lessons Learned From Our Thought Leadership Forums

by Tom Trezza, Jr.
 President, Trezza Media Group



In January of this year, Jim Flyzik and I launched our thought leadership "Federal Executive Forums" as a monthly program that focused on bringing the brightest and best minds of both government and industry together to discuss critical management and technology issues that affect government missions and programs.

With the production of our **Border Security and Net Centric Operations** programs in August, we have now touched on topics of Identity Management, COOP/Telework, Information & Intelligence Sharing, IPv6, Cyber Security and IT Infrastructure Consolidation. I feel that now is the time to recap some of the most powerful messages and lessons learned from some of government's top leaders.

Knowing their biggest challenges, pain points and mission programs will help you understand how you can help solve the problems of your customer. I also believe that it will help you both position your brand and messaging to the federal government customer.

Top Challenges & Initiatives:

- Supporting the "front line" people/troops/warfighters
- Solutions have to be "Mission-Led"
- Using the "Network as a Weapons Systems" (Defense)
- Better "Information Sharing" is a top priority (not withholding information for power)
- Using Technology to help make better decisions
- Pushing decision making to the lowest levels
- Culture-Culture-Culture
- Testing your technologies and solutions with the government end-user
- Identity Management is the foundation to Net Centric Operations
- Security is critical at every level-from data-systems-networks-people

FEDERAL EXECUTIVE FORUM ON NET CENTRIC OPERATIONS



Trezza Media Group and The Flyzik Group held its 8th Federal Executive Forum on August 29th with another outstanding lineup of government and industry leaders, including:

- Brig. General-John Warner-DISA
- Major General Vane-J8 Joint Staff
- Priscilla Guthrie-Deputy CIO-DoD
- Dr. Ron Jost-DoD

To watch the video or listen to the audio on any of our 8 prior programs, please go to our [Program Page](#) on [Federal News Radio](#).

Our remaining Federal Executive Forum schedule for 2006 includes:

- Emergency Preparedness/live at the CIO Forum-(Sold-Juniper Networks)
- Identity Management/HSPD-12/live at the FIAC Conference (1 spot available)
- Disaster Recovery/COOP (1 spot available)
- Open Source Computing (1 spot available)

To see or listen to any of our programs, please go to our [Program Page](#) on [Federal News Radio](#). For a look at the recording of our program, [see photos of the taping here](#).

Q1 2007 Federal Executive Forum Schedule Includes:

- Special Emerging Technologies Program (5 spots available)
- Wireless & Mobility
- Health IT
- Cyber Security
- Information & Intelligence Sharing
- Border Security
- IPv6

For information about being one of the sponsoring industry companies, please [click here](#) for more information.

- Web Services/Applications and Service Oriented Architectures (SOA's) are key
- Telework is a critical tool in a COOP (Continuity of Operations Plan)

These are just some of the strong, but sometimes simple, messages that have been spoken by the likes of **Dave Wennergren** (Navy), **Dale Meyerrose** (DNI), **Greg Giddens** (DHS-SBI), **Rod MacDonald** (DHS-CBP), **Karen Evans** (OMB), **Vance Hitch** (Justice), **Major General Vane** (DoD), **Ira Hobbs** (Treasury), **Scott Charbo** (DHS) and many of the other Top Government Leaders in our industry.

I encourage you to put yourself in the shoes of both the senior level leader in that agency, and the person that they are supporting, and think about how you can help solve this problem or mission program. My business partner, Public Sector Communications (Jeff Erlichman) has the complete transcripts of all of our 8 Federal Executive Forums located [here](#), or you can listen and now watch the complete program (minus the radio commercials) on our program page on Federal News Radio [here](#).

I look forward to sharing my thoughts with you on positioning your brand or company around these mission critical issues and about sponsorship opportunities around our Federal Executive Forums and Executive SI Roundtables in 2006.

The Flyzik 5

By Jim Flyzik, The Flyzik Group

I have the privilege to be a member of the Security Leadership Institute, a group sponsored by Unisys that has several senior leaders in the security field as members. At a recent meeting, we discussed five questions that should be discussed at Agency Head senior staff meetings with Chief Information Security Officers.

Here they are:

- 1. How secure is the enterprise network infrastructure?** Is sensitive business data protected from outside attempts to gain access to restricted systems and resources? Is the authentication and identity management system in use considered adequate to the task of protecting the kind of information that is available in the network? Are incidents involving attempts to gain access logged and audited, and is the information collected with sufficient forensic integrity to allow enforcement of standing security policies governing improper use of the enterprise's systems?
- 2. How secure are network operations that extend beyond the enterprise?** Is any control exerted over the security standards employed in partners'/suppliers' networks? Can access policies regarding outside vendors be enforced without compromising mission critical operations? Can competitors gain access to enterprise data through a partner's or supplier's systems or harm the institution by virtue of access to, or blockage of, enterprise transactions?
- 3. Are communications of the enterprise, both within and external to its infrastructure protected from third party access and scrutiny?** Are insecure modes of email, instant messaging (IM) or email attachments undermining the overall security posture of sensitive operations or making confidential matters available to unauthorized individuals inside or outside the enterprise? Are there policies and guidelines for such communications for normal matters and for

EXECUTIVE SI ROUNDTABLE WITH DHS



Trezza Media Group & The Flyzik Group's Executive SI Roundtable with DHS in August

Trezza Media Group and The Flyzik Group hosted our 6th Executive SI roundtable with DHS on August 16th. Our guests were **Charlie Armstrong**-Deputy CIO and **Soraya Correa**-Procurement Director. For a look at the evening cocktail reception & dinner discussion [click here](#). Our remaining roundtables for 2007 include DNI, DHS, DoD and GSA.

particularly sensitive matters such as: M&A, HR or financial information? Is there a plan to improve the security of these communications over time?

4. Is security effectiveness measured? What trends are reported and what is driving both good and bad directions in the trends? Are the trends and their implications readily understood by all?

5. Is a mechanism in place to respond to threats to the enterprise's core operational processes? Can core operating processes survive a breach? Are the chief executive and oversight board in danger of betting the enterprise on fragile security practices for mission critical functions? What are the odds and the costs of mitigation? Are they in balance and are they acceptable to all enterprise stakeholders?

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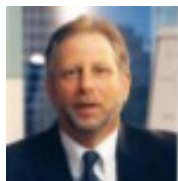
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SBI net Meets The Multisector Workforce

By Jeff Erlichman, Public Sector Communications



Who is going to be doing the work that the government buys using the future SBI net contract? If you said "contractors" then you would be right. And that means contractors are going to be doing the work for which government managers are ultimately responsible and accountable.

Welcome to the world of the "Multisector or Blended Workforce". And to make sure the contract works smoothly, the government has asked the main bidders – Northrop Grumman IT, Lockheed Martin IT, Ericsson, Boeing and Raytheon – to include as part of the RFP their management plan. The RFP says: "Provide a detailed management plan that describes the application of proactive and predictive management tools and techniques to manage the SBI net effort. This plan must include a discussion on the offeror's approach to: implementing transparent governance and reporting, a sound partnering approach grounded on shared goals and objectives, proactive problem identification and resolution, sourcing plan, approach and methodology for selecting the providers of goods and services under this effort, including certifications."

Having a spelled out governance plan as part of the RFP is no accident. Today's government program is a lot more about how you manage the contractor, then having a staff to do the work.

That means spelling out everything from who talks to who (and are they on the same level?) to how personnel conflicts are handled and everything in-between. When you have two workforces working together, often in the same space, with different sets of employee rules, regulations, behaviors, reporting structures and performance measures, then you are bound to have issues.

It's not that we all of a sudden have a government-contractor relationship to deal with, contractors have been

around since the Revolutionary War. What government is realizing that it's a different world managing rather than doing. And they better have the management skills to succeed in this "new-old" environment.

So, it's no surprise that the most successful programs are the ones where a great attention is paid to interpersonal skills and communications – both oral and written. These are things that can't be written into the contract, but are essential to the success of the program. What is heartening is that DHS recognizes the importance of having the government and the contractor on the same page. A lot of that hinges on being able to maximize the goals, and seek compromise, not conflict.

Get your copy of the Public Sector Communications research report for the Centers for Medicare & Medicaid Services titled "Getting Results with a Blended Workforce". To get your copy or if you have comments, please write Jeff Erlichman at JeffErlichman@PublicSectorCommunications.com. Thanks.

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Top Six Reasons to Come to



By Bill Howell, PostNewsweek Tech Media



1. **Test drive the latest products** from over 400 leading technology companies.
2. **Learn from Best Practices demonstrations** and seminars at LOB City (Lines of Business).
3. **Experience state-of-the-art technologies** soon to be deployed at our nation's borders at The Secure Fortress: The Intersection of Physical & Cyber Security.
4. **Identify the education options** available to fuel your career at The Continuous Learning Campus.
5. **Explore the fast track** to supply chain management and logistics at the expanded DoD Center.
6. **Connect with Small and Veteran owned businesses**, ready to help you solve mission critical challenges and meet your SBA Small Business Contracting goals at The Small Business Hub.

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