



### **Data Security Best Practices: Would Your Event Pass Military Muster?**

MSgt Ryan Cole  
EA Flight Chief  
344th Recruiting Squadron  
U.S. Air Force

Your events leave a tremendous digital footprint – registrant information, budget details, hotel rooming lists, contracts and more all swirl around in “the cloud”, potentially very easy targets for cybercriminals. In this session, U.S. Air Force Master Sergeant Ryan Cole will guide us through several simple, easy exercises that will help you be more proactive in protecting your event data.

#### **Learner Outcomes**

- Identify the federal regulations and requirements related to data security
- Analyze social engineering threats
- Describe the requirements of a privacy impact assessment
- Create a simple wi-fi security exercise

Master Sergeant Ryan C Cole is an Enlisted Accessions Flight Chief with the 344th Recruiting Squadron. Master Sergeant Cole’s primary duty is responsible for accession of high-quality recruits to meet AF enlisted accessions requirements. He is responsible for the acquisition of enlisted personnel covering 80 High School educational institutions and 6 Universities within the Dallas metro area. MSgt Cole has a background in computer fraud investigations and drug enforcement..

Master Sergeant Cole was born in Portland Oregon, and entered the Air Force in October 1998. His background includes various leadership roles in Military Criminal Investigations and Air Force Recruiting Service. He has been stationed at locations in Nevada, United Kingdom, Maryland, Virginia, Iraq, Afghanistan, Romania, and Texas.



### **Advancing Your Site: A Preventative and Pro-Active Checklist**

Rich Emberlin  
CEO, 540 Solutions, LLC

From active shooters to diplomatic security to riots and protests – it is not hyperbole to say that so many of the events we manage are subject to a growing list of very real threats. Even though the inherent dangers can be intimidating, there are still very specific and proven practices you can implement when inspecting your event site which can help reduce the impact an act of violence or public protest may have on your event.

30-year law enforcement veteran, former S.W.A.T. leader and dignitary protection expert Rich Emberlin will guide us through a simple checklist of things to look for and questions to ask when advancing your

next site.

#### **Learner Outcomes**

- Evaluate key items to look for and ask about when conducting a site visit or security walk-through
- Describe how to partner with local law enforcement if your group is a target for public protest
- Discuss basic active-shooter preparedness and planning
- Review the most common threats and how to address them in a site “advance”

Rich Emberlin is a 30-year law enforcement veteran who served most notably with the Dallas Police Department's elite units, including Dallas SWAT (Special Weapons and Tactics) and the Criminal Intelligence Unit-Dignitary Protection Squad. He was also assigned to the Office of the Chief of Police as a liaison to the Department of Defense, where he facilitated training exercises for the special operations community. Rich is a veteran television personality and subject matter expert who has appeared on A&E Networks' documentary series *Live PD* and contributed pieces on policing to FoxNews.com.

Rich joined the Dallas Police Department in September 1987, eventually becoming an Entry Team Leader for Dallas SWAT in 1996. During his 15 years in SWAT, Rich participated in thousands of missions, including counter-terrorist operations, hostage rescues, barricaded suspect situations, arrest and search warrant executions, and more. These operations formed the basis for *Dallas SWAT*, the popular A&E Networks reality series that aired from 2006-2007. Rich starred as a primary cast member as the cameras followed his personal and professional life over the course of three seasons.

In 2011, Rich was assigned to the Criminal Intelligence Unit-Dignitary Protection Squad. He conducted liaison operations with the U.S. Secret Service, U.S. Marshals, U.S. State Department, U.S. Dept. of Defense, FBI and various state agencies to provide intelligence and dignitary protection to numerous American presidents, foreign heads of state, members of the U.S. Senate and Congress, Supreme Court Justices, and state governors. This unit was also responsible for investigating protest groups, incidents of significant public disorder, and threats against government officials and police officers.

Rich retired from the Dallas Police Dept. in October 2016 with over 120 commendations and departmental awards. He remains active in the industry as a law enforcement instructor and president of 540 Solutions, a corporate executive protection and tactical training firm. Rich has been an adjunct instructor for the Safariland Group for over 10 years and previously also served as a law enforcement consultant and instructor for Craft International, a training company founded by the late Navy SEAL Chris Kyle, author of *American Sniper*. He continues to serve his community as a reserve deputy for the Tarrant County Sheriff's Department. Rich holds a Bachelor's degree in Business Administration, emphasis in Personnel Management and Organizational Behavior, from the University of North Texas.



### **Do Your Event Contracts & Insurance Account for Emerging Threats?**

Lance J. Ewing ARM, CRM, ERMP  
Executive Vice President, Global Risk Management  
Cotton Holdings, Inc.

***PCMA Best in Class Speaker***

As event organizers it's your responsibility to safeguard your participants and organization against potential threats. Addressing emerging risks in contracts and knowing when to get additional insurance are essential proactive steps you must take to protect your event. After this session you'll walk away with essential contract tips from both legal and insurance perspectives.

#### **Learner Outcomes**

- Determine what action is most appropriate to address an emerging threat at your event
- Decide what language should be added to your event contracts
- Analyze whether additional insurance is necessary for your event

Lance J. Ewing has extensive executive experience in the field of risk management and insurance including his role as EVP Global Risk Management for Cotton Holdings, Inc. including risk finance, risk management and employee benefits. Previously he was the VP Real Estate & Hospitality Leader at AIG with a portfolio of \$1.4B of GWP. Prior to this position he served in senior risk management capacities for Caesars Entertainment, GES Exposition Services/VIAD and for the City of Philadelphia School District.

Mr. Ewing received his master's degree in Law & Justice from the University of Pittsburgh and completed his second Master's degree in Occupational Safety Engineering. In addition to his Associate in Risk Management (ARM) designation and his International Certified Risk Manager (CRM) designation, he is a matriculated Chartered Property Casualty Underwriter (CPCU) candidate and has completed his Enterprise Risk Management Professional designation (ERMP). He has authored several articles on insurance, risk management, crisis management, captives and workers' compensation. He is a frequent speaker on Enterprise Risk Management (ERM), global claims, disaster recovery and risk financing topics. Mr. Ewing is an expert witness as part of the Insurance Expert Network (IEN).

Lance has spoken and worked internationally to promote insurance and risk management In Europe, South America, Australia, and Africa. Mr. Ewing continues to be a strong and forthright supporter of real estate, hospitality, global risk management and insurance.



### **Risky Employee Behavior & Unintended Consequences**

Dustin Paschal, JD  
Partner  
Simon | Paschal PLLC

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Partner  
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The meetings and events industry can be fraught with opportunities for bad behavior which can sometimes have unintentional consequences. Combine road-weary travelers, free-flowing alcohol, early mornings and late nights, and the prevalent "wining & dining" culture and you could have the perfect storm for unintended results. How can you help your employees assess or modify their behavior to minimize exposure?

#### **Learner Outcomes**

- Perform a review of your employee handbook/T&E policy to identify areas of risk
- Discuss what "on the job" behavior employees should modify to help reduce potential exposure
- Evaluate social media practices to minimize personal and organizational exposure.
- Recognize what impact the MeToo movement could have on your code of conduct and business practices
- Determine what training is necessary to address all these issues



Simon | Paschal PLLC is an employment law and business law boutique firm founded in 2013 by partners Paul Simon and Dustin Paschal. Paul and Dustin previously worked together at another employment law firm prior to starting Simon | Paschal PLLC. Paul and Dustin assist clients with nearly all areas of employment law, including discrimination and harassment issues, wage and

hour issues, non-competition and non-solicitation issues, employment contracts, workplace investigations, workplace training, and human resources policies and procedures. They also work in the areas of business entity formation, operating agreements, business dissolution, and general contract drafting and review.

Paul and Dustin are both active in their community. Both served on the Dallas Association of Young Lawyers Board of Directors for several years and Paul ultimately served as the organization's President. Dustin has served on the Board of Directors for DallasHR for several years and currently serves as its President. They also both serve as Trustees on the North Texas Community Giving Foundation, a 501(c)(3) foundation in Frisco, Texas.

Paul and Dustin have been selected by D Magazine as Best Lawyers in Dallas and Best Lawyers in Dallas Under 40, the firm was selected by Expertise.com as Best Employment Lawyers, they have both been selected as Texas Super Lawyer Rising Stars, and Paul has been selected as a Texas Super Lawyer.