



Cyber Threats, Real Risks, and Defenses

Ways to Protect Your Information



Sun Valley Economic Development Community Roundtable

5:00 to 7:00pm • Thursday, March 12th
Limelight Hotel, Ketchum
Data, Drinks & Networking

RSVP NOW FOR FREE ADMISSION
Mel@SunValleyEconomy.org
MORE DETAILS ON THIS EVENT AT
www.SunValleyEconomy.com

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SUN VALLEY CULINARY
INSTITUTE



FAUXLIAGE





**SUN VALLEY
ECONOMIC
DEVELOPMENT**

www.SunValleyEconomy.org

\$10,000+

DIAMOND

ANALYSIS/CONSULTING **40 HOURS**
EVENT TICKETS **12**
NEWSLETTER **LOGO**
WEBSITE **LOGO/LINK**

\$5,000+

PLATINUM

ANALYSIS/CONSULTING **20 HOURS**
EVENT TICKETS **10**
NEWSLETTER **LOGO**
WEBSITE **LOGO/LINK**

\$2,500+

GOLD

ANALYSIS/CONSULTING **10 HOURS**
EVENT TICKETS **8**
NEWSLETTER **LISTING**
WEBSITE **LOGO/LINK**

\$1,500+

BUSINESS+

ANALYSIS/CONSULTING **5 HOURS**
EVENT TICKETS **6**
NEWSLETTER **LISTING**
WEBSITE **LISTING**

ANNUAL MEMBER BENEFITS

\$750+

BUSINESS

ANALYSIS/CONSULTING **2 HOURS**
EVENT TICKETS **3**
NEWSLETTER **LISTING**
WEBSITE **LISTING**

\$250

COMMUNITY

NEWSLETTER **RECOGNITION**
EVENT TICKETS **2**

\$125

INDIVIDUAL

EVENT TICKETS **1**

INVEST IN OUR COMMUNITY BY BECOMING A SVED MEMBER

208-350-0539

mel@SunValleyEconomy.org

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AND IN-KIND DONATIONS WELCOME

SCAN TO VISIT OUR WEBSITE:



2025 HIGHLIGHTS

1

Project Punch TRI (*Tax Reimbursement Incentive*) Awarded 126 New Jobs

2

Idaho Workforce Development Council vocational program award for \$250k to Far + Wise

3

10 Vocational Boot Camps delivered to approx. 200 high school students

4

Housing and Infrastructure support for the Alpine World Cup

5

Comprehensive Plan consulting for Hailey and Ketchum

6

Economic data analysis & 2024 profiles/almanac

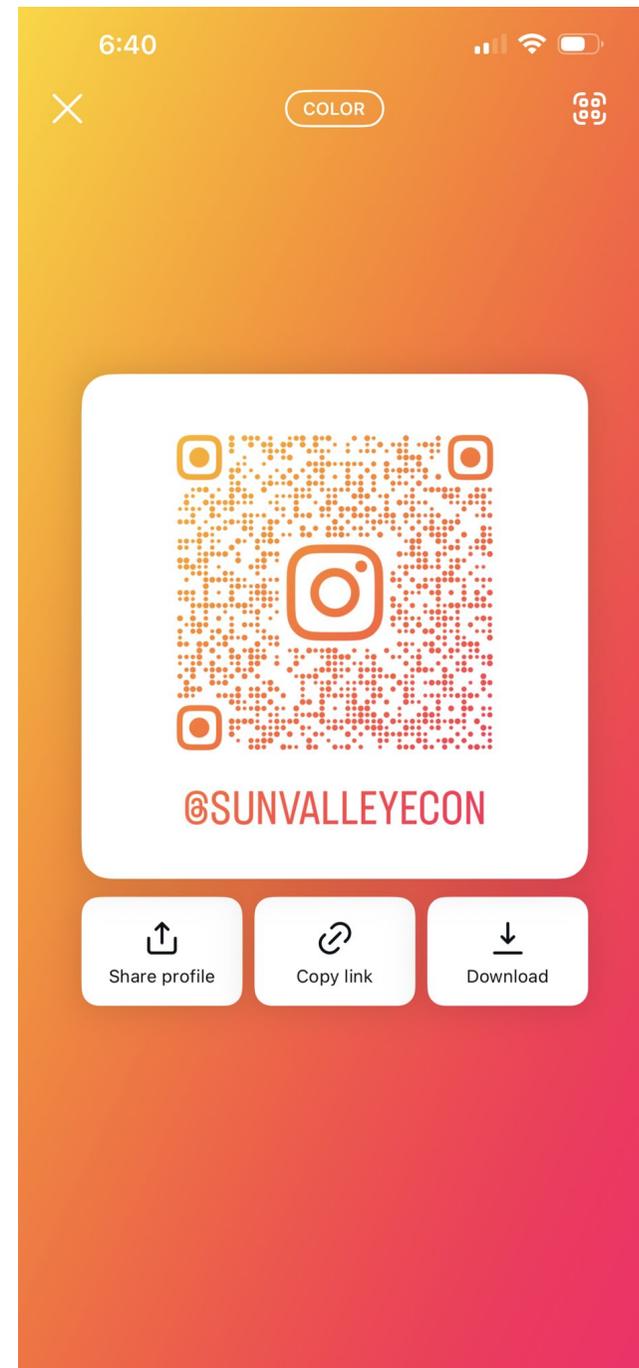
7

Positive Organizational ROI:
(> \$5 return for every \$1 invested)



SVED
ECONOMIC VITALITY

Connect with us!



Meet Your Presenters

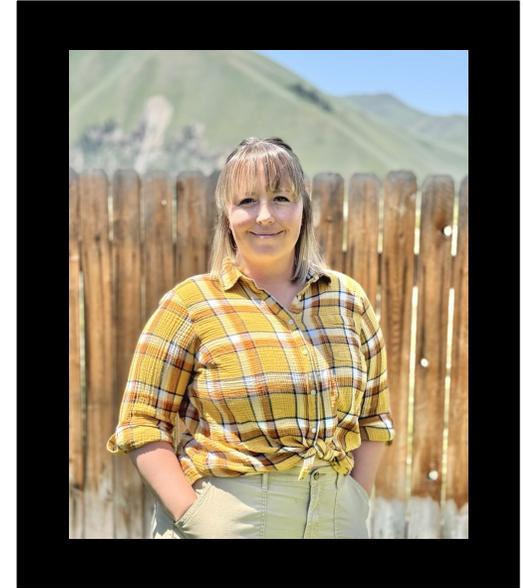


Sin Ming Loo, Ph.D.

**Professor, Electrical and Computer
Engineering
Associate Dean, College of Innovation +
Design
Boise State University**

Kris Pruett

**ISO/IEC 27001 & 42001 LA
Security Advisor, WW Security & Analytics
Practice
HP, Inc.**





Who Here Knows Someone Who Has Been Hacked?

Annoying → Expensive → Existential

AGENDA

01

Practical Steps to Stay Safe Online

- Simple actions individuals can take to reduce cyber risk

02

Trusted Resources for Learning More

- Where to find reliable cybersecurity guidance

03

Support for Schools & Local Government

- Available assistance and response resources

04

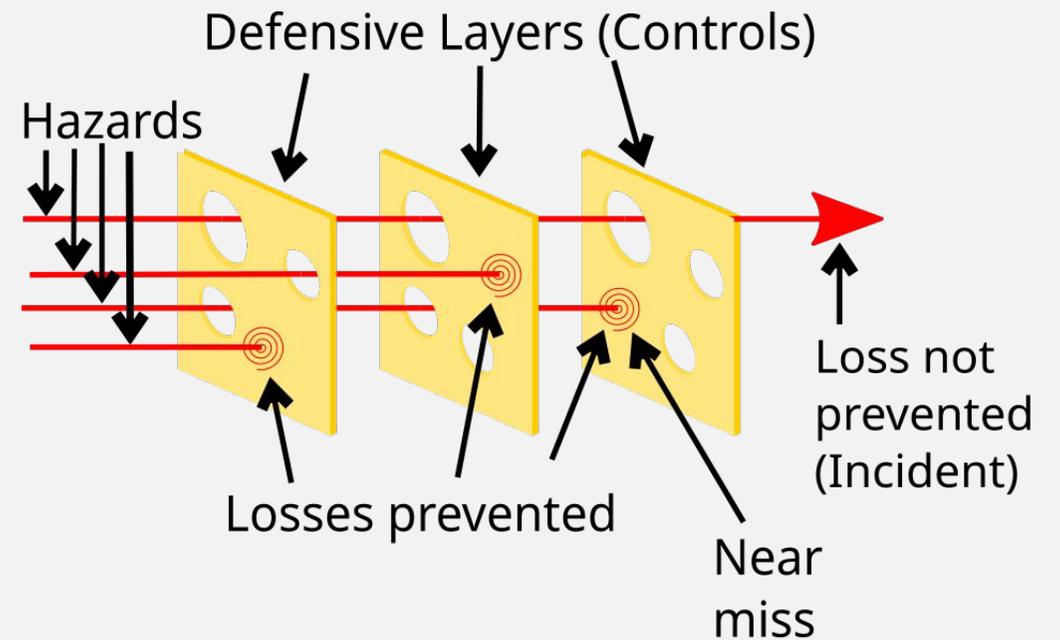
Operation Cyber Idaho

- Connecting communities to local support through the Idaho resources

Swiss Cheese Model



- Slices: Layers of defense
- Holes: Weaknesses
- Alignment: Failure



95%

of
cybersecurity
incidents are
primarily due to
human error

HOW LONG IT TAKES A HACKER TO BRUTE FORCE YOUR PASSWORD IN 2024

Hardware: 12 x RTX 4090 | Password hash: bcrypt

Stronger Password Habits

- Length > Complexity
- Unique passwords should be used for every account
- Use MFA whenever possible

Number of Characters	Numbers Only	Lowercase Letters	Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters, Symbols
4	Instantly	Instantly	3 secs	6 secs	9 secs
5	Instantly	4 secs	2 mins	6 mins	10 mins
6	Instantly	2 mins	2 hours	6 hours	12 hours
7	4 secs	50 mins	4 days	2 weeks	1 month
8	37 secs	22 hours	8 months	3 years	7 years
9	6 mins	3 weeks	33 years	161 years	479 years
10	1 hour	2 years	1k years	9k years	33k years
11	10 hours	44 years	89k years	618k years	2m years
12	4 days	1k years	4m years	38m years	164m years
13	1 month	29k years	241m years	2bn years	11bn years
14	1 year	766k years	12bn years	147bn years	805bn years
15	12 years	19m years	652bn years	9tn years	56tn years
16	119 years	517m years	33tn years	566tn years	3qd years
17	1k years	13bn years	1qd years	35qd years	276qd years
18	11k years	350bn years	91qd years	2qn years	19qn years

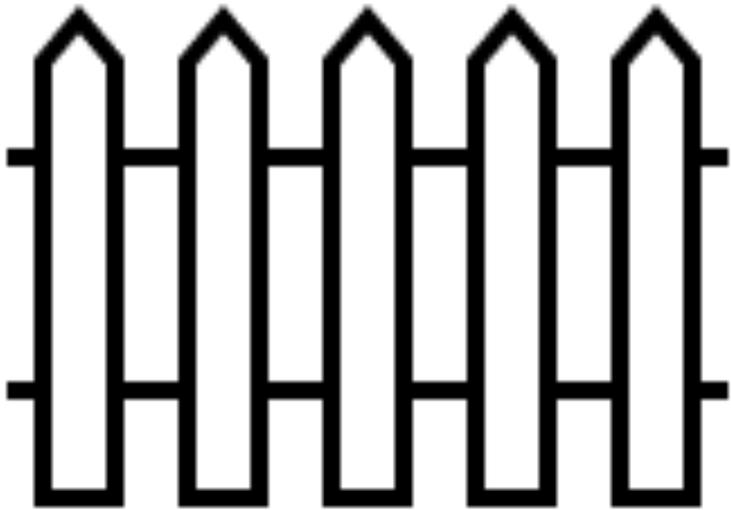
Passkeys: Logging In, But Make It 2026

- No passwords to remember
- Nothing to steal or phish
- Your device proves it's you





Protect your personal devices with a PIN, pattern, or other form of lock

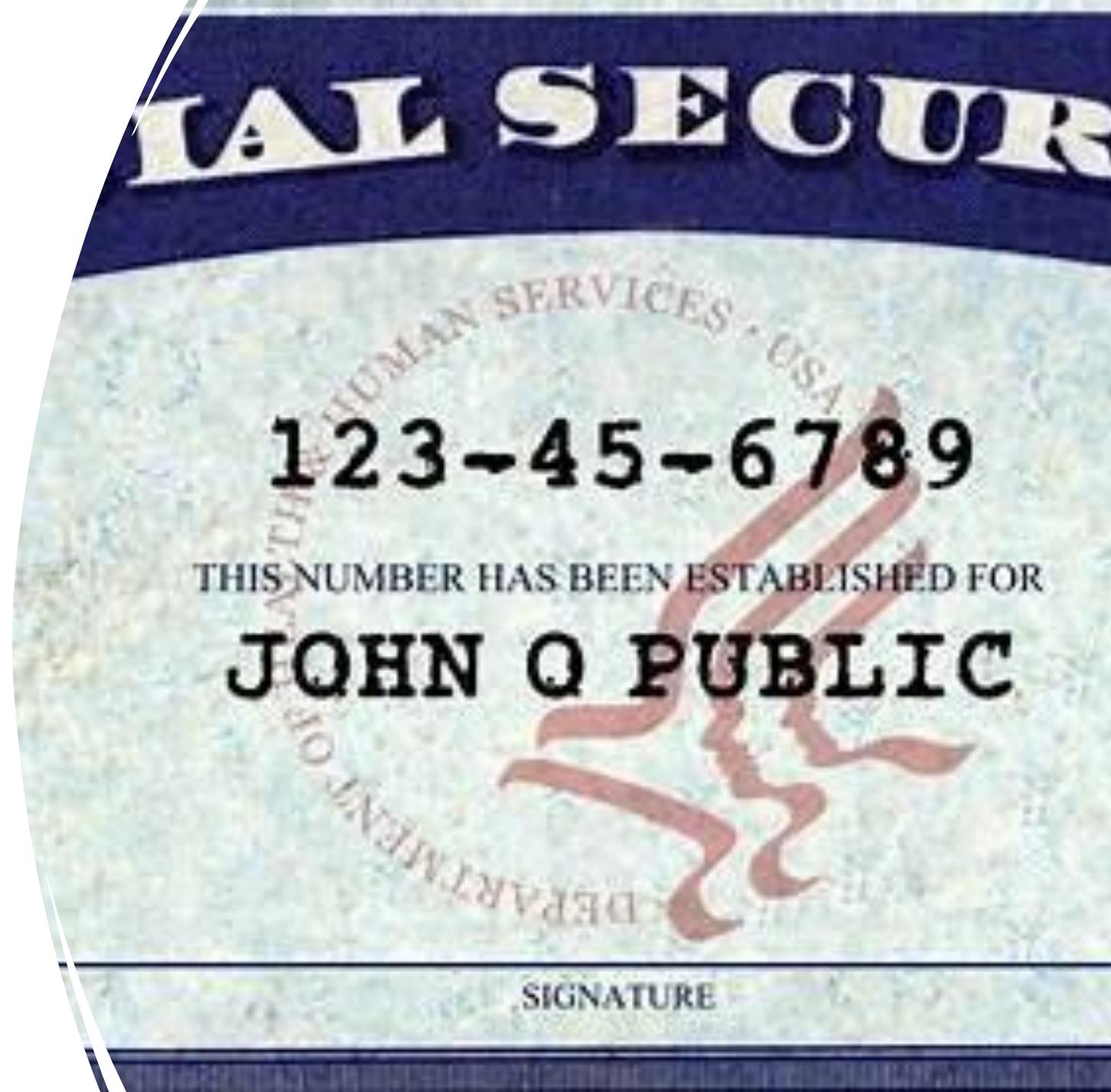


Secure Home or Office Router

- Change default admin password
- Create a guest network

Protect Your Social Security Number

- Keep your Social Security card in a safe place at home
 - Don't carry it with you or share your number unnecessarily
- Some offices ask for your SSN
 - Ask some questions
- Lock your credit reports
 - Free!!!





Be Cautious with Public Wi-Fi

- Avoid performing sensitive activities like online shopping or banking on public Wi-Fi networks.
- If you have to use public/free WiFi, use VPN!

Shred Documents with Personal Information

- Shred paper documents that contain personal information like your name, birth date, and Social Security number.



Use Strong Anti-Virus Software

Install and maintain strong anti-virus software on all your devices, including smartphones and computers.

Total Security



Your protection is live now

3 recommendations

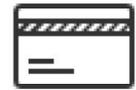
Details



Scan



Database Update



Safe Money



/ Protection



Backup and Restore

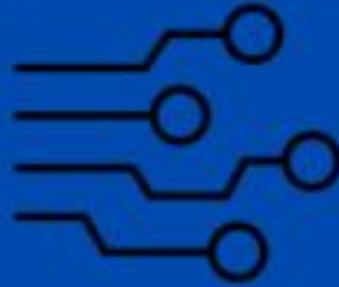


Protection for kids

More Tools

[Other products](#) [My Kaspersky](#)

Protect Yourself on Social Media

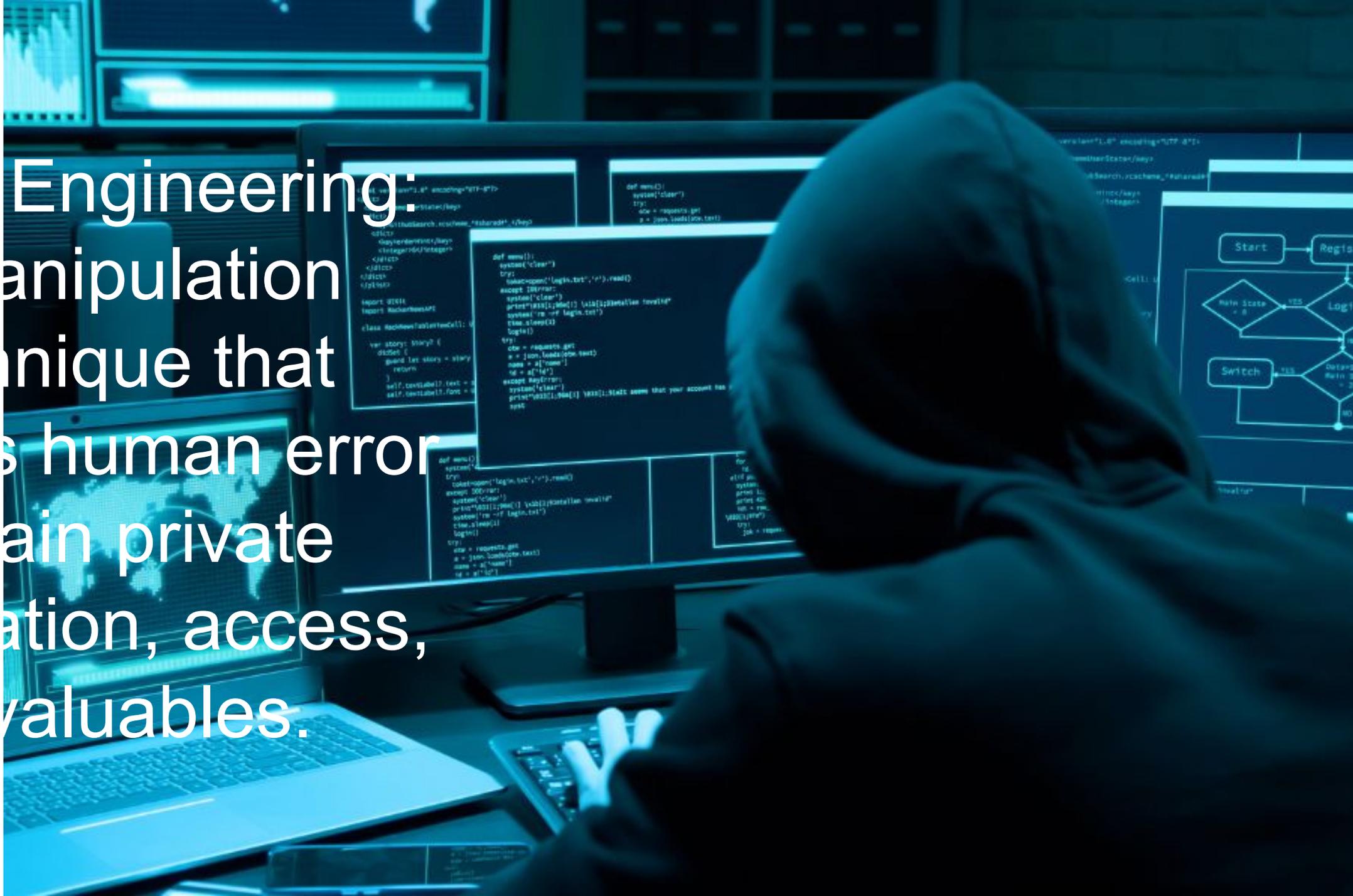


SOCIAL MEDIA PRIVACY SETTINGS



Customize your social media security settings and delete accounts you no longer use. Be wary of suspicious messages from contacts.

Engineering:
manipulation
technique that
uses human error
to gain private
information, access,
and valuables.

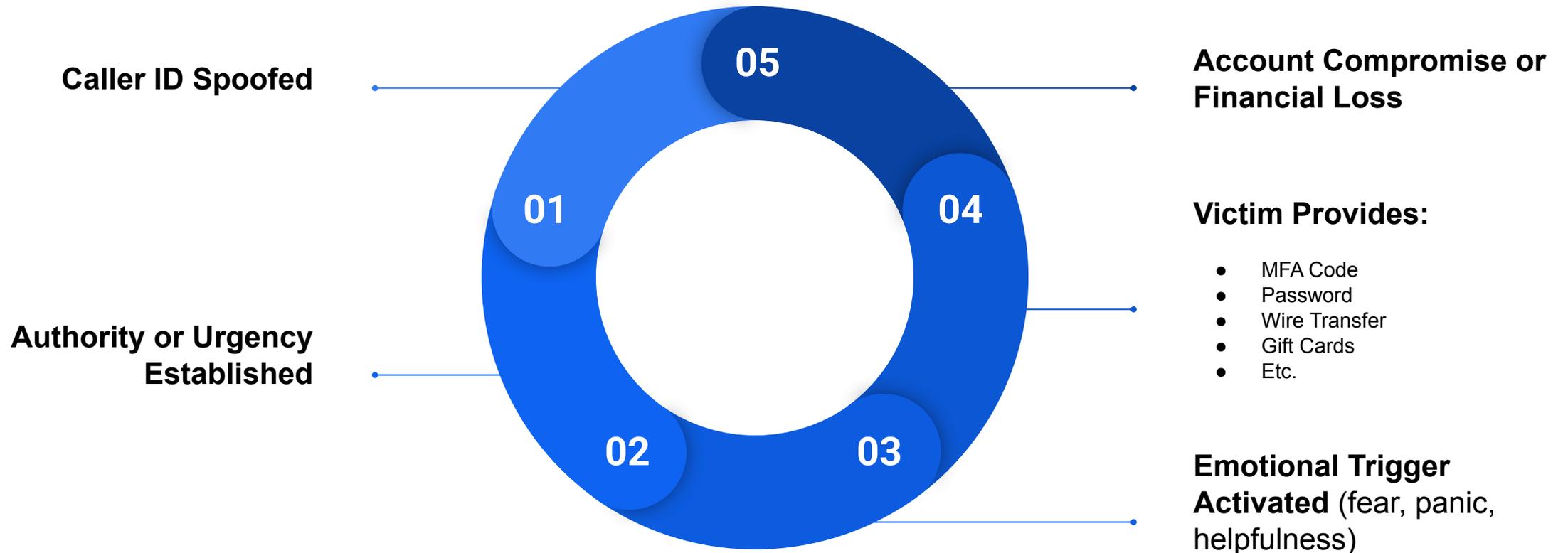




When the Attacker Calls You

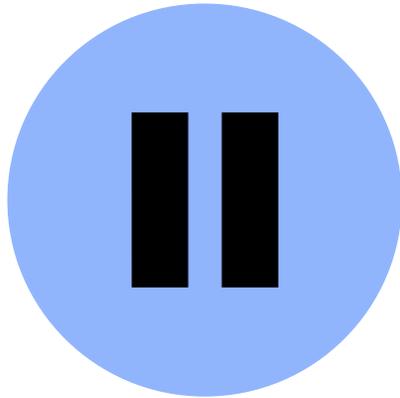
Vishing = Voice Phishing: A social engineering attack where criminals use phone calls (often spoofed numbers) to:

Impersonate Trusted Organizations | Create Urgency or Fear | Extract Sensitive Information | Trick Victims Into Transferring Money or Credentials



Verify, Verify, Verify

When money, credentials, or access is involved: VERIFY, don't comply



PAUSE



VERIFY



PROCEED



Avoid Sharing Personal Information Unnecessarily

Never give out your personal or financial information in response to unsolicited calls or messages. Don't post it on social media.



Monitor Financial Accounts Regularly

Regularly check your financial accounts for suspicious transactions. Request and review your free credit reports annually.

Stay Vigilant Against Scams

- Never click on links in unsolicited emails or texts
- Only provide information on secure websites

Print Report <MBaptiste@macoc.com>
Friday, September 23, 2022 4:20 PM
Subject: STATUS: Mailbox Warning - Friday, September 23, 2022

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you know the content is safe.



Microsoft

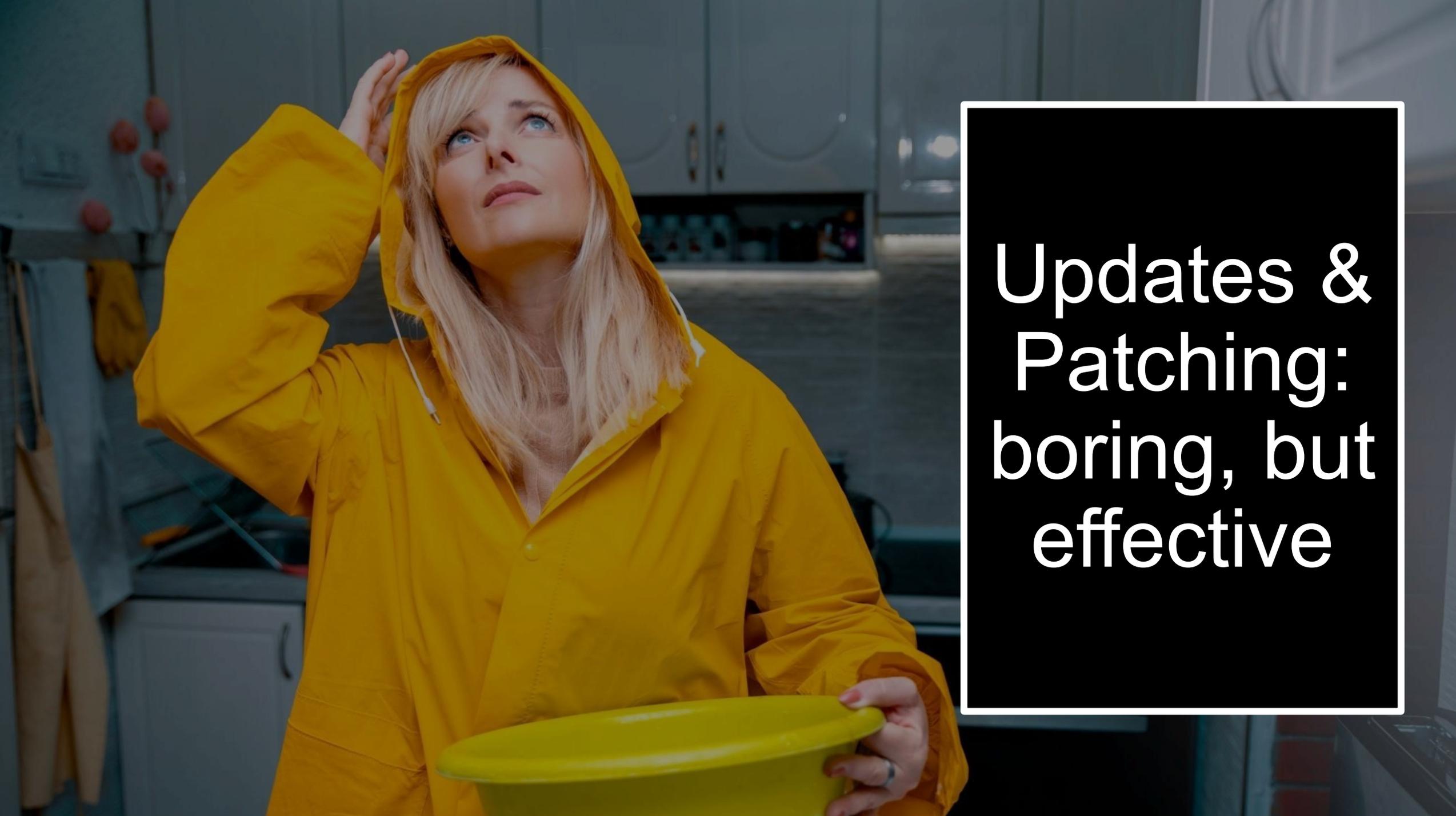
Your password to [REDACTED] is expiring
today **9/23/2022 8:20 PM**

Your account password has expired and the priority is High for
user [REDACTED] account.

[Keep My Password](#)

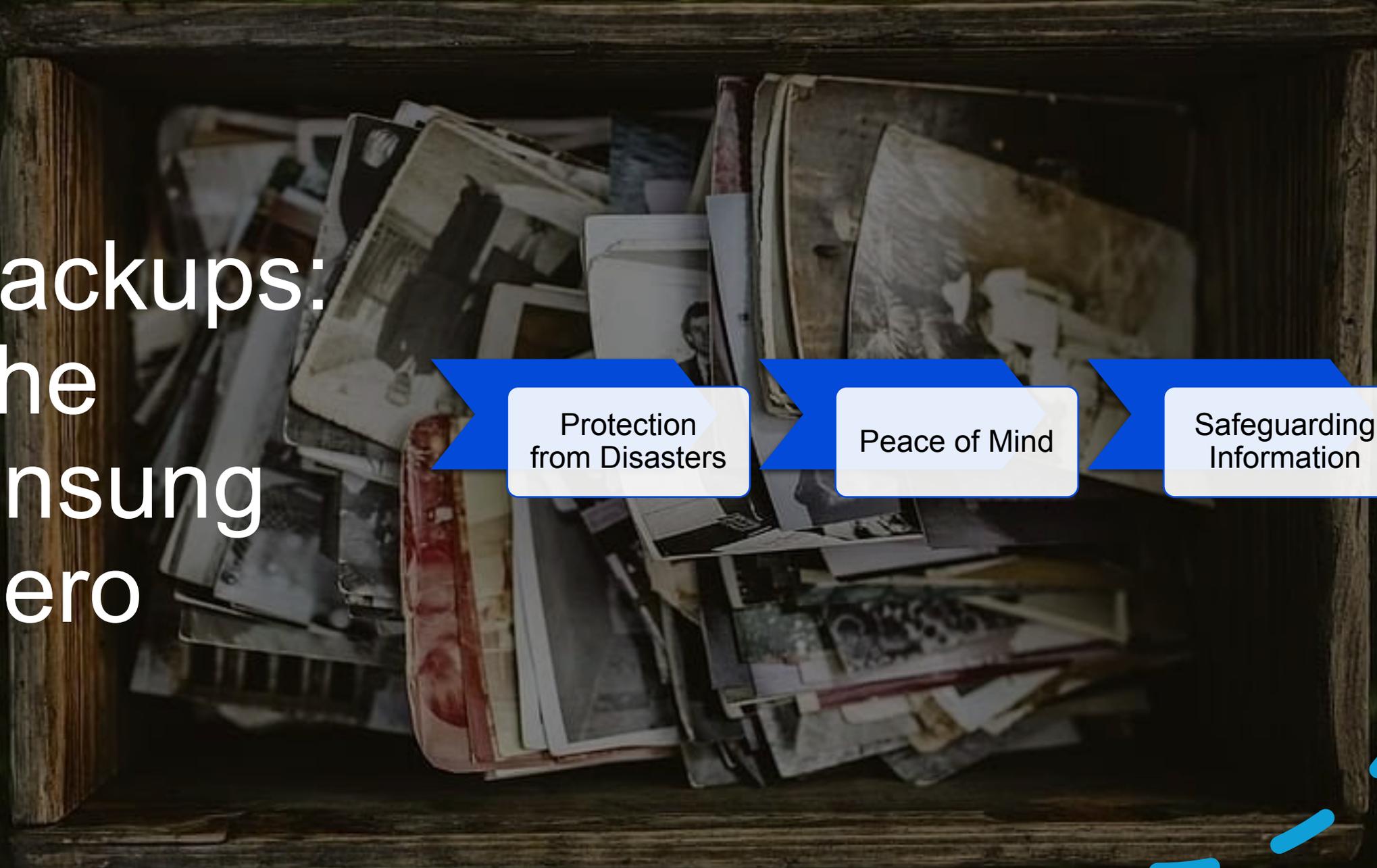
Failure to complete. Request issues found on system will no longer be investigated or fixed.

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Updates &
Patching:
boring, but
effective

Backups: The Unsung Hero



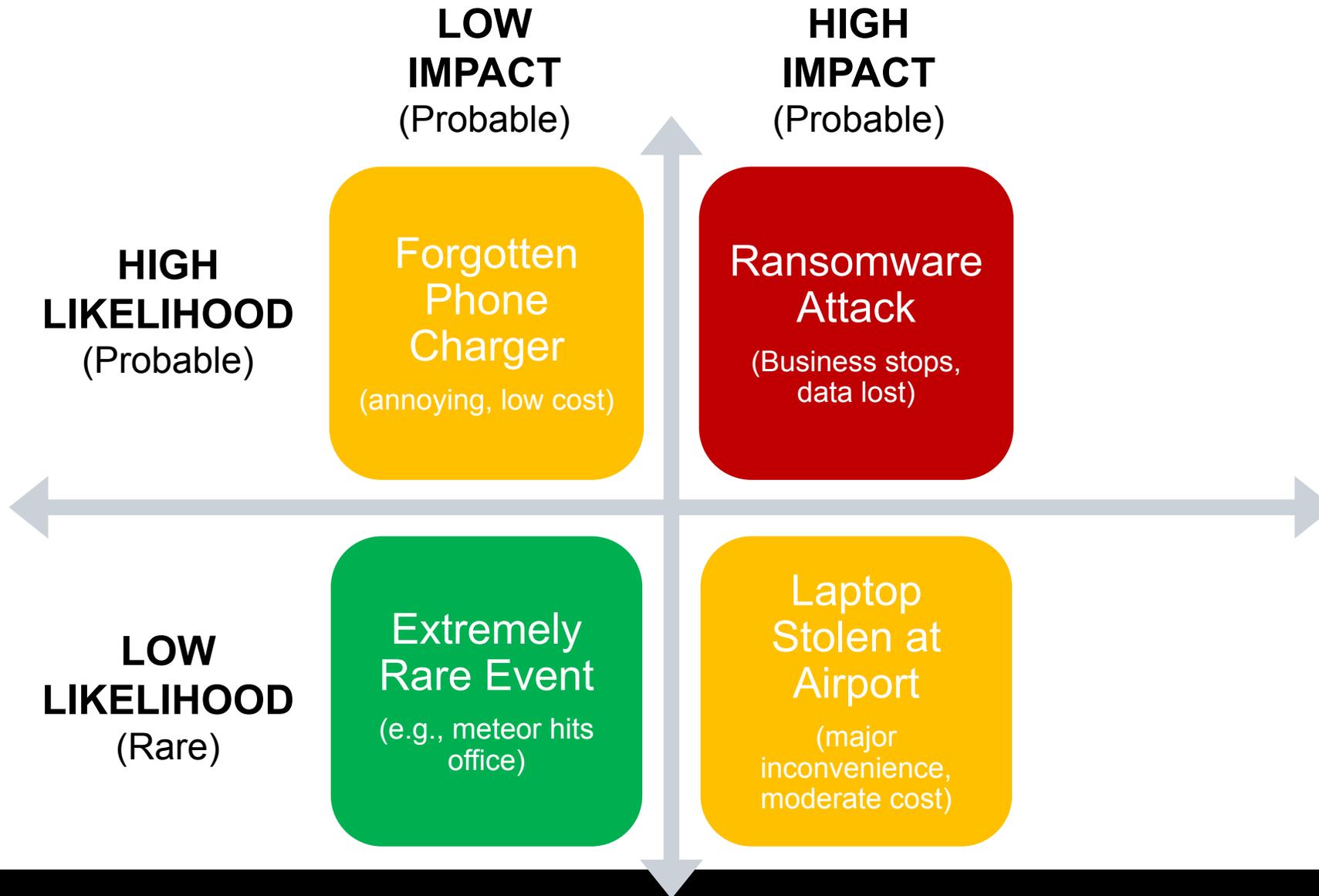
Protection
from Disasters

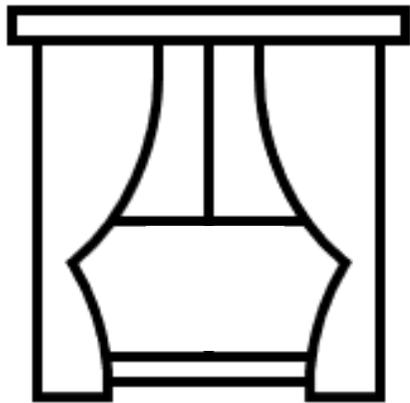
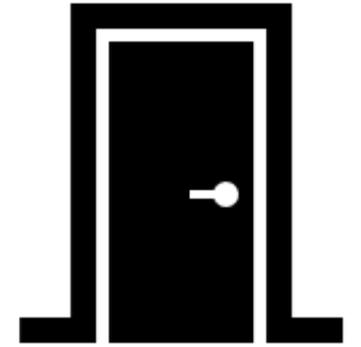
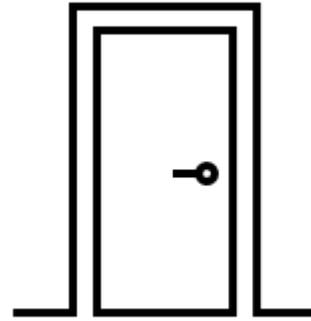
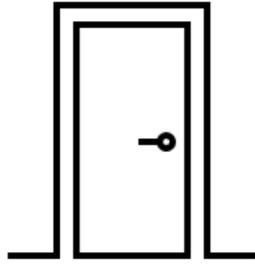
Peace of Mind

Safeguarding
Information

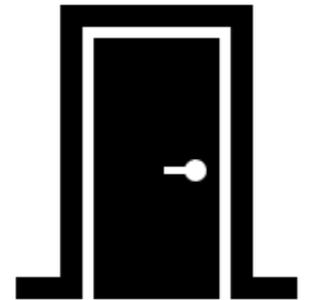


Cybersecurity is Risk Management, Not Fear





Attackers Only Need
to Be Right Once*

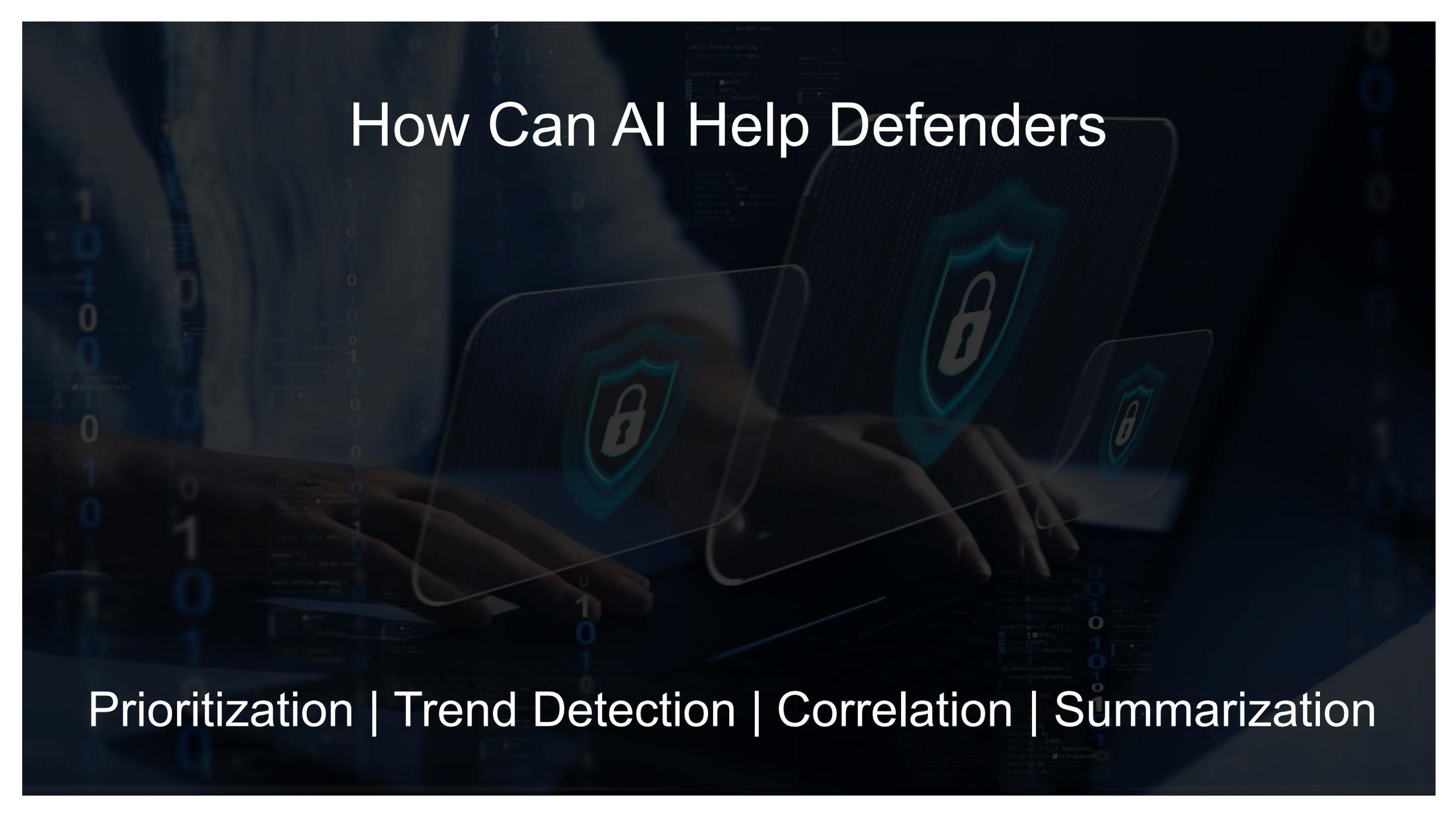


What Leaders Want From Security

- How bad is it?
- What is the risk?
- How do we prioritize fixes?



How Can AI Help Defenders



Prioritization | Trend Detection | Correlation | Summarization

AI Risks: Proceed With Caution

Malicious Manipulation Risks

- Attackers could exploit AI systems with harmful instructions, leading to unintended and even dangerous behaviors

Untrusted Content

- AI can be compromised by untrusted content, making software vulnerable to manipulation and exploitation

Importance of Governance

- Strong governance and vigilant user controls are essential for AI safety and risk minimization





TryHackMe



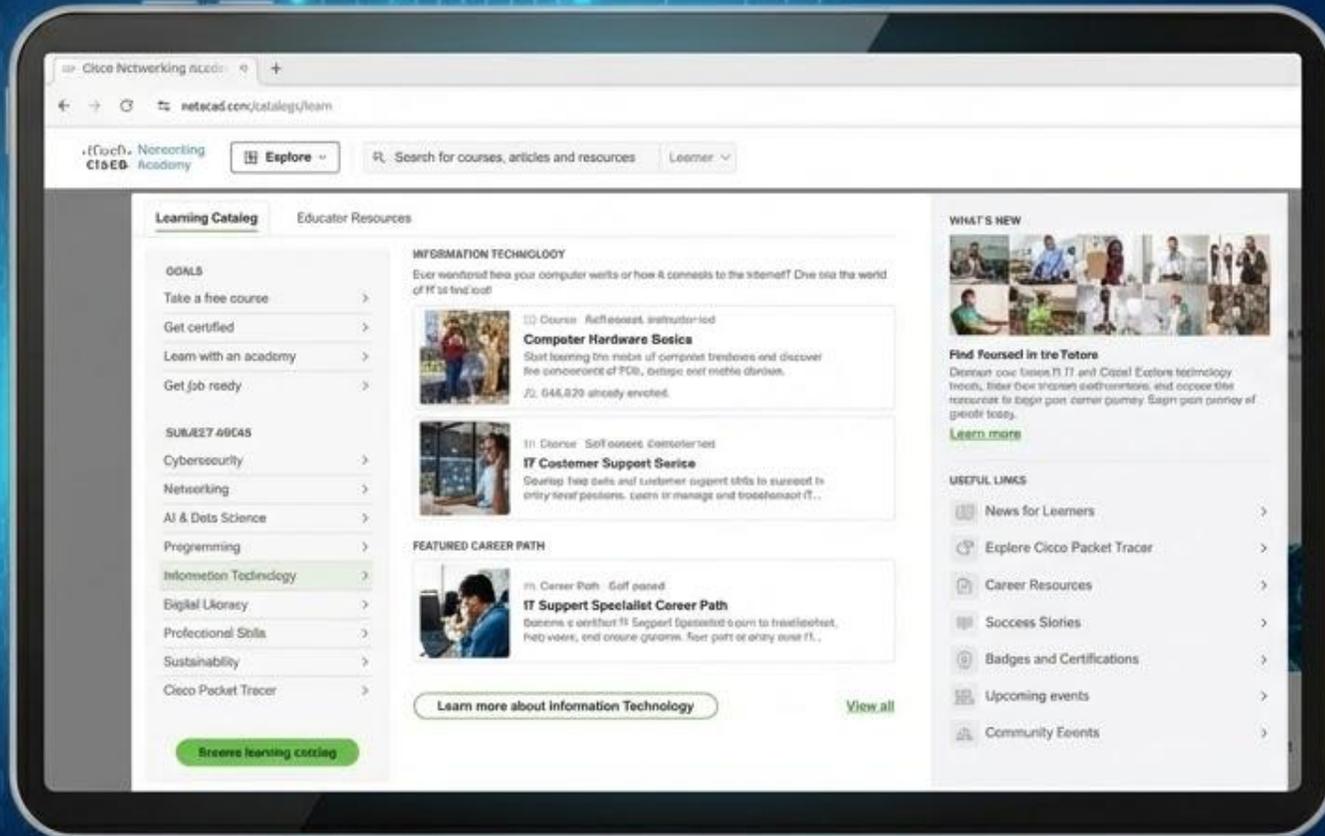
- Interactive Learning Paths
- Hands-On Labs

Topics covered:



- Cybersecurity Basics
- Networking
- How the Web Works
- Windows Fundamentals

Cisco Networking Academy



Free or low-cost cybersecurity options



Good for those who want "plain English" foundations

Topics covered:



- Cybersecurity Basics
- Safe Online Behavior
- Entry-Level Security Concepts

Tenable Nessus Essentials (the free version)

- Industry-known vulnerability assessment tool
- Allows for vulnerability scanning of up to 16 IP addresses (hosts/devices).
- Designed for personal use, students, or small-scale testing
- Does not support enterprise-level scanning, although it does allow for full, unrestricted scans of those 16 IPs.



tenable®

Nessus Essentials



OpenVAS

Open Vulnerability Assessment Scanner

Powerful, open-source framework for network scanning, vulnerability management, and security testing.

- **No licensing cost for Community Edition**
- **Good way to learn what attackers look for first**
- **Reinforces idea that patching, configuration, patching and visibility matter**

What it does:

- **Scans systems for known vulnerabilities and weak configurations**
- **Produces reports that help users understand risk and prioritize remediation**



IDAHO CYBERSECURITY RESOURCES

For School Districts & Local Government Agencies



Risk & Vulnerability Assessment

By Boise State University Cyber Operations & Resilience Program.
Potentially free.



Idaho Innovative Readiness Training (IRT) Program

Collaborative training and support.
Potentially free.

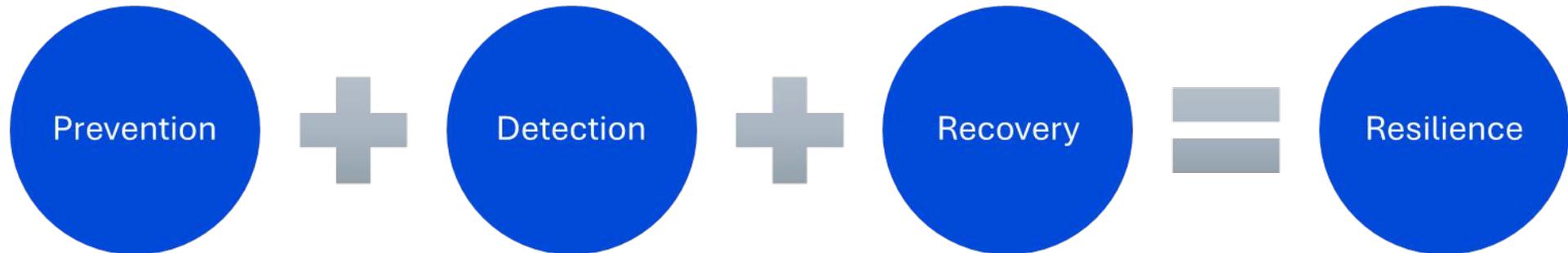


Idaho ITS Apprenticeship Program

Develop skilled talent.
Potentially free.



We're All Chief Resilience Officers



We're All Chief Resilience Officers



Prevention

+



Detection

+



Recovery

=



Resilience





What's Next



Next 7 Days



Turn on MFA



Update passwords



Update devices



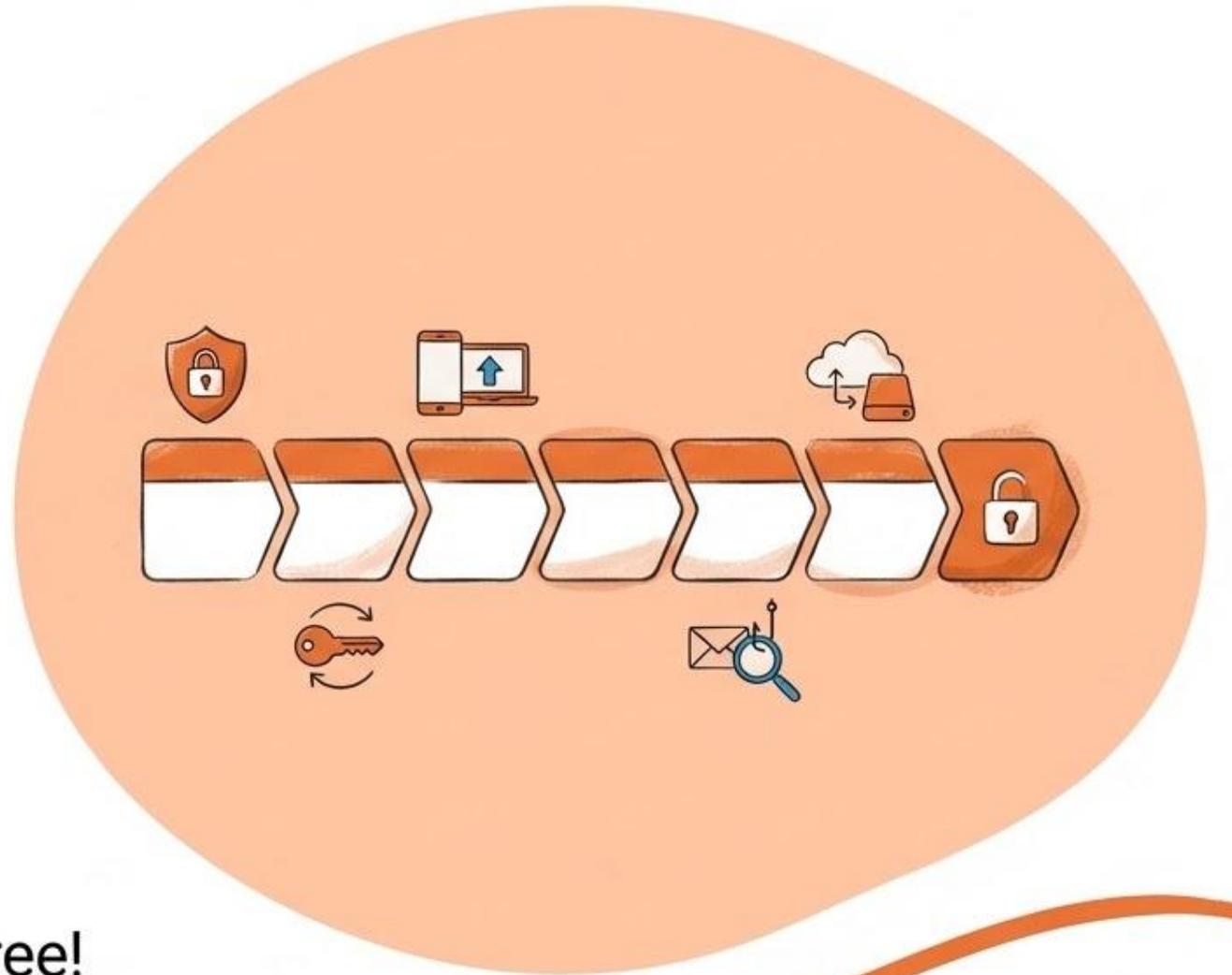
Backup devices



Learn how to spot phishing



Lock all your credit reports, free!





What is
Your Best
Lesson
Learned?