

Division of Continuing Education and Community Engagement
Government Affairs



UNIVERSITY of WISCONSIN
GREEN BAY

**Phishing and Scams
&
Strategic Planning in the Clerk's Office-REALLY**

Tuesday, August 20, 2019

Marriott West

Middleton, WI

In Partnership with

Wisconsin Municipal Clerks Association

Programming

9:00 am-Noon: Strategic Planning in the Clerk's Office—Really?

What is strategic planning and why is it necessary in the clerk's office? This interactive session will answer these questions and provide greater insight into the strategic planning process. Most companies today find it necessary to conduct strategic planning, but how many of us are involved in the process? To truly have an effective strategic plan, **everyone** must be involved to ensure they have a "stake" in the process which in turn ensures the overall success of the plan. During this session, participants will be shown a strategic planning process that is inclusive and creates a foundation for success. Participants will then put this process into action by creating some "mock" strategic plans. By the end of this session, participants will have a full understanding of the process and elements that are necessary for acceptance, implementation and success of a strategic plan in the clerk's office.

Instructor: Jane Long, Ed. D., is the Director of Professional Development for the International Institute of Municipal Clerks.

Noon-1:00: Lunch

1:00-3:00 pm: Phishing and Scams

Phishing and Scamming is a "REAL" threat in our communities today. As scammers get more creative and their scams more advanced, it's getting harder to spot the fakes. There have been a growing number of municipalities falling victim to phishing attacks, computer hacks and fake wire transfers of serious amounts of money. In this workshop you will learn:

1. Types of scams that are occurring
 - Recent examples of each
2. Email Scam Examples
 - How to identify the scam emails
 - Defense against these threats
 - How to train the organization
3. Non-email threats

Instructor: Jeff Lemmermann, CPA, CISA, CITP, CEH, Information Assurance Consultant, SynerComm

COST: Includes instruction and materials; Lunch not included

\$89 for the entire day

\$59 for Strategic Planning in the Clerk's Office-REALLY? **only**

\$45 for Phishing and Scams **only**

LUNCH: Lunch can be purchased through WMCA at: <http://www.cvent.com/d/wyq801>

This workshop has been designed for all public officials. You do not have to be a member of WMCA to come. I encourage you to invite your staff and colleagues to gain this valuable information. This full day of training qualifies for HMC, MTAW, WMCA, WCCA, WCTA, WCCCA education hours towards certification.