



ÆGIS journal

Addressing threats that affect your bottom line

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AEGIS journal, in conjunction with
The Center for the Study of Law, Science, and Technology,
Sandra Day O'Connor College of Law at Arizona State University
and
The OPSEC Professionals Society
will be hosting its two-day **Critical Information and IP Conference:**
Identification, Valuation, and Protection of Critical Information and Intellectual Property
For Directors, Finance Officers, and Counsel
At Arizona State University in Tempe, Arizona, **5-6 June 2007**
For information, contact us at conference@aegisjournal.com

1. Asset Location and Due Diligence — How can I help you?

When this editor's father was doing consulting it was his habit to ask employees what, from their perspective, needed to be done. The employees always knew, and their management almost never asked.

In well-run companies this is not the case. We recently spoke with a man who has spent his life in the financial markets, and he commented on the difference in top management between very successful financial firms and less successful financial firms.

In the first firm for which he worked, he looked up from a call to see the head of the company standing by his desk. When he (somewhat hurriedly) finished the call, his boss's boss's boss introduced himself, and took him to a conference room where he apologized for taking so long before stopping by, explaining that he had been out of the country. He told him that he hoped he would enjoy working for the company, and that he would be very successful. He went on to tell the new employee that he hoped he would sell so much that he would make more than he, the company head, made, and

said that if there were anything he could do to make sales easier, his door was always open.

In a subsequent employment the head of the firm would appear at least every two or three weeks to say hello, and would regularly ask employees how they made their money, and what he could do to make them more successful. If they said they didn't know, he would ask them how he was supposed to help them if they didn't tell him what they needed.

Our guy briefly worked for a firm in which he never met the head of his group. This was a bad sign, but a clear sign that he should leave, and that the company would not do as well as it should.

There may be a wide range of reasons why problems occur and are not solved, but in many cases when problems occur the solutions *are* known. If you ask, you will probably get the answer you need. If you listen to the answer and take action, you and your firm are likely to be the better for it.

2. OPSEC, Economic Espionage, and Competitive Intelligence — Need-to know in globalized product development

A serious threat to intellectual property in a global economy is that you are willingly sharing your IP with folks who will immediately steal it for their own use, or allow it to be stolen for the use of others.

More to the point, when you lose information it is often because you are over-sharing information. One logical defense is to only share information as it is needed, and with whom it is needed.

The good news is that the process is straightforward, cost-effective, and works. The bad news is that in order to prevent loss of your intellectual property, you must identify what material needs to be shared and what does not. Then only share that what *needs* to be shared, and only with those who *really* need it.

The first step is to make a commitment to protecting your intellectual property. One way to tell whether this has been done is to determine if you have an OPSEC program implemented. If you do, the team will already be helping the operational staff determine what is at risk to whom, and how it should be protected.

If not, anticipate that a significant amount of your intellectual property – and the future profits that should be associated with it – will end up as part of the \$300 billion lost every year by American companies to competitive intelligence, economic espionage, and theft.

3. Executive Protection — Re-training in security driving

Professional drivers undergo regular driving training. We have spoken to some senior managers who seem puzzled by this, considering the training to be little more than a boondoggle. After all, if you know how to drive, you know how to drive. What more can there be?

In fact, there can be rather a lot, and there are at least three good reasons to take recurrent training.

The first is that driving – and particularly security driving – involves a lot of complex motor skills that need refreshing. All the really cool stuff you see in the movies, where cars turn around quickly to avoid a trap, or ram through cars blocking their way, are not easy to do, and require practice and refresher practice in order to be executed effectively. Controlling cars in slippery conditions also require practice to be done effectively. It is better to have your driver practice all of these in controlled conditions, rather than re-learning them while you are sitting in the back of the car.

A second is that we keep learning new things about what the bad guys are doing, and how to defeat the attacks. You want your driver to be capable of handling incidents before they occur. This is clearly better than the driver letting you die for lack of currency re-training. Or, not even being able to do that because you and they are needlessly dead.

A third reason is that technology changes. As an example, many of us learned fancy evasion maneuvers that depend on controlled skids. That is to say, when we stamp on the breaks we expect the wheels to stop turning in a predictable manner. Unfortunately – or fortunately – one is hard pressed to find a car today that that does not have some form of ABS implemented. Anti-Blocking Systems are wonderful, and have made driving much simpler for most of us, but it means that the techniques that worked for us in the past no longer work for the way in which we have been trained. Again, you have some expectation that your driver will be able to control the vehicle appropriately, and it is important to make sure that they change as technology changes.

The bottom line is that training and re-training are part of doing a professional job. While it might seem that there is not really much to do to retain driving skills, that is only true for a limited subset of the population. If you are putting your life in the hands of your driver, best make sure that you make it as easy for them to be successful as possible.

After all, if you stint on their training you may be stinting on your survival...

4. Technical Issues — Targeted viruses

In the good old days, people wrote viruses largely because they could. While some attempted to justify what they did by saying that they were doing it to make obvious the flaws, most really did it for fun. Destructive, anti-social fun, but fun, nonetheless, by the standard of their developers.

Today, viruses are written for profit, with the goal to collect and use specific information. In some cases, the goal is to take control of a network of computers, and use them to send spam. We recall reading an article that posited that a surprising percentage of computers were being so used, without the knowledge of their owners. Since at least a third of all computers likely have no current protective software, this is not a surprise.

A bigger worry, however, is the virus aimed at gathering specific information about specific firms, and sending it back to its masters. These viruses are relatively inexpensive, costing a few hundred dollars for a simple infection, with prices at present hitting almost \$4,000 for more targeted viruses that can be updated as needed.

The bad news is that, as with almost everything else, you can take generic protections to protect from generic threats. Things become much more difficult when facing a specific, targeted, attack. The specific attack is unlikely to come to the attention of the anti-virus labs, so you need to depend on a multi-level approach to protecting your computer data.

The good news is that your IT staff can do a lot to protect you once you recognize the existence of the threat, and make the decision to have your staff take appropriate protective steps.

5. Real Stories from the Field — Rendezvous Bay Hotel and Villas, Anguilla

“That’s *Anguilla* not Antigua,” is the stock response when we tell people about Rendezvous Bay in Anguilla. Antigua is a commercial hub with an airport that lands 747’s. Anguilla is a much smaller island (near St. Martin) that has a much smaller runway – MUCH smaller.... Anguilla is not even in our spell checker!

Anguilla is only 16 miles in length and about 3.5 miles wide at its widest. It is dryer than most of the islands in the vicinity, making it much more comfortable than the tropical neighbors. Rendezvous Bay and its name sake resort is a large bay almost two miles across, just west of Blowing Point, the nearest village on most maps. The position is such that great views of the

sunset are a daily occurrence, with many visitors standing on the fine white sandy beach looking for the elusive green flash associated with sunset.

The Rendezvous Bay Hotel is a local project, not a multi-national conglomeration that has the same furniture and artwork installed in every room in the world. Rendezvous Bay Hotel is locally owned and managed. The hotel and the rooms reflect this in every detail. Rendezvous Bay is an authentically Anguillan resort set on one of the finest beaches in the Caribbean with limited space and nearly unlimited indulgences. The patriarch of the resort, Jeremiah Gumbs passed from this earth in 2004. He held a velvet glove on the quality and direction of the resort. He guided his family and employees with inspirational words and his real world actions. We never met a person who stayed at the resort, who, when leaving for home, was not fully committed to returning as soon as they could.

So when we heard that they planned a development of luxury residences, we assumed the worst, but once we understood what was being done our fears disappeared. The development plans and administration look to be world class, and at 2 million to more than 15 million USD per residence they are in line with the scope, location, and quality. These homes and smaller attached dwellings are drop-dead Caribbean gorgeous. It is clearly a once in a lifetime opportunity. We suspect these residences will disappear as soon as they are released for sale: Anguilla has a moratorium on foreign resort development and imposes severe restrictions on foreign ownership of beach side residences.

Rendezvous Bay Hotel, in its current incarnation, is the best of the old Caribbean hospitality. It has a welcome graciousness that is missing from commercial and glitzy Caribbean hubs. The quieter pace of life and of vacationing provides for a purposeful relaxation with nothing but excellent choices.

Those choices include, deep-sea fishing and reef spear fishing. The scuba diving and snorkeling are excellent, and beach combing (one of our favorites) seems almost a ritual. Hiking and biking and sailing around the island also provide private rewards when meeting those who make Anguilla their home. Even more remote opportunities exist if you hire a vessel to visit Prickly Pear Cays, Sandy Island, or Scrub Island.

And, if you like a more urban contemporary setting, St. Martin and its world class evening spots are but a 12 dollar ferry ride with numerous trips a day back and forth. Bring your passport: St. Martin is another country.

Getting to Anguilla

The commercial carriers Liat, Caribbean Star, and American Eagle offer reliable but limited service. Private aircraft should check runway length and services before departure. Many elect to fly to St. Martin and take the ferry over to Anguilla. It's our favorite and provides travelers with the feeling that they really are getting away from it all. Cabs are available on both St. Martin to get to the quay and to pick you up in Anguilla and take you to Rendezvous Bay. The ferry lands at Blowing Point in Anguilla, less than a mile or so from Rendezvous Bay.

You can rent cars in Anguilla. We suggest the smaller size higher clearance vehicle like the Suzuki Samurai or Toyota Rav 4. Some of the roads paved and unpaved get potted in the rain. Definitely hire a car and driver for a tour of the island. And figure out how to have a beach-side evening barbeque of chicken, fish, and rum. Time it for sunset, and watch for the mysterious and elusive green flash that occurs then.

Pack light, but do have some semi formal clothes for evening dining: Anguilla is, after all, a British Administrated territory.

Once the resort closes to rebuild you will have to wait two years before you can go, but it should be well worth the wait!

Web References

Ferry: <http://www.link.ai>

<http://www.anguilla-vacation.com/>

<http://www.rendezvousanguilla.com/>

6. Book and Product Reviews

Symbiotics Colostrum Plus (<http://www.symbiotics.com/>)

and

EpiCor (<http://www.embriahealth.com/epicor.html>)

As readers know, we are very health conscious. In part it is because we know that it is better to avoid sickness than to treat it. In part it is because we have gotten so sick so often. While we have been fortunate enough to suffer from relatively minor horrible diseases – malaria, cholera, *ad nauseum* (or *ad nausea*), rather than the more generally terminal horrible diseases like viral hemorrhagic fever – we nonetheless give a good look at *anything* that might help our immune system.

Our enthusiasm du jour is for immunogens is an old standby, colostrum, and a new standby, EpiCor. By odd coincidence, we get both of these at the same on-line store, <http://www.iherb.com/>

Colostrum is an important part of mothers' milk. While we all know the benefits of mothers' milk for babies, many are not familiar with the benefits to adults. They are many, including strengthening the immune system. Colostrum is extremely well researched, and there is a great deal of scientific literature available for those interested. We take a scoop with a large glass of liquid in the morning on an empty stomach (you are trying to get it into the small intestine, and Symbiotics Colostrum Plus has been designed to not be destroyed by stomach acid on its way to the small intestine), and a scoop in the afternoon or evening.

EpiCor is a new immunogen derived from brewers yeast (*Sacchromyces Cerevisiae*). According to the literature, it was discovered that workers in a fermentation facility had very low illness rates. From this discovery came EpiCor. The recommended dosage is one capsule per day.

Since taking these we have not gotten sick, and that includes, somewhat uncharacteristically, not getting a cold when those around us were getting them. We like to think that Colostrum Plus and EpiCor played a part in this.

Immunogens and autoimmune disease

Now you may think that the purpose of this article is to extol the virtues of Colostrum Plus and EpiCor. And you would certainly be at least partially right. But the real lesson we hope you carry away is that you should speak with a physician that knows something about nutrition before taking *any* supplement. *Particularly if you have a known health issue.* If you have no health issues, and have no particular interest in nutritional mysteries, you can stop reading here, though we hope you plow through to the end.

The need to be careful in choosing supplements was made clear to us when we considered recommending Colostrum Plus and Epicor to a friend who suffers from Coeliac disease. Coeliac disease is an autoimmune disorder that is triggered by gliadin, a gluten protein found in wheat (and similar proteins found in members of the Triticeae family, such as barley and rye). The disease causes the immune system to damage the villi of the small intestine, which prevents nutrients from being absorbed. This isn't good!

It is very difficult to avoid gluten. You can obviously give up toast, sandwiches, pancakes, and cakes, but that is only the tip of the iceberg. A lot of products that might not intuitively seem to contain wheat turn out to have

some thrown in. A product that clearly does not contain wheat may be moved on a conveyor belt on which they sprinkle flour so the product doesn't stick, thus causing cross-contamination. The envelope you lick may use mucilage made of wheat. Soy Sauce and MSG are wheat-based, so there goes your Chinese food. And if they didn't clean the grill well, your eggs may contain the residue of the pancakes that were just made.

So, did we want to blindly suggest looking at an immunogen to someone with an autoimmune disease? Not hardly! Instead, we spent a lot of time in communication with the good folks at Symbiotics and Embria Health Sciences, and even more time reading the literature.

Based on our conversations with the Symbiotics Colostrum Plus folk, and on what we have read, we learned three things.

First, we were told that no harm can be done by taking Colostrum Plus. Not making things worse is, of course, our primary concern.

Second, it appears that symptoms of Coeliac disease generally appear after infancy, which likely corresponds to weaning, and which, it was suggested to us, may be an additional indication that mothers' milk is likely to be benign.

Third, a study of the literature indicates that colostrum has an immunomodulating behavior in other autoimmune diseases, apparently due to the presence of Proline-Rich Polypeptides (of which there are about 29 mg in each scoop of Colostrum Plus). It was suggested to us that this might be the case with Coeliac disease, too.

It is therefore a hypothesis that Colostrum Plus might moderate the ill effects of accidental ingestion of gluten by one suffering from Coeliac disease. The recommendation to our friend – keeping in mind that we are neither doctors nor even play doctors on TV – will therefore be that they should check with their physician, and, if there is no objection, that they might try a single scoop (about 5 grams) of Colostrum Plus. If there is no unanticipated bad reaction, a second scoop can be taken half a day later, with this being continued as long as there are no ill effects.

The case for EpiCor was less clear to our untutored eye. However, it appears that anti-*Saccharomyces cerevisiae* antibodies are markers for some autoimmune diseases – although there is no clear connection between these markers and clinical symptoms – and it was suggested to us that what may be a wonderful choice for those with healthy immune systems may warrant more caution for those suffering from autoimmune diseases since there are still unanswered questions.

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