



IMMEDIATE MEDIA ALERT

Press pass contact: Tia Dobi (310) 839-2468

Tia@tiaedits.com

Unleashing Consumer Data Into The Public Domain Costs Companies Money, Reputation, and Trust That May Never Be Recouped – Even When It’s Not Their Fault, Say Industry Veterans Robert McKim and Evelyn Schlaphoff

What Happens to Businesses Brand Value When Mined Data Falls Through the Cracks?

LOS ANGELES, January 1, 2007 – On the heels of UCLA's massive computer security breach [information on about 800,000 of the university's current and former students, faculty and staff members among others as reported in the LA Times as one of the worst privacy breaches to date], and despite the non-stop efforts of technology and technical experts to mitigate the threat, computer security data leaks are a fact of running a business. No manager will ever say that he or she doesn't take the task of managing data privacy very seriously.

“Today, security risks are not easily compartmentalized into physical, personnel and information security. Solutions need to blend the vision and skills of each discipline to address security-related business risk.”

-- Robert McKim, Partner, MRE Enterprises, LLC, Information Security and Privacy Compliance, recognized by Garner as a top tech co.

So notes Robert McKim and Evelyn Schlaphoff, two independent information security consultants based in Los Angeles. Both are speaking at this month's Direct Marketing Association's luncheon "Information Security and Consumer Data Privacy," taking place at the Wyndham Hotel, 3350 Avenue of the Arts, Costa Mesa, Tuesday, January 9 from 11:00 a.m. to 1:00 p.m.

The luncheon includes these and other points about privacy information security management:

- Case histories that make a business person's – and a victim's – skin crawl
- Current laws governing data privacy and new laws for 2007
- The results of non-compliance: what will happen, when it will happen and how much it will cost you
- How your vendors can get you sited and who's to blame

Author Robert McKim (310-930-0066, rmckim@att.net or <http://www.mre-ent.com>) has been in international technology and marketing leadership for over 30 years, building one of the largest data management companies of the West Coast. His firm handles some of the nation's most elite brands in the automotive, financial and hospitality industries. Professional consultant Evelyn Schlaphoff (310- 261-5298, eschlaphoff@mre-ent.com or <http://mre-ent.com>) worked in media planning, account management and operations prior to getting her technical education to become a database designer. Since 1991, she has worked in database management, taking the helm as CEO of SourceLink Los Angeles in 2003.



January's 1st Program: Information Security and Consumer Data Privacy: Saving your shirt, your customers, and your brand, January 9, 2007: Wyndham Hotel, 11:00 a.m. to 1:00 p.m., 3350 Avenue of the Arts., Costa Mesa, CA 92626 (714) 751-5100.

To register now, or for more information about DMAAsc and its programming, the public is encouraged to log on to www.DMAAsc.org or call (818) 541-1152.

About DMAAsc: Now in its 30th year, The Direct Marketing Association of Southern California (DMAAsc) continues to bring Direct Response-Boosting Strategies to Growth-Obsessed Marketers. As the only organized community of direct marketing professionals in the Southern California area, this non profit provides opportunities and events for learning, networking, sharing ideas and getting your projects and programs to deliver higher return on investment (ROI) and greater monetary profits. If you work in direct response marketing, offer supply services used in direct marketing, are employed by a business that has or is interested in developing a direct response campaign, teach marketing-related subjects, are a student of marketing or if you are a business-builder selling and promoting products, then DMAAsc is for you.

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