



This Month's Meeting

Key Elements of a Security Incident Response Program

presented by Jay Burke of the Milwaukee Journal Sentinel

Jay Burke's current role is as a Security Engineer at the Milwaukee Journal Sentinel. His focus at the Journal Sentinel is on establishing a security program that both meet regulatory compliance efforts (i.e. SOX and CISP) and increases the overall security posture of the organization to help meet business objectives.

He has over 10 years of experience in the IT industry in a variety of roles. He has held various technical and managerial roles in his IT career.

Jay holds a Bachelors of Arts in Management of Computer Information Systems with a minor in Communications from Ottawa University. He holds his MCSE and recently passed the ISACA CISM exam. Jay's volunteer work includes serving on the ISACA board, Society for Information Management non profit assistance program, and is an active member of various charity organizations.

ISACA's New Image

We have recently received word that the ISACA Board of Directors, at its June 2005 meeting, adopted a new image for ISACA. The new image consists of two elements:

- Use of the acronym only, not the full name of the association
- A new tagline: Serving IT Governance Professionals

The new International logo is pictured on the right.

The purpose of this message is to give you some background information on how the change came about, why the board felt a change was necessary, what will happen next and how it will impact you.



Meeting Details

When: Wed., November 9
 3:00PM Registration
 3:30PM Presentation
 5:00PM Snacks

Where: Country Springs Hotel
 2810 Golf Road
 Waukesha, Wisconsin

Cost: \$15 Chapter Members
 \$20 Nonmember

For Reservations Contact:
 Laura Schneider
 Rockwell Automation
 lschneider@isaca-km.org
 (414)382-2081

Go to: <http://www.isaca-km.org/events.html>

When registering, indicate your name, company name, e-mail address, phone and member/nonmember status. Reservations must be received by 9:00AM Friday, November 4. No cancellations will be accepted after the reservation deadline.

No shows will be billed!

**KETTLE MORAINÉ CHAPTER OF ISACA
CHARTERED 1981**

Find us on the Web at:
<http://www.isaca-km.org>

BOARD OF DIRECTORS '05-'06

President

John Ley, CISA
Protiviti
e-mail: jley@isaca-km.org

Vice President

Jeff Trunk (414)977-2807
Rockwell Automation
e-mail: jjtrunk@isaca-km.org

Treasurer

Zach Ellsworth, (414)665-1592
Northwestern Mutual
e-mail: zellsworth@isaca-km.org

Secretary

Christine Marx
Protiviti
e-mail: cmarx@isaca-km.org

Publications Director

Roger Naegeli, CISA(414)347-2689
MGIC Investment Corp.
e-mail: rnaegeli@isaca-km.org

Membership Director

Greg Jurasovich, CISA (262)879-5523
Fiserv, Inc.
e-mail: gjurasovich@isaca-km.org

Program Director

Laura Schneider, CISA(414)382-2081
Rockwell Automation
e-mail: lschneider@isaca-km.org

Seminar Director

Loan Pham
Briggs & Stratton Corp.
e-mail: lpam@isaca-km.org

Arrangements Director

(position open)

CISA/CISM Director

Jay Burke
e-mail: jburke@isaca-km.org

Past President

Dan Buckley, CISA
e-mail: dbuckley@isacakm.org

Continued from page 1

Background

The idea of using a tagline was first broached more than a year ago, when it was recognized that ISACA's full name did not acknowledge the current composition of the membership or ISACA's increasing emphasis on serving the growing need for good IT governance within organizations. ISACA's members, CISAs and CISM's play a key role in establishing effective IT governance within an enterprise and constitute an integral part of its success.

Two options were considered to address the situation: (1) a name change, or (2) use of the acronym with an explanatory tagline.

Because ISACA has achieved a significant level of recognition over the years under its current name, there was no desire to undergo a name change. Instead, option 2 was identified as an efficient and effective way to convey the association's broadened area of expertise, while still maintaining ISACA's well-know identity.

(A tagline for ITGI—Leading the IT Governance Community—was also created to help convey the institute's purpose and role. The ITGI logo will not change; it will simply include the tagline.)

To begin the tagline selection process, an in-depth messaging session involving volunteer leaders and staff was conducted by Ketchum PR firm. By identifying and capturing the two organizations' key messages, it became possible to narrow down the types of concepts that needed to be expressed in a tagline.

In May, two taglines were selected for testing. The taglines created were designed to be similar, to underscore the close relationship between the two organizations, yet different, to emphasize their distinct purposes and target audiences. Emphasis was placed on IT governance as the overarching discipline that incorporates the many professional niches filled by ISACA's and ITGI's constituencies: IT audit, assurance, control, security and governance.

To ensure that the taglines selected reflect members' and external parties' understanding of the organizations' purposes and objectives, they were submitted to ISACA chapter presidents, longtime association leaders, IT

Continued on page 3

Continued from page 2

and business reporters and industry analysts for review and comment. Although both taglines received high approval ratings from the internal and external respondents, the chapter leaders had a few suggestions for improving the proposed ISACA tagline. The final tagline adopted addresses their suggestions to the greatest degree possible.

What Happens Now

The switch to the new association image will become effective 1 January 2006. Between now and then, a variety of activities will take place at the international level:

- A logo is being designed for each chapter, including a translated (if necessary) version of the tagline. These logos, along with a graphics standards manual showing how to use the logos, will be provided to chapters by the end of the year.
- In addition, chapters will be offered up to US \$500 to help defray their costs in reprinting chapter materials. Additional funds will be available as well, to be granted based on submission of an appropriate business case.
- All printed materials (excluding books) will be revised. This includes not only brochures, but also regular work documents such as forms, membership cards, invoices, business cards and check stock.
- The ISACA and ITGI web sites will be revised.
- Redesign of the *Journal*, *GComm* and

ExpressLine mastheads will be investigated.

At the chapter level the new chapter logo will be incorporated into the chapter's website and communications.

We anticipate a very smooth and uneventful transition to the new image. If you have any questions about how the change will affect chapter activities, please do not hesitate to contact any of your chapter officers. Thank you.

Webcast From International President

To learn about the recent activities of ISACA and ITGI, as well as the organizations' strategic plan, visit www.isaca.org/board to view a webcast from International President Everett Johnson (the link to the webcast can be found at the end of Johnson's bio).

Marios Damianides, past international president of ISACA, was recently featured as a panelist in an *InformationWeek* webcast titled "The Road Ahead: Living With Sarbanes-Oxley...Forever." The webcast is available for viewing until November 12, 2005 at <https://www.cmpnetseminars.com/BTG/default.asp?K=3IK6A&Q=244>.

ISACA Cosponsors Computer Security Day

ISACA is a major sponsor of the 18th annual Computer Security Day, to be celebrated internationally on 30 November. Additional information, including how to request a free Computer Security Day poster designed by ISACA, is available at www.computersecurityday.org.

The views and opinions contained in this newsletter are solely those of its authors, and do not necessarily represent or reflect the views or opinions of the Kettle Moraine Chapter of ISACA. In the event you have any questions concerning this newsletter, you may wish to contact the article's author directly.

ISACA BOARD MEETING
September 30, 2005
TeleConference

The meeting was held from 3:00pm to 3:45pm

Attended:

- Zack Ellsworth, Treasurer
- Greg Jurasovich, Membership Director
- John Ley, President
- Christine Marx, Secretary
- Roger Naegeli, Publications
- Loan Pham, Seminar Director
- Laura Schneider, Program Director
- Jeff Trunk, Vice President

1. Marketing: John Ley will continue to work with Ed Rivard regarding cross-marketing with the Wisconsin Local Interest Group (LIG) of itSMF (IT Service Management Forum). The itSMF is a professional organization focused on improving the management of IT Operations, largely through the applications of ITIL
2. Board Meeting: John Ley will be setting up recurring Board meetings for the last Friday of each Month.
3. By-Laws: John Ley will be research the Kettle Moraine Chapter by-laws and providing an update to the team at the next Board meeting.
4. Membership Event: The Board will be determining timing and format for a winter membership event. Formats discussed during the meeting included bowling.
5. Financials: The Board discussed the current financials and Zach Ellsworth will be distributing a financial snapshot to the Board prior to the next monthly Board meeting. Zach will also work with Jay Burke to follow-up on any outstanding payables.
6. Spring Seminar: The spring seminar will be scheduled for the April timeframe. The

Board will review seminar topics prior to the next Board meeting where a decision on the spring topic will be made and potential presenters will be determined. Laura Schneider distributed to the Board members the list of IT topics with compiled survey results from the member survey last fall. Topics discussed during the Board meeting included:

- Business Continuity Planning
- Disaster Recovery Planning
- Active Directory

7. ISACA Meeting Schedule: Laura is coordinating the upcoming meeting events and will work with both IIA and ISSA to schedule joint meetings with these organizations.
8. Arrangements Director: There is an open Board position that will be temporally coordinated by Laura Schneider and Roger Naegeli.
9. Logo / Tagline: Roger Naegeli will revise the standard logo / tagline communication and submit to the Board for review. The new logo / tagline cannot be used until January 1, 2006.
10. Marketing: Greg Jurasovich is working to develop this years marketing plan, which will be submitted to International in the upcoming months. Suggestions for advertising medium are welcome.
11. Membership: Current Kettle Moraine membership is at 267 members. There have been 77 new members in 2005.
12. Other to dos:
 - Submit meeting minutes to the Board for review and archiving.
 - Discussed publishing a Byteline with Presidents message and various technology articles.