

**Optional*
PCI Day!**

if you take
credit cards

**Optional
CEO Friday**

Cyber-security
in plain English

MIKE FOSTER'S

SUPER-TECH

**BEST PRACTICES
WORKSHOP**

**Maximize Cybersecurity, Improve
Communication and Increase Your
Bottom-line Results!**

*Imagine your IT department running like a
well-oiled machine, with your network secure,
lines of communication wide open, and
misunderstandings a thing of the past!*

And Optional PCI-Day!

*The PCI Day is not PCI Training as provided by the PCI SSC who has final say on all matters PCI related. Many organizations struggle with PCI compliance. This day is intended to provide real-world tips and guidance for earning and maintaining PCI DSS validation in your organization.

Call 1.800.657.7107 or Register online : www.SuperTechEvent.com



Dear Colleague,

Imagine what it would mean to your business if in two days your IT professionals could learn about the best practices in cybersecurity, how to manage projects more efficiently, and how to communicate more effectively with executives and colleagues within your organization.

My **Super-Tech “Best Practices” Workshop** will give your IT professionals the fundamental practices they need to know to keep your network running safe and secure, with a focus on some of the best tools Microsoft and other sources provide to enhance cybersecurity. Most of these tools are already on your system, and you’ve already paid for them—they just need to be turned on and configured!

Isn’t improving performance and productivity to increase profits the goal of every company? The foundational elements of that goal are dependent on your IT staff and its understanding of cutting-edge cybersecurity issues, its communication skills, and project management. Not just from the top, but from everyone in the organization.

Typically there’s a disconnect between IT department professionals and other departments in your organization. Stereotype? Sure, but IT techs have a reputation for placing a priority on technical knowledge rather than on interpersonal and communication skills.

Why should that concern you?

Because if no one understands what your IT staff is doing, then the value of their work is not going to be there. Cybersecurity knowledge, communication and project management skills are what separate the “super” techs from mediocre ones.

Take This 60-Second IT Survey:

Does this sound like YOUR IT employees?

- They wear many hats.
- They were “put in charge” of cybersecurity in addition to other jobs, without any formal training.
- They must manage multiple priorities, but haven’t had project management training.
- They have advanced knowledge of technology, but lack an understanding of the latest cybersecurity issues.
- They are perceived by others to lack effective communication skills.
- They have a high turnover rate.
- They suffer from higher levels of job burnout and stress.
- There seems to be more inter-office conflict and “drama.”
- They feel misunderstood by management and their colleagues.
- They feel the relationship with executive management is uncooperative

If these problems aren’t addressed and “best practices” immediately put in place, productivity, performance, and the mental well-being of everyone at your organization can be adversely affected.



For over 20 years, I've worked with hundreds of organizations where technology is central to business success. I've consulted with more top CEOs and IT techs than I can count. In addition to giving more than 1,000 presentations on utilizing technology and improving IT performance, my work has been featured in USA Today, Forbes Magazine, Kiplinger Letter, Entrepreneur Magazine, Insight Magazine, Atlanta Business Monthly and many others.

Through these experiences, I've developed technical expertise, business acumen and unique insights into the most effective methods to transform your IT department with proven "best practices" that ensure maximum security protocols, clear communication, enhanced productivity and tangible results.

In this two-day workshop I'll give IT managers and IT professionals what they really need in order to be truly successful in their careers... an arsenal of "best practices" that foster an environment where everyone in the company wins!

I've put this knowledge into a unique two-day event designed specifically for IT professionals. It's called the...

Super-Tech "Best Practices" Workshop ***A Two-Day Event for IT Professionals*** ***Plus an optional 1-Day PCI Compliance Event****

The **Super-Tech "Best Practices" Workshop** isn't some rah-rah motivational speech designed to instantly "fix" IT experts. That would be ridiculous and a waste of time. Instead, my workshop offers IT "super-techs" and their managers real "best practices" that will enhance and update their knowledge of current cybersecurity threats, and improve their communication and project management skills in a friendly, non-threatening environment.

Attention All IT Professionals!

This two-day workshop was created specifically for you! Here are just a few of the proven practices you'll learn in this workshop that will help transform you into a true **"Super-Tech:"**

- Review today's most dangerous security threats.
- Tap the power of being a "Super-Tech."
- Master communicating your technical knowledge to others.
- Discover the perfect strategies for providing feedback to management.
- Earn the wages you deserve (and deserve your wages!).
- Get the people you supervise to follow your instructions.
- Handle multiple priorities with ease.
- Love your job and enjoy your projects.
- Make sure you're getting the most from your outsourced IT.
- Basics of superior communication.
- Create the best shield against outside IT risks.



Attention Executive Management!

These are just a few of the benefits you'll enjoy when you send your IT techs to this one-of-a-kind 'best practices' IT workshop,

- Reduced risk to your Organization from cybersecurity gaps.
- Improved the performance of your IT team and outsourced vendors.
- Increased productivity from IT teams that feel more appreciated.
- Re-energized IT pros who feel happier (and more loyal) about their jobs.
- Improved IT Interaction with rest of staff.
- Increased awareness of current IT threats and solutions.
- Confident IT staff you can trust to professionally represent you to clients.

Imagine your IT department running like a well-oiled machine, with security precautions in place, projects completed on time, lines of communication wide open, and misunderstandings a thing of the past! Register now!

Tues: Day 1 SuperTech "Best Practices" workshop for IT Pros

Wed: Day 2 SuperTech continued

Thurs: Bonus PCI day for tips and strategies about PCI Compliance*

Fri: The Shocking Truth Executives Need to Know About Protecting Your Private Data
(Friday is for executives only. If your boss asks why you get to come to Napa and they don't, then Friday is for them.)

My Super-Tech "Best Practices" Workshop focuses on expanding awareness of today's cybersecurity threats, developing your ability to communicate clearly, and managing multiple projects efficiently—three critical abilities essential to any successful IT professional.

Oh, and did we mention, at least one of the training days will be aboard an aircraft carrier! Other day possibilities include a redwood forest, a winery, and/or anywhere else other than a boring hotel conference room!

In just two days participants will receive the highly specialized training they need to succeed beyond their wildest imaginations!

Session topics include:

- 10 reasons why most projects fail (and how to avoid them!).
- Secret U S Navy management techniques for on-time project completion.
- Priority setting during a crisis.
- Five keys to results-oriented communication with executives.
- What to do when progress seems impossible.
- Providing meaningful executive reports

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- Completing projects on time and on budget.
- Effectively dealing with project delays.
- Reducing the company's risk through upgraded cybersecurity protocols.
- Damage control for office disagreements and conflict resolution.
- When and how to delegate effectively.
- The art of telling managers what they don't want to hear... but need to know!
- Overcoming IT stereotypes.
- Bridging the IT/Executive communication gap.

While it's impossible to thoroughly understand everything associated with IT security and performance in just two days, workshop participants will gain the fundamental understanding of how they can easily build upon their existing knowledge.

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If you accept payment cards and fall under the PCI standards, then you'll want your IT Pros to experience a third day. Imagine your IT professionals receiving answers to their PCI related questions. They will obtain strategies to make compliance easier. They'll learn about how to know what requirements do, and which do not, apply to your organization. There are tips about how to make a potentially overwhelming complicated project much easier. Since there are many parts to PCI compliance, they will learn the best way, and in what order, to perform the necessary tasks. They'll gain knowledge of available resources to make the process even easier.

These show you how to blast past the roadblocks preventing you and your IT team from reaching your full potential. Invest just 21 hours and I'll show you the most effective "best practices" for IT security, communication, and productivity.

What have you got to lose?

Stop dreaming about a safe and secure network and make it a reality! Start meeting those deadlines and reduce your job stress with these tried-and-true methods.

Mark the dates on the calendar now and please email mike@fosterinstitute.com to receive more information!

To your Success,

Mike Foster

P.S. Due to the personalized and interactive format of this two-day workshop, with an optional third day, participation is limited. Register today to reserve your space and we'll immediately mail you the official Welcome packet with additional information.

MEET MIKE FOSTER



Mike Foster has delivered more than 1,000 presentations and training sessions in 43 of the 50 United States plus Canada, Australia, England, Scotland, New Zealand, and South Africa. From a roster of 450 trainers, he was recognized as the Number 1 Technology Speaker, three different years by a major international training organization.

He is the founder & CEO of The Foster Institute Inc, a company specializing in helping organizations keep their vital business systems safe through his executive-level security briefings, presentations and consultations.

He helps companies understand and leverage the power of computer technology to increase profit and productivity by addressing specific areas necessary for business survival.

The “Mike Foster Difference” means:

- My experience in the field provides relevant, real-life examples
- My certifications and training let me quickly establish rapport with participants
- My thorough understanding of technology gives you answers you can use
- I’ll show you how to have more happiness and success in your life by improving how you communicate, manage projects and relate to people, in a way that only “techies” can appreciate!

What other clients have to say about Mike Foster

“On a personal note, **I have implemented several of your suggestions already, and I’m very happy with the results.** Once again, thank you very much for an excellent presentation, the guys are still talking about it.”

--Dave, CA

“Mike Foster’s **enlightening presentation has made a world of difference** in my computer skills and lifestyle. After **following his easy-to-use program, I now have 2 hours free each day to spend in more productive ways.** I can’t tell you what a sense of freedom I have knowing that I now control my computer rather than it controlling me.”

--Dr. JoAnn

“**You handled the delicate interaction with the technical folks very well,** getting through your message without offending. Thanks for your council and we will surely be in touch again.”

--Scott, CEO

CEO Friday Cyber-security in plain English

Escape to Napa for a meeting just for Executives and Leaders of Executive Groups

The Shocking Truth Executives Need to Know About Protecting Your Private Data



(photo credit: couth.vofnapa.org)

In the past, some executives have exclaimed, "Why should my IT Pro get to go to Napa and I don't?"
Good News: This year there are trainings for executives, leaders of executive groups, etc

This plain English event will be aboard an aircraft carrier! You are encouraged to bring spouses, significant others and friends. You might as well stay the weekend and relax!

Register Now!

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Arranging Hotel and Flights

The easiest way for you to arrange your flight and hotel is through one of the world's best travel agents who is used to booking travel for Super Tech Events. She will put together an estimate for you. She is Michelle Bettez - Carlson Travel - (800)673-6311 ext 810 - msbettez@carlsontravel.com.

Lodging Information for Super-Tech Event – some of the choices

Marriott Hotel & Spa - 3425 Solano Ave, Napa, 94558 (707) 253-8600

Hilton Garden Inn - 3585 Solano Ave, Napa, 94558 - (707) 252-0444

Embassy Suites - 1075 California Blvd, Napa, 94559 (707) 253-9540

(Note to Executives: Your Friday meeting will be in Alameda, CA, about 40 minutes away, but you can still stay in Napa!)

Transportation

The three closest airports are Oakland, San Francisco, and Sacramento. All airports have all major car rental agencies, and it is nice to have a car so you can explore the sites in the Napa Valley and Bay Area.

If you are going to rent a car in Napa rather than at the airport, there is a shuttle service for \$29 per person (cash only) each way from Oakland and San Francisco (but not Sacramento). For information on the bus service including schedules, visit www.evanstransportation.com or call 1-707-255-1559.

Remember that, because the days will be at varying locations, you'll want a car. If you want to "share a car" or "catch a ride," then we can provide you with the information of other participants who want to as well so you can make plans together.

Exploring and Vacationing

If you choose to arrive early and/or stay late, there are many attractions in the area including some of the most beautiful scenery in the U.S. There are world renowned wineries, restaurants, early morning balloon rides over the valley, health spas and many more local events and joys to take in during your stay. Find more information at <http://www.napa.com>. Other attractions include:

Napa Valley Wine Train – Ride a train through the valley viewing the sights and eat a gourmet meal in the process. <http://www.winetrain.com/>

Sonoma Train Town – Ride a scale model train for kids and the young at heart. Approximately 15 miles away in Sonoma, CA. <http://www.traintown.com/>

Jelly Belly Factory – Tour and sample the world famous jelly beans. 20 miles away in Fairfield, CA <http://jellybelly.com/Cultures/en-US/Fun/Tours/Fairfield+Visitor+Center.htm>

Muir Woods – An amazing park with giant redwoods. About 50 miles away. <http://www.nps.gov/muwo/>

Point Reyes is a beautiful location to explore about 50 miles away. <http://www.nps.gov/pore>

San Francisco is nearby also with Fisherman's Wharf / Pier 39 shops and events <http://www.pier39.com> , Alcatraz <http://www.nps.gov/alcatraz>, Golden Gate Bridge, Golden Gate Park <http://www.nps.gov/goga>, the Exploratorium <http://www.exploratorium.edu>, Lombard street (the most crooked street), cable cars, and many other sites to see.

Sacramento is nearby, and also has fun sights including "Old Sac" where the atmosphere of the Wild West still exists. <http://www.oldsacramento.com/>

The California Gold Rush began on January 24, 1848, when gold was discovered at Sutter's Mill. Past Sacramento you can visit Sutter's Mill at Coloma, CA, around 100 miles away from Napa. <http://www.coloma.com/gold>

Monterrey and Half Moon Bay are further away, about 150 miles away, but within reason if you will be staying extra days. The Monterrey Bay Aquarium is known around the world <http://www.mbayaq.org> On your way, you may choose to ride the roller coaster at the Santa Cruz Beach Boardwalk <http://www.beachboardwalk.com>



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