



**International Security Liaison Conference  
November 19, 2019  
Google Corporate Office  
Washington, D.C.**

**Tuesday, November 19, 2019**

9:00 – 10:00 a.m.

**Conference Check – In and Refreshments**

10:00 – 10:05 a.m.

***Welcome Remarks***

**Jana Monroe**; ISMA ISLC Program Coordinator; Vice President of Global Security, Herbalife Corp.

10:05 – 11:00 a.m.

***Evolution of Extremism***

**Seth G. Jones**, Ph.D., Harold Brown Chair, Director of the Transnational Threats Project (TNT), Center for Strategic and International Studies (CSIS)

*This session will provide an overview of the evolution of extremism, with a focus on implications for U.S. companies. Seth will highlight the evolution of Islamic extremism (al Qaeda and Islamic State), the rise of the far right (including white supremacists and neo-Nazis), and enduring threats from left wing extremist, including groups like the Animal Liberation Front and others, which have targeted U.S. companies.*

11:00 – 12:00 noon

***Global Responsibilities from a CSO's Perspective***

**Rich Davis**, ISMA Life Member

*The discussion will center on how a CSO must maintain 24/7 awareness of world events, a true understanding of where all employees are and the associated risks and corporate responsibilities of these factors.*

12:00 – 1:00 p.m.

**Networking Lunch**

1:00 – 1:45 p.m.

***Crisis Management Evolution: The Intersection of Brand Impact and Physical Security***

**Cheryl Steele**, CSO, Starbucks

*Increasingly, issues that used to be in the arena of public affairs or marketing and communications can cross over into physical security risks for both people and facilities; this requires*



*improved connectivity and collaboration – in the moment – with a broader array of cross-functional partners in the business. This session will describe how Starbucks Coffee Company has approached this challenge and evolved its corporate crisis team framework to be more agile in response.*

1:45 – 2:30 p.m.

**Maximizing Security’s Relationship with the Business Partners**

**José Freig**, Managing Director, Latin America, American Airlines  
*This session will cover the juncture between the Commercial business partners and the security function. The discussion will center on how new or future CSOs can partner with the commercial side of the business to demonstrate the value of security to the organization.*

2:30– 3:00 p.m.

**Networking Break**

3:00 – 4:00 p.m.

**Security & Resilience Risk Management - Challenges and Opportunities**

**Chris Rackow**, Vice President, Global Security, Google  
*Risk management is not new to the security profession but integrating security risk management into the enterprise model can be challenging both operationally and administratively. However, if comprehensively embraced, it can be a valuable addition to the enterprise's risk management portfolio. This session will take a journey from the strategic vision down to the day to day activities of building a security and resilience risk management system in a large multinational organization.*

4:00 – 4:10 p.m.

**Closing Remarks and Conference Highlights**

**Jana Monroe**; ISMA ISLC Program Coordinator; Vice President of Global Security, Herbalife Corp.

6:00 – 9:00 p.m.

**ISMA Annual Reception**

**W Hotel**

*Take in views of the National Mall at the POV Rooftop Bar! All attendees are invited to this invitation-only reception! This is an excellent opportunity to network with ISMA members and government guests.*