



## **September 2009 Monthly Meeting**

### ***“Stop Losing Your Assets!”***

***To Ineffective Technology Financial Management: Minimize  
Costly Risks While Maximizing Business Value—Without  
Buying Any New Tech Toys!”***

**Featuring**

***Alan L. Plastow, MAT, PMP***

***Founder of “The Institute for Technology Asset Management”,  
“The Business Technology Consumer Network”, and the “Consortium for  
Technology Portfolio Management Excellence” (At Kent State University)***

**Thursday, September 17, 2009**

**Check-In: 12:00-12:30**

**Lunch: 12:30-1:30**

**Presentations: 1:30-4:00**

**Networking/Cocktails: 4:00-5:00**

**2.5 CPE Credits**

**Location: Harry’s Steakhouse**

**5664 Brecksville Rd.**

**Independence, OH 44131**

**Cost (includes lunch and snacks):**

**ISACA Members \$40**

**Non-Members \$50**

***REGISTRATION:* [www.acteva.com/go/neoisaca](http://www.acteva.com/go/neoisaca)**

## **“Stop Losing Your Assets” To Ineffective Technology Financial Management: Minimize Costly Risks While Maximizing Business Value – Without Buying Any New Tech Toys!**

How would you stop the punitive external auditors cold while improving the ROIC on IT goods and services? Here's a quick overview of how you can do good deeds. During this interactive discussion/seminar we explore the wide range of hidden traps and pitfalls of technology compliance assurance. We'll discuss proven methods for stonewalling the 24+ aggressive enforcement auditing groups that currently hunt your companies and/or clients (*Hint: Up to \$1,000,000 Whistle-Blower rewards*). Once we've set the compliance audit assurance baseline, we'll explore supplier-neutral processes you can use – right now – to enhance the same cost-effective infrastructure to establish and grow a framework for serious IT environment life cycle savings.

### **Who IS this guy?**

Alan Plastow, MAT, PMP, is a highly experienced resource for enterprises seeking to take control over the bloated costs and unnecessary risks of business technologies. Plastow has been the consistent voice of consumer rights in software licensing, compliance auditing & enforcement, and IT ROI value restoration since 1995. His globally delivered presentations and Knowledge Briefings provide supplier-neutral, cost-effective, and common sense solutions to an enormous range of real world IT infrastructure problems encountered by virtually every business. Plastow is an author, serial entrepreneur, and teaches project management at The University of Akron.

Plastow is the founder of “The Institute for Technology Asset Management”, “The Business Technology Consumer Network”, and the “Consortium for Technology Portfolio Management Excellence” (at Kent State University).

### **Why should I attend?**

Some stats you may want to use to generate interest: We'll answer them in the session...

1. Why are American SMEs the most frequently audited for copyright non compliance in the world?
2. Why are American businesses the only ones on the planet subject to up to \$1,000,000 software piracy Whistle-Blower rewards?
3. What simple document management procedures could you implement to reduce non compliance exposure by as much as 80%?
4. How can you help your company / clients reduce the existing technology spend by as much as 30% -- in only a few weeks?
5. What single error to over 80% of enterprises make that results in over-spending on software by more than 60%?
6. Why are we paying up to double for technology support and maintenance?

## DIRECTIONS:

Harry's Steakhouse  
5664 Brecksville Road  
Independence, Ohio

### From the North:

- Take I-77 South to Highway 21
- Highway 21 turns into Brecksville Road after .5 miles
- Follow Brecksville Road for .8 miles
- Harry's Steakhouse is on the right side on the street

### From the South:

- Take I-77 North to Rockside Road
- Turn right onto Rockside Road at the end of the exit ramp
- Follow Rockside Road to Brecksville Road (Highway 21)
- Turn left on Brecksville Road.

- Proceed on Brecksville Road approximately 1 mile, Harry's Steakhouse is on the left side of the street.

### From the East and West via I-480:

- Take I-480 to I-77 South
- Exit at Rockside Road
- Turn left onto Rockside Road at the end of the exit ramp
- Follow Rockside Road to Brecksville Road
- Turn left on Brecksville Road
- Proceed on Brecksville Road approximately 1 mile
- Harry's Steakhouse is on the left side of the street