

Eric Rozenberg

Founding Partner, Keyway



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Profile

Entrepreneur, speaker, and bestselling author.

Experience

For almost 20 years, Eric has been traveling the world, running projects in more than 50 countries worldwide and consulting for Fortune 500 companies across many different industries. He holds several degrees from Warocqué and Solvay Business Schools in Belgium and from INSEAD and MIT. He speaks several languages ... hence his accent.

Eric was the first European to become Chairman of the International Board of Meetings Professional International (MPI – www.mpiweb.org) and is a current member of Entrepreneurs Organization (EO – www.eonetwork.org).

His first book, Meeting at C-Level – An Executive Guide for driving strategy and helping the rest of us figure out what the Boss wants, has been endorsed by twenty of the most influential people in the Meetings & Events Industry and has become a bestseller on Amazon.

Keyway

A serial entrepreneur, Eric launched Keyway with Kevin Olsen. Keyway is about unlocking potential within the meetings, events and exhibitions industries. Keyway serves:

- products/services looking to establish/grow their brand within our industry,
- DMO's in the areas of strategy/insight and facilitation of advisory boards
- International based organizations with an eye to expand within the US

After over many years of combined volunteer leadership within the industry, Kevin and Eric are passionate about the big challenges facing us all. The need for a national standard of security certification is one that is front and center. It's an honor and privilege to bring this team, this plan and our collective passion to protect our industry.

Kevin Olsen

Founding Partner, Keyway



Contact Information

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Areas of Service

- Event/Communication, event marketing and incentives
- Creative development/strategy
- Connecting event design with an organization's culture, leadership, challenges and opportunities.
- Industry engagement through teaching, serving and leadership

Experience

Starting on the talent/production side of the industry and growing to strategic communication and event strategy/design, Kevin never strayed far from client work. Producing events/programs in over 25 countries for Fortune 500 countries for over 30 years, Kevin's passion for building teams, producing great work and creating a sustainable business was fully realized in the agency he founded in 1995, One Smooth Stone. Now in it's 22nd year of enduring success, the OSS culture, leadership team and client work can best be summed up in their mantra...We Love Live! Kevin continues to serve on the OSS board of directors and will always have the heart of a "stonie".

Kevin began serving within the MPI community over 25 years ago. He has served at the chapter and international board level. He spent 9 years on the MPI Foundation International Board of Trustee and chaired the board in 2011-12. He currently serves on the MPI International Board of Directors. He has also taught for a number of industry organizations including IMEX, IAEE, FICP and Association Forum.

Keyway

A serial entrepreneur, Kevin launched Keyway with Eric Rozenberg after retiring from One Smooth Stone and realizing there was still much he wanted to achieve "outside of the ballroom." Keyway is about unlocking potential within the meetings, events and exhibitions industries.

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Richard A. Vaughan CDME, CTA

President and CEO of Zorro Enterprises, LLC



Contact Information

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Areas of Service

- Hotels, Resorts and Destination Marketing Organizations.
- Business Intelligence
- Strategic Planning
- All facets of sales & marketing

Experience

Rick has served in leadership roles with Marriott, Westin and Sheraton starting in restaurants, conventions services and sales & marketing positions around the country. Held senior leadership positions with destination marketing organizations as Vice President and Senior Vice President with Visit Tucson, Simpleview, Inc and DMAI. Led teams to earn over 50 industry awards for excellence in sales, marketing, advertising and customer service. Reinvented organizations to integrate new CRM systems and crafted rebranding campaigns to create new strategic direction and name change. Developed 2 major group meetings campaigns that have existed for over 7 years and produced over \$75 million in economic impact. Achieved CDME, Certified Destination Management Executive, in 2009 and help form the 1ST Sales & Marketing Committee for DMAI and its 1st Chairman between 2008-2010. Led effort to overhaul MINT and help create Empowermint platform while working to develop forums and educational opportunities for Chief Marketing Officers. Presenting with the 2013 David J. Nivison Award for Tourism Promotion Excellence in Southern Arizona.

Zorro Enterprises LLC

Rick is leveraging his experiences in hotels, resorts, destination marketing and related technologies to help DMOS and the industry at large to be better prepared to deal with the major challenges ahead. Utilize best practices and business intelligence along with shared sales & marketing experiences to manage transition and solve problems. He continues to work with DMOS around the country on various strategic sales and marketing initiatives while partnering with the Keyway Group to establish national standards and certification for safety and security measures in convention centers and related venues.

William J. Kowalski, J.D.

Principal, Director of Operations
Corporate Investigative Services



Contact Information

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Areas of Service

- Criminal/Fraud Investigations
- Counter-Terrorism
- Crisis Management

Current Position

Bill is a Principal and Director of Operations for Rehmann Corporate Investigative Services (CIS). He is located in the Troy office.

Experience

Bill began his investigative career in 1983 as a Special Agent with the Federal Bureau of Investigation (FBI) where he received numerous awards and letters of commendation during his 25 year career. He was most recently the Assistant Special Agent in Charge of the FBI in Detroit with oversight responsibility for counter-terrorism operations throughout Michigan. Bill served the public in FBI offices in Detroit, Memphis, New York City, Flint, and Washington, D.C.

At FBI headquarters in Washington, D.C., Bill was in charge of a variety of counterintelligence and espionage investigations throughout the U.S., and was one of the first FBI agents to officially travel to Eastern Europe after the fall of the Berlin Wall.

He was also Joint Operations Commander for the 2004 Ryder Cup, Major League Baseball's 2005 All Star game, and the National Football League's 2006 Super Bowl.

Education

Bill has a Juris Doctorate from the University of Detroit Mercy, School of Law and a Bachelor of Science degree from the University of Detroit.

Professional Organizations

Society of Former Special Agents of the FBI

Member, Association of Certified Fraud Examiners

Advisory Board Member, Lebanese-American Chamber of Commerce

Past Regent, Orchard Lake Schools

William F. Flynn

Intelligence and Security Advisor



Contact Information

Phone: 248-267-8445

Areas of Specialty

- Critical Risk Analysis
- Infrastructure Security
- Counter-terrorism Strategy
- Deploy/Manage Security Teams
- High Risk Event Security

Background

William F. Flynn is the former Principal Deputy Assistant Secretary for Infrastructure Protection with the U.S. Department of Homeland Security (DHS) and currently serves as the Senior Strategic Advisor for Cardinal Point Strategies.

Experience

For decades Mr. Flynn has held executive positions in law enforcement where he rose to Assistant Commissioner within the NYPD and worldwide deployments with the U.S. Navy. He has uniquely straddled senior policy and operational issues at DHS and has been at the forefront of building critical infrastructure security and resilience programs, across the United States.

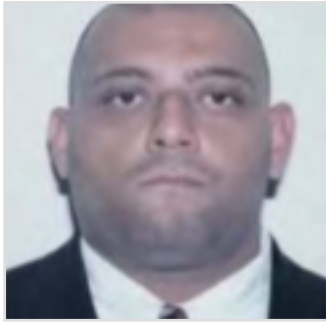
Mr. Flynn brings a vast amount of knowledge, experience and contacts across all 16 critical infrastructure sectors based on his leadership and experience identifying and analyzing the nation's highest risk assets and interdependences; coordinating response to major all-hazard incidents; and developing counter- terrorism programs and strategies. Among the many successful security initiatives that he created at

DHS was the Protective Security Advisor program where he recruited, trained and deployed experienced security specialists across the United States to work closely with State, local, private sector and non- governmental organizations , to mitigate risk to communities and critical infrastructure.

Mr. Flynn was a leader and key member on several advisory committees, including: the Homeland Security Intelligence Council, Counterterrorism Advisory Board, Counter IED Executive Steering Committee, Special Events Working Group and the Fusion Center Executive Steering Committee. He was nominated by the Secretary of Homeland Security and selected to chair a North Atlantic Treaty Association (NATO) committee responsible for coordinating and monitoring national and NATO arrangements for civil emergencies, crisis management and critical infrastructure protection.

Emad (AD) Shenouda

Intelligence and Security Advisor



Contact Information

Phone: 248-267-8445

Areas of Service

- Anti-terrorism Preparedness
- Infrastructure Protection
- National Disaster Recovery
- Cyber/Human Threat Preparedness
- High Risk Event Security

Background

Mr. Shenouda is the former Federal Protective Security Advisor assigned to Eastern District of Michigan from the U.S. Department of Homeland Security, National Protection and Programs Directorate. He is the former Senior DHS Headquarters Field Director and is the Department's chief antiterrorism, preparedness, and risk officer. He is responsible for securing critical infrastructure along physical, cyber and human threats, as well as national disaster recovery operations by coordinating with federal, state, local authorities and private sector officials.

Experience

In the past 15 years Mr. Shenouda has amassed significant expertise in high risk special event security planning. He has conducted over 300 vulnerability assessments at key critical infrastructure locations in the U.S. and 18 other countries. He has personally conducted full scale threat, risk, and vulnerability assessments, comprehensive reviews, regional resiliency assessment programs, preparedness and emergency management reviews as well as numerous other capabilities reviews and surveys at eight medical centers. Mr. Shenouda has advanced certifications in physical, cyber security, security engineering design, antiterrorism force protection, crisis management and critical incident response as well as high risk special event security planning. He is certified in numerous vulnerability assessment methodologies, risk management techniques and has conducted surveys and comprehensive reviews at numerous high risk/consequence facilities to include the national chemical and nuclear sectors review pilots.

He is a former Detroit Police Command Officer and a 12 year veteran of the Detroit Police Department, (DPD). He spent five years assigned to the FBI, Joint Terrorism Task Force, (JTTF) conducting counterterrorism and foreign counterintelligence investigations in support of sensitive national security cases, of presidential visibility. Mr. Shenouda is a fluent Arabic linguist and is the former Executive Officer of the DPD Homeland Security Section.

Education

Wayne State University with departmental honors in political science
University of Michigan MPA with a concentration in strategic intelligence
Doctoral candidate with publications on intelligence and security matters

Steven HP McCormick

CEO, McCormick Technologies, Inc.



Contact Information

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Areas of Service

- Industrial Control Systems Modeling
- Infrastructure Protection
- Intelligence and Security Operations
- Process and Manufacturing

Current Position

Steven H.P. McCormick is the CEO MTI, McCormick Technologies, Inc. He specializes in integrating multiple technology areas with a focus of actionable practical use.

Experience

Steve served in technical/engineering operations for the Central Intelligence Agency, providing field technical solutions to support intelligence, military, anti-terrorism, and homeland security operations. Steve has developed key skills involving process oriented operations that include the manufacturing and integration of electronics and mechanical devices into host systems while keeping in sync with human intelligence operations. He has developed an attacker/adversary mindset in determining vulnerability of systems, processes, and infrastructure components. He has also served as a research engineer at the Idaho National Laboratory in armor & explosives conducting operationally focused R&D projects including the process and manufacture of high risk items in small arms, explosives, and electromechanical devices.

Education

Steve has a B.S. Metallurgical Engineering and B.S. Materials Science and Engineering from the University of Idaho.

Certifications

- Additive Manufacturing & 3D Printing Certificate Program, Professional Level

McCormick Technologies

Steve is developing systems engineering processes and techniques to model infrastructure power systems such as nuclear plants. The goal is to reveal cyber vulnerabilities along with identifying attack surfaces and processes. This information is used to improve design, security, and ruggedness of critical industrial systems and operations.

Sean T McCormick

US Navy, McCormick Technologies, Inc.



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Areas of Service

- Federal Enterprise Architecture
- Industrial Control Systems Modeling
- Process and Systems Design

Current Position

Sean T. McCormick is certified enterprise architect with the US Navy and the chief technical officer at MTI.

Experience

Sean develops the processes and layouts for critical mission and systems architecture including strike and surface warfare, Net Enabled Weapons, link16 tactical network, and the Common Control Station for unmanned flight systems and drones. Sean's key efforts have involved integrating and making sense of systems and processes involved in firing remote weapons to landing drones on an aircraft carrier.

Education

Sean has a B.S. Metallurgical Engineering and B.S. Materials Science and Engineering as well as a M.S. in Materials Science and Engineering from the University of Idaho.

Certifications

- Federated Enterprise Architecture Certification, FEAC
- Unified Profile for Integrated Architectures, UPIA

McCormick Technologies

Sean is developing the process and techniques to model infrastructure power systems such as nuclear plants. The goal is to reveal cyber vulnerabilities along with identifying attack surfaces and processes. This information is used to improve design, security, and ruggedness of critical industrial systems and operations.