

Gemtrek



To:

Arizona Commerce Authority
100 N. 7th Avenue
Suite 400
Phoenix, Arizona 85007

Dear ACA;

Gemtrek has grown exponentially larger these past two years. Much of our success can be attributed to the spirit of cooperation which animates our office across all departments. As Gemtrek expands, our internal communication needs will take ever greater precedence if we hope to continue this pattern of growth over the coming years. To this end, we have implemented Webex by Cisco as a first step towards creating an atmosphere of quick and effective communication. We have had great success with the service, but we have seen some setbacks in its use. Our primary concern is that a growing number of our employees are using it as an informal messaging service, as opposed to it being used in a business-formal capacity. This has also led to many on-the-job messages being delivered using informal language, which, while not wholly disruptive, nevertheless acts as an impediment to our work.

To this end, we at Gemtrek would like to take up your offer of a \$5,000 grant for the purpose of correcting these problems by training our employees in how they use Webex or future business messaging services. In addition, a segment of the training program would focus on helping employees to better recognize and prevent identity theft. As an enterprise centered around forensic linguistics, Gemtrek has been targeted by outside agents wishing to procure both employee and client information to be sold to rival businesses. The sophisticated nature of past attempts has spurred the inclusion of relevant training with our proposal to you, the Arizona Commerce Authority. That is not to say that our employees are ill-prepared when it comes to these matters; but to build up an employee toolbox oriented towards identity theft has been judged to be wholly necessary going forward. But it is our belief that by further educating our employees on matters of cybersecurity, we will be both setting an example for similarly-styled businesses when it comes to cybersecurity, as well as helping to bring attention to the ACA's goal of helping out-of-state businesses expand their operations into Arizona.

We wish to provide an example for other, similarly oriented businesses engaged in the kind of work that Gemtrek does. The march of digitization means that the forces who would steal our personnel's identities for illicit ends will evolve in tandem with our industry. By reaching out to you, we will not only be working to shore up our own defenses, but we will also be helping to craft a blueprint for other businesses to better use their own communication software, and for any enterprise which wishes to bolster their defenses against identity theft.

With our training program in the intermediate stages of planning and execution, we have devised the following budgetary outline, which we believe will serve to further enhance our presentation.

Activity	Portion of Budget	Description of Activities
Facility Rental	\$1,200	The training will be conducted in a rental facility 10 miles from our office, which will be secured with \$1,200 taken from the grant.
Course Design	\$1,000	Arctic Wolf Cybersecurity will design the course at a \$1,000 premium.
Training Materials	\$800	Comprehensive packets detailing proper Webex conduct. Department of Homeland Security cybersecurity training video series.
Equipment for Training	\$800	A/V Equipment: Projector, Screen.
Trainer Wages	\$700	For two training coordinators: \$350 each.
Training Supplies	\$500	Computer rental.

Breakdown of Costs:

- Facility Rental: \$1,200

The training facility we have selected is a for-rent property approximately 10 miles from our main office. Gemtrek has used this facility on multiple occasions for both employee get-togethers and union meetings among our communication specialists and programmers. The portion of the budget assigned to renting the facility is \$300 higher than what Gemtrek has paid in the past, owing to the expected number of attendees and the help provided, on site, by a moving team kept on retainer by the property owners.

- Course Design: \$1,000

We have set aside \$1,000 for the purpose of finalizing our course design. To aid us in this endeavor, we have turned to THE Arctic Wolf Cybersecurity for help in creating a comprehensive yet engaging design for our week-long training course. Arctic Wolf are industry leaders when it comes to cybersecurity consultation, and they have expressed interest in undertaking this endeavor with greater interest than what we had anticipated. They will be the recipients of \$800 of the allotted \$1,000, with the remaining \$200 going into providing Gemtrek hooded sweatshirts to each of our attendees.

- Training Materials: \$800

For this course, we have settled on two pieces of training material to be given to the attendees. The first is a packet devised by our PR department outlining basic guidelines for work-related use of Webex and future messaging software(s). The material contained therein was created with input from the Society for Technical Communications, who provided additional consultation on the language and organizational structure employed in the writing.

The second item of training material is a series of educational videos created by the United States Office of Homeland Security regarding identity theft identification and prevention. Gemtrek submitted an open request to the agency for materials relating to the subject, and was met with a reply from the DHS office based in Tukwila, Washington. The office informed us that it had created educational materials relating to identity theft, and would rent them to us at a reduced rate. The remainder of the sum assigned to training materials will go towards the rental.

- Equipment for Training Purposes: \$800

All \$800 is earmarked for A/V equipment. We at Gemtrek have judged that our current array of projectors, screens, and presentation software are all in need of an update, and will spend this remaining portion of the budget on current generation video projection equipment, as well as providing additional financing to bring our current inventory of presentation software up to date.

- Trainer Wages: \$700

A number of staff members have a background in cyber security, and two of them have been asked to act as trainers during the week-long training course. Once the two trainers had agreed to participate, management entered into a brief discussion regarding wages. Both have agreed to the sum of \$350 each for their services, and will be paid time-and-a-half on top of that, separate from the sum allotted by the ACA.

- Training Supplies: \$500

Gemtrek has already created a tertiary piece of software which mimics the most common behaviors of digital identity theft perpetrators. To that end, our budget for training supplies will be directed towards procuring between 4 to 6 demonstration computers set up exclusively to run this piece of software. We have contacted a local computer repair store, who has agreed to supply us with a small number of out-of-circulation floor models for this purpose. These are computers whose own hardware and processing power is comparable with the computers we currently use in our office.

Thank you very much for your time and consideration. If you wish to reach out to me directly, my email is MGoetz@Gemtrek.com. It is best to contact my personal number if you wish to discuss specifics. My personal phone number is 254-364-2754. I look forward to hearing from you, as does all of Gemtrek.

Sincerely,

Miles Goetz



Miles Goetz
Head of Communications
Gemtrek Inc.
1235 Elgin Avenue
Spokane, Washington 99201
(312)-465-7809
MGoetz@Gemtrek.com

