

Area businesses seek to make advances pay off

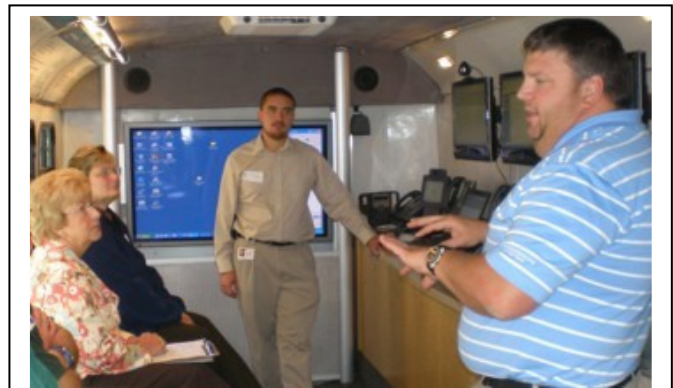
By **ANTHONY AFFISSIO**

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CORNING | Area business leaders and information technology managers had the opportunity Thursday to learn how the latest technologies can help protect and enhance their companies.

With the Corning Country Club as a backdrop, Data-branch presented its inaugural Technology Summit at a half-day conference focused on how businesses can assess risks, protect their assets and increase productivity.

Featured keynote speaker was David Stelzl, a computer information systems security professional. Stelzl gave an informative speech titled "Data at Risk: Building an Asset Mindset toward Securing Data," which outlines steps that businesses can take to secure assets and data.



Bill Lawrence, Cisco Systems channel engineer, in the Cisco NOW van. The van showcases all the new technologies in voice, video and data applications

"The keynote speaker was awesome," said Denise Ackley, Corning Area Chamber of Commerce president. "It was incredibly insightful. It made me realize the threats that are out there. It's lot of things you don't think about that you should be thinking about." In addition to the chamber of commerce, other local business were on hand for the event.

"It was informative and helpful," said Bob Cevette, who works at the Corning YMCA. "I have a better understanding now of how to determine what are the more important risks and how to help secure them."

Sherry Perkins, a Dresser-Rand employee, also found the conference helpful.

"It was quite interesting," Perkins said. "I knew about some of the things they talked about, but it expanded my knowledge of the _subjects."

Product vendors such as SonicWall, Citrix, XenServer, and HP were also in attendance to give their own presentations concerning security and productivity.

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