



June Announcements

Protecting Our Communities

Thank you, VTScada by Trihedral!

Cyber Resilience Healthcare Conference -
Presented by GDAHA and GoCyber Collective

TechCred expected to open July 1

Incident Response - July 28/29

Inside SOC: Critical Blue Team Operations - July 8

Cyber for Local Gov't Exec. Leadership - July 21



INCIDENT RESPONSE (I



Incident Response

- ▶ Tuesday/Wednesday July 28-29
- ▶ 9 AM - 3:30 PM
- ▶ This is not a document. This is not a template. This is a game plan. **YOU LEAVE WITH A PLAYBOOK!**
- ▶ \$3,000 (Credentialed by TechCred)
- ▶ Group rates available

WORKSHOP

Inside the SOC: Critical Blue Team Operations

- ▶ Wednesday July 8th
- ▶ 9 AM - 3:30 PM
- ▶ Identify: How attacker gained access, moved through environment, explored systems
- ▶ \$999

INSIDE THE SOC:

Critical Blue Team Operations

Inside the SOC: Critical Blue Team
Operations Workshop Registration





Cyber for Local Government Executive Leadership

- ▶ Tuesday July 21st
- ▶ 8:00 AM - 4:30 PM
- ▶ Take Aways:
 - Recognize significance of cybersecurity
 - Role of leadership to maintain security
 - Understand/implement cyber hygiene
 - Importance of audits/regular training
 - Comprehensive role of insurance roles
 - Requirements under new state law
- ▶ Donuts, coffee, & lunch provided
- ▶ \$499

Cyber for Local Government
Executive Leadership - One-Day
Workshop Registration





June GoCyber Collective Keynote Speaker

Connie Matthews Reynolds

- Founder & CEO of ReynCon Educational Services & Training
- ISSA International Boardmember
- VP of Central Ohio ISSA
- Founding member of EmpoWE-R - Women of InfoSec





Leading Through Humility and Building an Unshakeable Brand!

“I never dreamed about success. I worked for it.” -- Estée Lauder.



Connie Matthews Reynolds



CEO/Founder of ReynCon

- Three decades of IT & Cyber Security
- CEO/Founder of ReynCon
- Advisory Boards – Education and Security Organizations
- Board Member – ISSA International | Central Ohio ISSA | EmpoWE-R Women of InfoSec
- Mentor/Coach



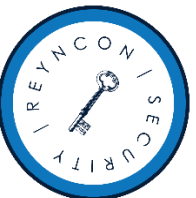
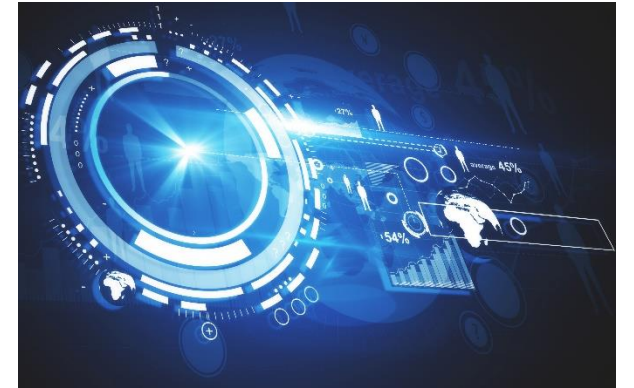
Question

- ✓ **Raise your hand if you've ever Googled yourself?**
- ✓ **Now, keep it up if you were delighted with what you found?**
- ✓ **Now, keep it up if you were surprised by what you found?**



My Journey

Reinventing Yourself



What Will I Walk Away With Today?

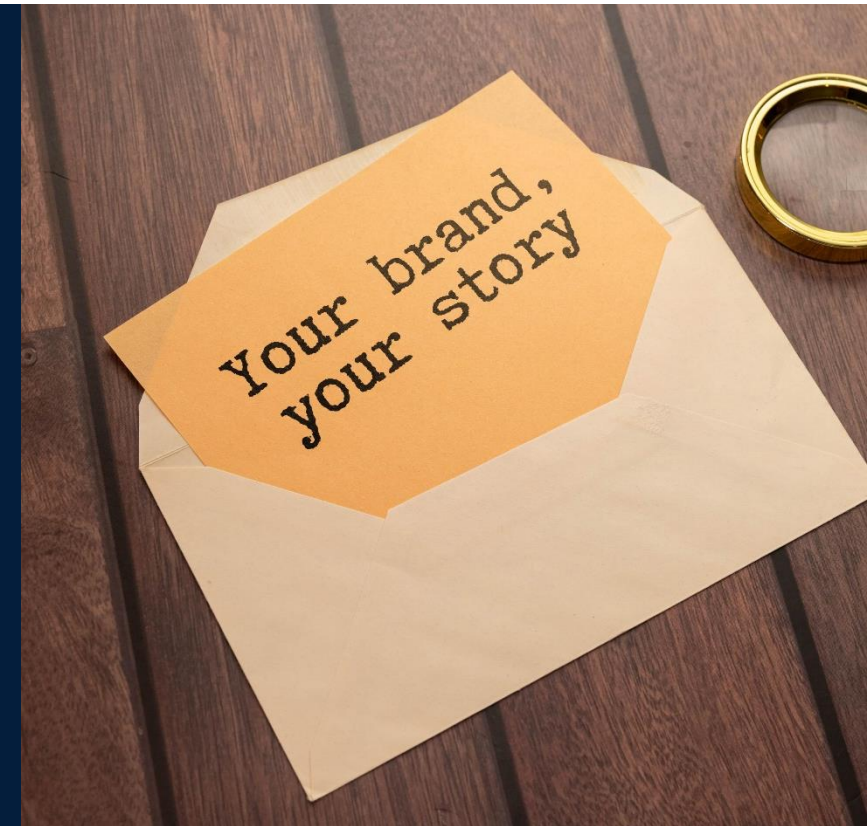
- By the end of today, you'll have a clear roadmap to build an authentic, unshakeable brand that opens doors and creates opportunities.



The Brand Reality Check!

The Harsh Truth

- *Your brand already exists – whether you've built it intentionally or not.*
- *Statistics on how quickly employers/clients form impressions.*
- *The cost of an unclear or negative brand.*



A Few Statistics



Speed of First Impressions

Speed of First Impressions

- Studies suggest it takes between 7 and 15 seconds to form a strong initial judgement about trustworthiness, competence, and likability.
- Within the first 7 seconds, people form 11 different impressions of you!
- Princeton Psychologists found that people form impressions in as little as one-tenth of a second when viewing someone's face.



First Impressions Importance

- *69% Decide what they think of someone before the other person starts talking.*
- *Employers often decide whether to hire someone within the first few minutes of the interview.*
- *95% of people believe first impressions really matter, with 79% thinking they can make a positive one.*





Statistics highlight just how critical those initial moments are in professional settings – your reputation begins to form almost instantly.



Common Brand Myths Debunked

- *I don't need a personal brand – my work speaks for itself.*
- Branding is just for entrepreneurs and influencers.
- Building a brand means being fake or unauthentic.





The Foundation | Discovering Your Authentic Brand



The Brand Process

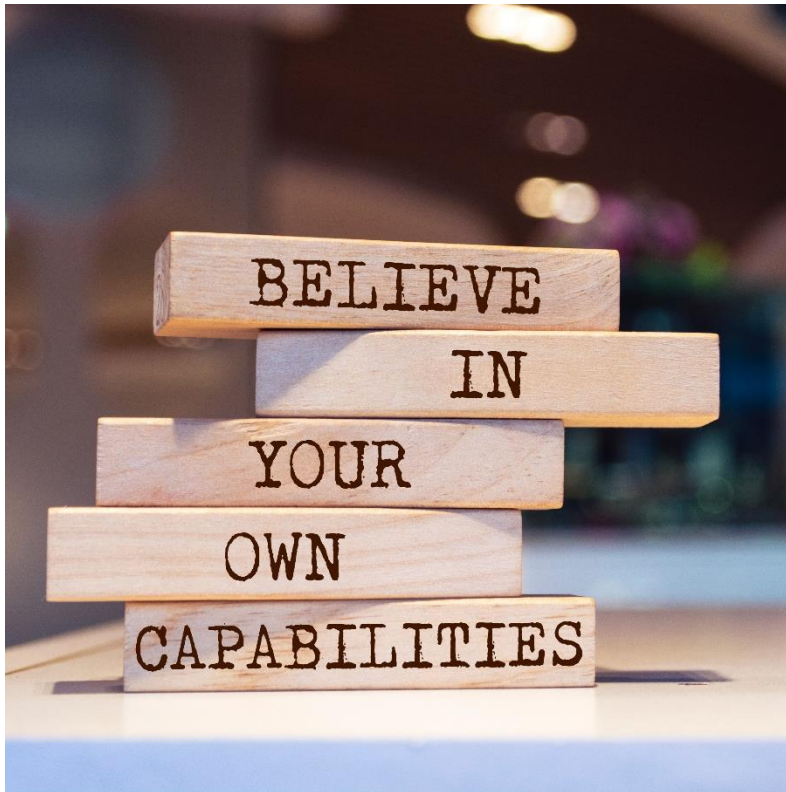


Step 1: Values Inventory

- Identify your core 3-5 values.
- How do these show up in your work, personal life, and decisions?
- Values as your brand's North Star.



Strengths Assessment



Step 2: Strengths Assessment

- What are you naturally good at?
- What others consistently come to you for?
- The intersection of passion and competence.



Unique Value Proposition

Step 3: Unique Value Proposition

Formula: Your strengths + Your values + Your experience = Your unique value

Examples of clear, compelling value propositions

What makes you a key team member, not just good





Crafting Your Brand Narrative



The Power of the Story

Why brains are wired for narrative

Our brains are fundamentally wired for narrative because stories provide a powerful framework for how we process, remember, and make sense of the world.

- Memory and retention
- Pattern recognition and prediction
- Social cognition
- Emotional engagement and meaning-making

Moving beyond resume bullet points to compelling stories!



Your Story



The Brand Story Framework

- Where you came from (origin/background).
- What challenges have you overcome (credibility/relatability)?
- Where you're going (vision/aspiration).
- How you help others get there (value proposition) – Pay Forward?

Why it Matters!



A strong brand story framework helps you:

- Differentiate from others through an authentic narrative
- Create consistent messaging
- Build emotional loyalty beyond transactional relationships
- Make your brand memorable and relatable



Consistent Message

Message Consistency Across Platforms

- Your elevator pitch
- Your LinkedIn summary
- Your Bio
- Your Stories
- Be Authentic-
 - You should tell the same cohesive narrative!



Example and Action Item

- **Practical Example**

- <https://www.linkedin.com/in/conniemattnews/>

- **Action Item**

- Your homework: Write your brand story using this framework. Start with just 100 words.

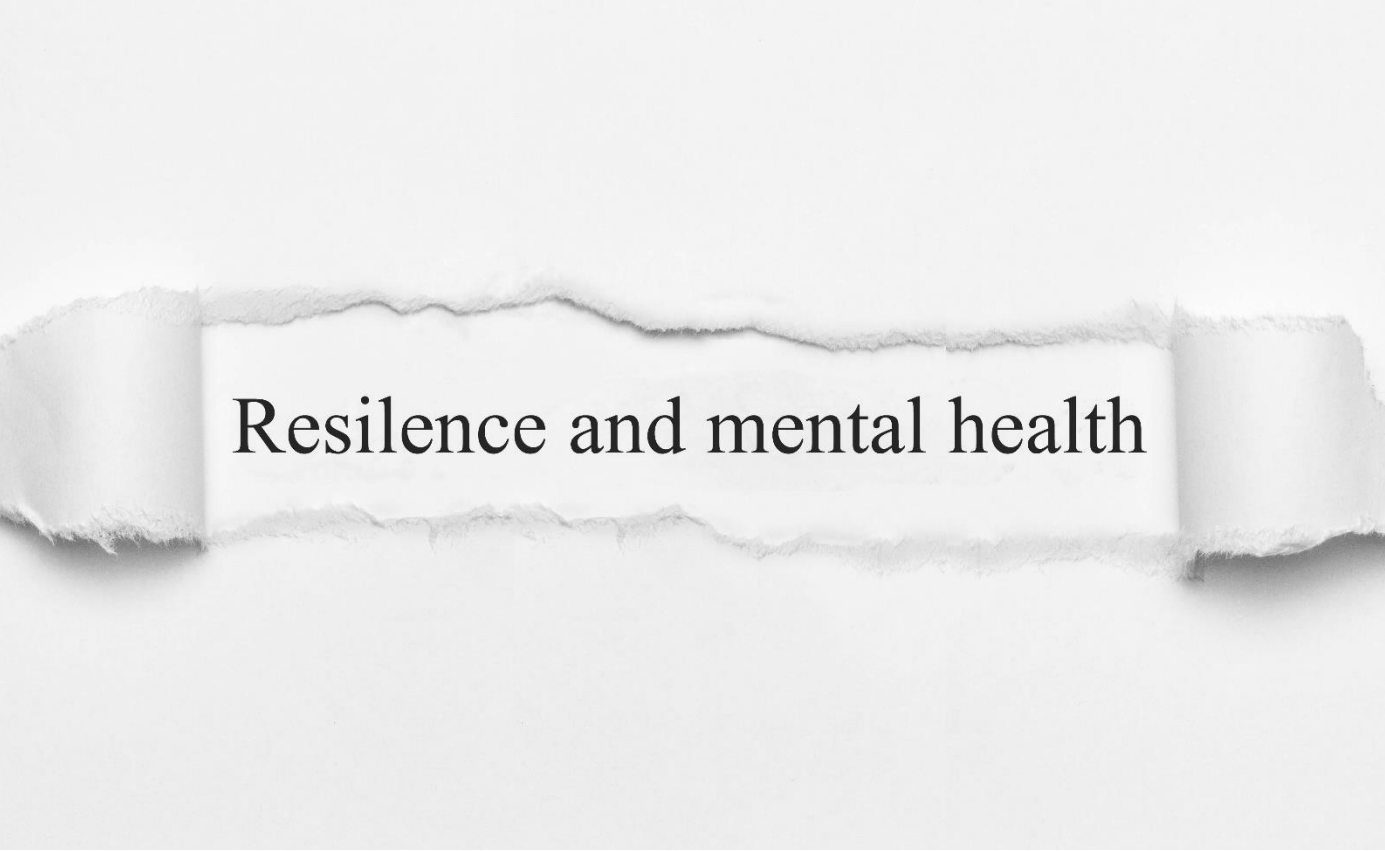




Building Mental Resilience - The Unshakeable Mindset



Why Resilience Matters for Brand Building



Resilience and mental health

- Setbacks are inevitable.
- How you handle failure becomes part of your brand.
- The compound effect of consistent action over time.
- Don't take things personally – Learn from feedback
- Be Self-Aware – If you're honest with yourself, you probably already know what you need to work on.



The Resilience Toolkit

- **Message Consistency Across Platforms**
- **Your elevator pitch**
- **Your LinkedIn summary**
- **Your Bio**
- **Your Stories**
- **Be Authentic- You should tell the same cohesive narrative!**



The Resilience Toolkit

Mental Framework 1: The Growth Mindset Shift

- Failures as data, not verdicts
- Not yet" vs. "I can't
- Failures that became success stories

Mental Framework 2: The Compound Effect

- Small, consistent actions over time
- Why overnight success takes 10 years
- Building anti-fragility into your career

Mental Framework 3: The Pivot Strategy

- When to stay the course vs. when to adjust
- How to pivot without losing brand equity
- Case study of successful brand pivots



Reflection

Reflection Question: Think of a professional setback you've had. How could you reframe it as part of your growth story?



Practical Resilience Habits



- Daily brand-building habits that compound.
- Creating feedback loops and metrics.
- Building your support network.
- Have Mentors, Coaches, and Sponsors.



Taking Strategic Action – Your Brand in the World



Practical Resilience Habits

Digital Brand Presence

- LinkedIn optimization essentials
- Content strategy that builds authority

Professional photography and visual consistency

- Network Activation
- Moving from networking to relationship building
- The give-first principle
- Leveraging warm connections strategically



Strategies

Visibility Strategies:

- Speaking opportunities
- Writing and thought leadership
- Industry involvement and community building

Brand Maintenance

- Regular brand audits
- Staying current while staying authentic
- Managing your online reputation



Final Call to Action

Your story is already being written.
The question is: Are you the
author, or are you letting others
write it for you?

The time to own your story is now!

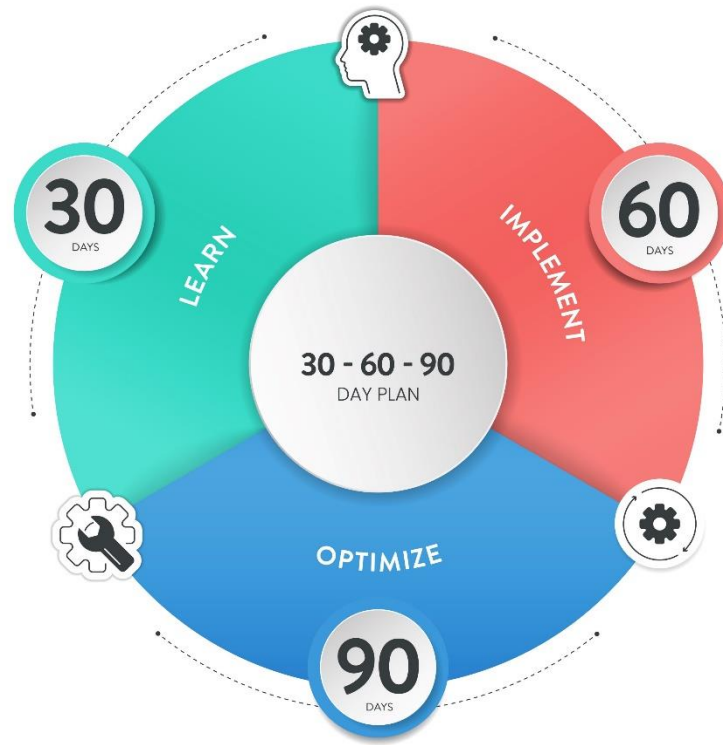




Your Brand Action Plan



The 30-60-90 Day Challenge



30 | 60 | 90 Day Challenge

Next 30 Days:

- Complete your brand story
- Audit your LinkedIn profile
- Identify three people to reconnect with

Next 60 Days:

- Create or update your professional materials
- Share one piece of thought leadership content
- Attend one networking event or industry gathering

Next 90 Days:

- Launch a small visibility project
- Conduct brand feedback sessions
- Set up systems for ongoing brand building



The Career Insurance Policy

Your brand is your career insurance – it protects you during layoffs, opens doors during job searches, and creates opportunities you never imagined.





Remember: You don't have to be perfect to be powerful. You must be intentional, authentic, and unwavering in your commitment to your own growth.

Your future self is counting on the decisions you make today.



The Women In Security Documentary

- **LinkedIn: [The WOMEN IN SECURITY Documentary: Posts | LinkedIn](#)**
- **Website: [The WOMEN IN SECURITY Documentary](#)**
- **Screening In Columbus, Ohio, January 30, 2026 – Lincoln Theater (Columbus)**
- **Fund Raiser for Empower & COISSA Scholarship Foundations**
- **Interested in Attending: please reach out to service@coissa.org**





Questions? Ideas? Let's connect!

LinkedIn:

<https://www.linkedin.com/in/conniematthews/>

Email:

cmatthews@reynconsecurity.com



June Threat Briefing

- ▶ Charles Zugaro
 - Warren County Tech Services
 - Cybersecurity Analyst

June Threat Briefing



Iranian-Affiliated Exploitation of Internet-Exposed PLCs (CISA AA26-097A)

- FBI, CISA, NSA, EPA, DOE, and CNMF issued a joint advisory warning that an Iranian-affiliated APT group has been disrupting U.S. critical infrastructure by exploiting internet-connected operational technology, including Rockwell Automation/Allen-Bradley programmable logic controllers (PLCs).
- The actors have maliciously interacted with PLC project files and manipulated data shown on human-machine interface (HMI) and SCADA displays, causing real operational disruption.

Cisco Catalyst SD-WAN Manager Exploitation Campaign (CVE-2026-20122, -20128, -20133)

- Cisco Talos has tracked multiple post-compromise clusters since March 2026 deploying JSP web shells (tracked as XenShell, with Godzilla variants observed) that allow bash command execution on the appliance.
- Two additional critical authentication-bypass flaws were exploited as zero-days, and a newer flaw, was reported in June 2026 granting root. All five are now in the CISA Known Exploited Vulnerabilities catalog.



June Threat Briefing

Ivanti Sentry Pre-Authentication RCE (CVE-2026-10520, CVE-2026-10523)

OS command injection bug reachable through the unauthenticated endpoint `/mics/api/v2/sentry/mics-config/handleMessage`, allowing a remote attacker to execute commands as root.

Its companion, CVE-2026-10523 (CVSS 9.9), is an authentication bypass that lets an unauthenticated attacker create administrative accounts. The window to act was effectively zero.

July Meeting:



Bryan Fite: Generative AI

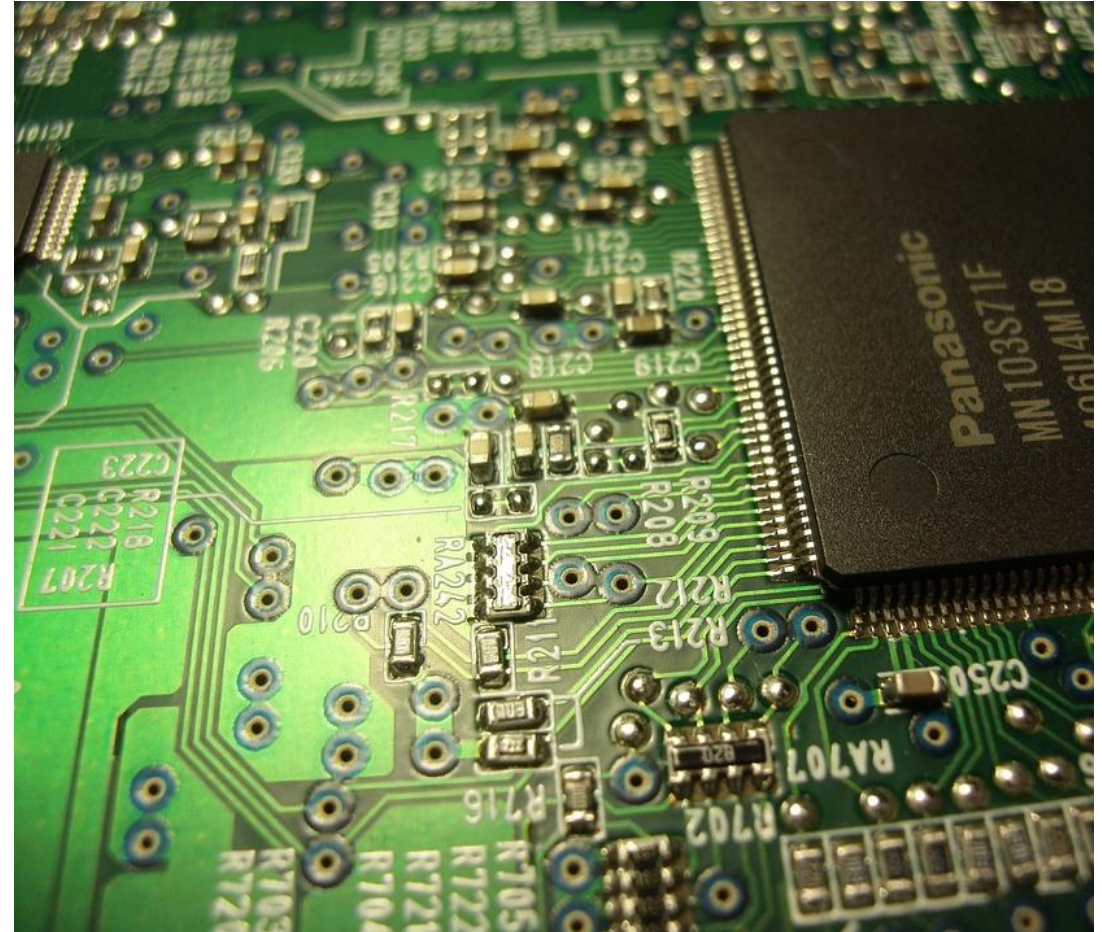
Technical Solutions Architect III for
AI Security

Founder & President: Meshco, Inc.

"Serial Entrepreneur"

June Parting Shots

- Local Gov't/Public Safety SIG – Wright Patt Room
- Education SIG – Victoria Room
- Defense Contractor SIG – Hawthorn Room
- Register for Workshop, Monthly Meetings
- Turn in your lanyards at the desk



A top-down view of a workspace. On the left, a silver laptop is partially visible. Next to it is a white mouse. Above the mouse is a white coffee cup with a red handle. Below the mouse is a black notebook with a white pen and a pair of tortoiseshell glasses. The background is a light blue desk surface.

Information

Email me at john@GoCyberCollective.org.

If you have a suggestion on meeting topics, special interest groups, breakfast menu, or anything else we want to hear from you.

You can register for future breakfast meetings from the website.

□ GoCyberCollective.org





Event Sponsors

