



## **Security and Privacy Business Dilemma or Opportunity?**

**Alumni Panel  
Saturday, October 4, 2003**

Certainly the events of the last two years have raised everyone's concerns about security and privacy. From viruses and identity fraud to terrorism and crime, consumers and businesses have been pummeled with new worries. On the other hand, interactive technologies have made it increasingly possible for firms to deliver personalized products and services that consumers love, and increase shipping security through logistics visibility. In this panel, a group of alums who work in this arena will examine the issues surrounding security and privacy – thinking about questions like:

- How should firms address consumers' security and privacy concerns?
- What is the role of government and public advocacy groups?
- Who should invest in better information security?
- Can an investment in security simultaneously be an investment in efficiency?
- What can consumers expect in the next five years?

Moderator: M. Eric Johnson, Director  
Glassmeyer/McNamee Center for Digital Strategies (Tuck)

Introductory Remarks: Adam Golodner, Associate Director for Policy  
Institute for Security Technology Studies (Dartmouth)

Panelists: William Brown T'78, Project manager for Exercise and Scenario Development,  
Institute for Security Technology Studies (Dartmouth)

Kristiana Helmick T'98, Consumer Marketing Director  
Real Simple magazine

Blair LaCorte T'90, Executive Vice President  
Savi Technology

Bill Pond T'98, Manager of Site Operations  
L.L. Bean

Charles White Jr. T'68, Visiting Professor of Logistics and Intermodal  
Transportation, US Merchant Marine Academy