

AH&LA Training Session Helps Hoteliers Stop Identity Theft

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Webinar Teaches Hoteliers to Enact New Credit Compliance Standards

It is estimated an identity is stolen every 79 seconds. Seventy-two percent of general managers are making protection against credit card data breaches 'a very high priority.'*

To protect against future identity theft and security breaches in hotels, the American Hotel & Lodging Association (AH&LA) is hosting an informational Webinar outlining new standards of Payment Card Industry (PCI) compliance.

Payment Card Industry (PCI) Compliance: A necessary Tutorial for Protecting your Property, Guests, and Reputation, Thursday, March 20, 2:00 - 3:30 p.m. EST, features detailed instructions on structuring and implementing an action plan for compliance from security experts.

Topics of discussion include:

What new PCI standards are

Common vulnerabilities leading to comprising card holder information

Strategies for identify weakness and ways to resolve

Monetary consequences for non-compliance

Precise policies for ensuring both properties and guests are protected

The following security professionals will make sense of this complicated issue:

Diana Greenhaw, Payment System Security Compliance, Visa, Inc.

Bradley Davenport, Solutions Marketing Manager, PCI DSS, RSA, The Security Division of EMC

Chris Zoladz, CISSP, CIPP, CISA and CPA, Vice President, Information Protection & Privacy, Marriott International, Inc.

Jim Abrams, President and CEO, California Hotel & Lodging Association

All Webinar registrants also receive a tailored checklist for guidance in implementing PCI Compliant procedures in their own operations. This Webinar session is \$99 for AH&LA members, \$199 for non members. For more information and online registration, visit http://www.ahla.com/PCI_Webinar.asp, or contact Tara Allen, AH&LA manager of board administration, at (202) 289-3171 or tallen@ahla.com.

**Source: PCI Custom Study, Forrester Consulting, July 2007*

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