

Executive Director Report for Sarah Baso

July 5, 2013 to August 9, 2013

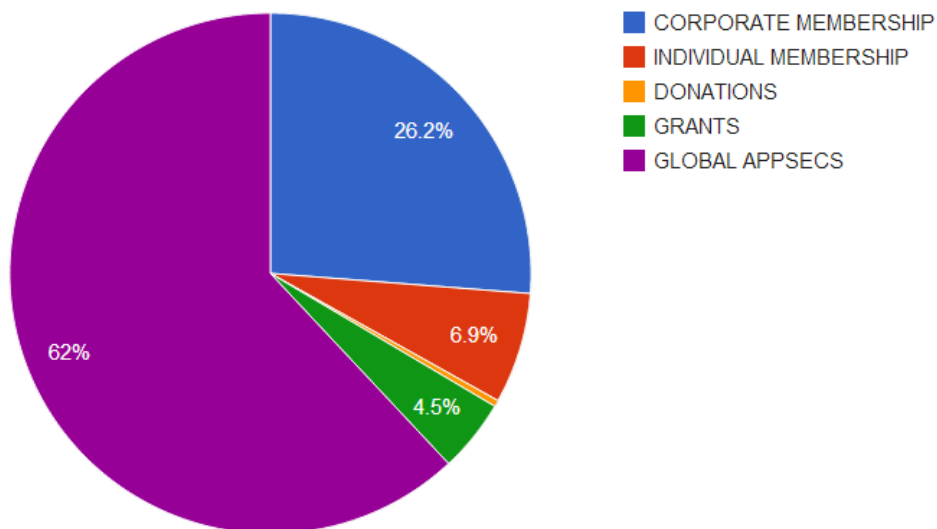
Board Member Action Items

- **Board presentation at AppSec Research is Thursday morning 10-10:30 AM - link to file from last year's presentation:**
<https://www.owasp.org/images/3/35/2012Whereweare..Wherearewegoing.pdf>
- **NOTICE:** [Board of Directors 2013 election](#) - Deadline for submitting candidacy is AUGUST 16
- **NOTICE:** [WASPY awards](#) - Deadline for nominations is AUGUST 16
- **Project brand usage guidelines** - where is the board at on this, what is the timeline for completion of this?
https://docs.google.com/a/owasp.org/document/d/17h6BrV6an_UtcF6VHZsWNKqfW1JGE5pu_yVIWC2ill8/edit
- In person-board meetings:
 - AppSec Research: Monday, August 19th - Starting at 12 noon Hamburg Time at the Scandic Hamburg Emporio Hotel (Binnenalster room) - Lunch provided, plan for dinner out with the group. **I assume everyone has their travel ironed out, email Sarah directly with questions/clarification.**
 - AppSec USA: Friday November 22nd

Finances

- Financial report for Jan-July 2013 (7 months) prepared by Alison:
<https://docs.google.com/a/owasp.org/spreadsheet/cc?key=0ApZ9zE0hx0LNdDVvd3lrZU51ekZ5bWN6MUIOU19JTWc#gid=2>

2013 OWASP Foundation Income



- Wrap up:
 - Current available cash (US & EU) - \$265,879.56
 - Current balance of funds owed to chapters (US & EU) - \$231,878.97
 - Current balance of funds owed to projects (US & EU) \$44,134.54
 - Total fund in bank (US & EU) - \$582,633.47
- Our current budgeting/monthly reporting format is not working to accurately report on budget, actuals and forecasting of what foundation's financial status is. For next year, we should have a budget breakdown by month with anticipated income and expenses based on previous year's metrics and modified for changes in event dates. Sarah is currently working on a revised format for budgeting and reporting to be discussed with the staff and submitted to the board for approval by October 1 when we start planning for the 2014 budget.
- In process of transitioning check and bank wire signing authority for Sarah for US and EU bank accounts.

Executive Director updates

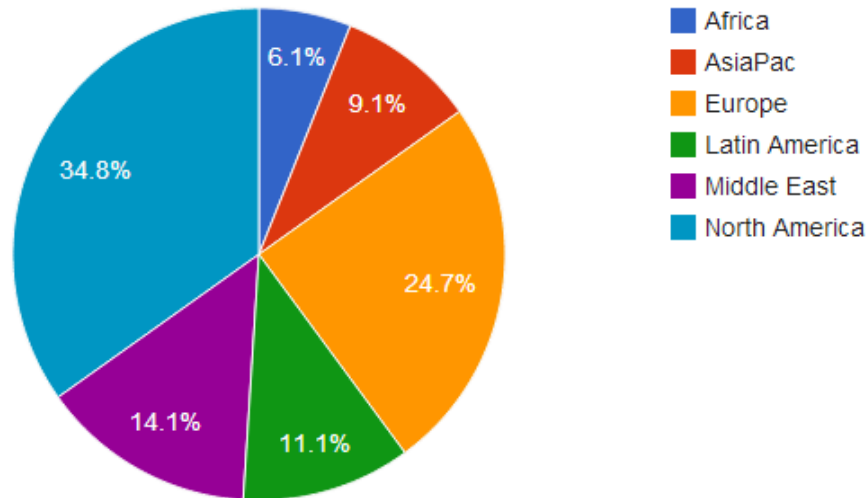
- OWASP Event Manager Position and Hiring Stats
 - Blog post on event manager hiring process & stats:
<http://owasp.blogspot.com/2013/07/process-hiring-event-manager-for-owasp.html>
 - Blog post on new hire - Laura Grau -
<http://owasp.blogspot.com/2013/07/welcome-to-our-new-event-manager-laura.html>
- Currently working on transition Event Management responsibilities to Laura in order to have more time for executive director responsibilities including foundation strategy and staff/operational prioritization and budgeting. The goal is to have this transition complete by the end of 2013.
- Outreach & Press: Sarah was interviewed for story on White House incentives for Cybersecurity
<http://www.csoonline.com/article/737795/white-house-considers-incentives-for-cybersecurity>.
- Brand Usage/Potential Abuse: Sarah is working on follow up with the following companies regarding potential brand abuse. Next steps should be discussed at in person board meeting:
 - Sangfor: <http://www.sangfor.com/news/f7fad57564a7536d06c93a877d40046d.htm>
 - Qualys: <https://www.qualys.com/forms/freescan/owasp/>
 - WAF Evaluation document (translation pending from Rip (China Chapter) and Helen Gao for clarification) - Is this related to an OWASP Project?
<https://docs.google.com/file/d/0B5Z9zE0hx0LNOVVIYjF5MjNFRTQ/edit?usp=sharing>

Chapters - Kate

- **198 current active chapters worldwide**
 - Africa - 12 chapters
 - AsiaPac - 18 chapters

- Europe - 49 chapters
- Latin America - 22 chapters
- Middle East - 28 chapters
- North America - 69 chapters

Active Chapters by Region

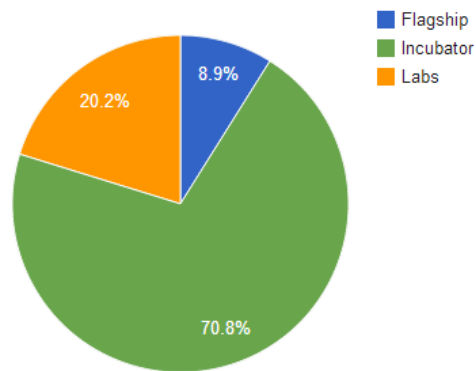


- Inactive Chapters: 42
- New Chapters in last month: 1
 - [Azerbaijan](#) (Middle East) - lead by [Adil Aliyev](#)
- Chapter Leader Workshops for 2013 -
 - Appsec Research - will be run by Sarah, Wednesday afternoon (Aug 21) at 4pm
 - AppSec Latam - Run by Kate, details TBA
 - AppSec USA - workshop will be broken down into smaller (45 min) sessions based on topic. Kate is in the process of putting together info for the AppSec USA website on these working sessions.

Projects & Grants - Samantha

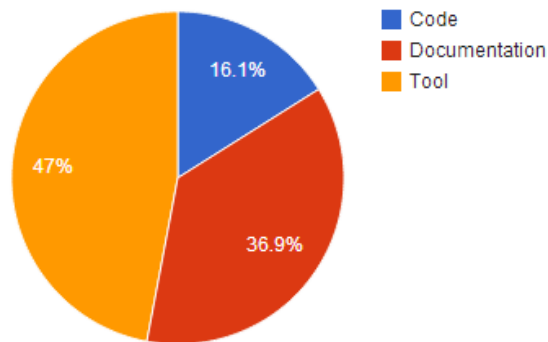
- **Project manager report prepared by Samantha Groves**
https://www.owasp.org/index.php/OWASP_Project_Manager_Activity_Reports/August_06_2013
- **Current Active Projects: 168**
 - Incubator - 119
 - Labs - 24
 - Flagship - 15

Projects by Status August 2013



- Projects by Type:
 - 27 Code projects
 - 62 Documentation Projects
 - 79 Tool Projects

Projects by Type August 2013



- Inactive Projects: 67
- New incubator Projects in last month: 4
 - OWASP WebSandBox Project
 - OWASP HA Vulnerability Scanner Project
 - OWASP Dependency Track Project
 - OWASP Security Principles Project

- Currently in the process of looking for a grants and fundraising intern:
https://www.owasp.org/index.php/Projects/Internships/Grants_and_Fundraising_Intern
- Project brand usage guidelines - Still waiting on guidance from the board on this.
https://docs.google.com/a/owasp.org/document/d/17h6BrV6an_UtcF6VHZsWnKqfW1JGE5pu_yVIWC2iI8/edit

Marketing & Social Media

- Market research and deliverables received from Sisterworks Publishing and Design Foundry published here for community review and feedback -
https://www.owasp.org/index.php/Marketing/Community_Input
- Some questions have been received via email as a result of this marketing review - but relate more to general strategy and goals of the foundation. Sarah is working on addressing the questions and posting responses. Samantha is working on clarifying project-related questions/answers.
- Staff continues to work on pushing out community announcements through the bi-weekly connector to OWASP-all (new formatting/layout is in the works) as well as posts to social media: @owasp twitter, LinkedIn, facebook, google+
- Michael and Jim have been coordinating the transition from Google Reader owasp feed to Feedblitz: https://www.owasp.org/index.php/AppSecNews_Curation

Membership, Election, & WASPY Awards - Kelly

- **Membership Stats prepared by Kelly Santalucia**
http://owasp.com/index.php/July_2013_Membership_Report
- Comments: In general membership both individual and corporate is up from last year, but we are working on putting together details/survey on why so many non-renewals. Additionally, for 2014 planning, we are putting together numbers of membership on a monthly basis as they may correlate to membership drives, membership purchases along with conference registration, etc. We hope to have more data by the end of Q3.
- Waspy Awards - NOMINATION DEADLINE AUGUST 16
 - http://owasp.com/index.php/WASPY_Awards_2013
 - 17 nominations received
 - 1 sponsorship from Qualys (\$10,000)
- Election - CANDIDATE SUBMISSION DEADLINE AUGUST 16
 - https://www.owasp.org/index.php/2013_Board_Elections
 - 8 board candidate submissions received
 - **Google Moderator Link for Candidate Questions:**
<https://www.google.com/moderator/#16/e=20f717>

Co-Marketing and Partner Events

- Dates and locations for upcoming partner events are listed here:
https://www.owasp.org/index.php/Category:OWASP_AppSec_Conference
- Black Hat USA - Kelly, Sarah and Samantha went to Las Vegas. Outreach at the booth was successful - giving away emergency kits (bandaid, aspirin, antacid, mints, etc) and instant coffee

as well as flyers for membership, about OWASP, ZAP, and AppSec USA.

- OWASP has an updated co-marketing agreement with RSA Europe - Eoin and Jim will be giving their free OWASP Training class on Monday October 28th). Jim's expenses are covered by WhiteHat, Eoin will be traveling for OWASP purposes only and his hotel and flight will be covered out of the OWASP Board Travel budget
- Seba will be giving a talk about OWASP / SAMM at CERN in Switzerland, CERN will cover his flight and he will be charging the hotel to the OWASP Board travel budget.

OWASP EVENT UPDATES

General Announcement:

- We have an annual unlimited subscription with sched.org and can use this software for any of our events globally. Sarah will need to set up the initial event with the Foundation account and then add the local planners as admins. We will be working on communicating this additional "service" for OWASP events through OCMS and on the [How to Host a Conference](#) Wiki Page.
- Laura is working on reviewing the current tools and workflows for conferences and providing recommendations including: template scoring system for CFT and CFP, checklist for conference planners based on the [global conference timeline](#) updated budget templates that are both simpler (for smaller events) and allow for budget numbers, forecasting, and tracking actuals. She will be making other recommendations on the process and tools in the upcoming months.

AppSec Europe 2013 (Aug 20-23): <http://appseceu.org/>

- Total Sponsorship revenue
 - 16 Confirmed Sponsors: Riverbed (Platinum), HP (Gold), Imperva (Gold), F5 (Gold) Checkmarx (Global - Silver), Securenets (Silver), Barracuda (Silver), Acunetix (Silver), DenyAll (Silver), Security Innovation (Silver), WhiteHat (Silver), Schutzwerk GmbH (Bronze), Tele-Consulting (Bronze), Microsoft (Bronze), SAP (Bronze), Ergon (Bronze)
- Content:
 - Training Courses selected: <https://appsec.eu/trainings/>
 - Program Schedule Published: <http://sched.appsec.eu/>
- Other activities planned: [University Challenge](#), CTF, Open Source Project Showcase, Chapters Workshop
- Conference hotel confirmed (Scandic Hotel)
- **Board member attendance -In person board meeting scheduled for full day on August 19th.**
- Registration and financial metrics here: https://docs.google.com/a/owasp.org/document/d/1_Ocqdx5mxjelz6fz3byGtAY_hflG3l1FB6frSwLpCec/edit?usp=sharing
- With 10 days to go to event - Current registration numbers are higher than any of the previous AppSec Research events and profit is projected to exceed Foundation budget goals. Big kudos to the German team! This is going to be a fantastic event.

OWASP Ghana 2013

- September 5-6, <https://www.owasp.org/index.php/Ghana>

- Jim will be attending this on behalf of the board to raise awareness of OWASP in Africa and give free training
- The goal of this event is outreach and building awareness and support for the organization in Africa - possibility of this event being the precursor to AppSec Africa for next year.

AppSec Latam 2013

- Lima, Peru - Oct 1-4, 2013, event location will be a local university:
<http://www.postgradoutp.edu.pe/>
- Weekly planning calls with local team and Mateo Martinez (from Uruguay, planning chair from last year's appSec Latam) Friday at 2pm Eastern time
- Website live and translated into spanish and portuguese:
<https://www.owasp.org/index.php/AppSecLatam2013>
- Keynotes confirmed from Tony UV and Cristian Borghello
- Call for Papers and Training closed on August 2, final program selections for both training and talks to be published by August 16th.
- Sponsorship document published - sponsorship sold to Checkmarx (Global: Silver), also venue donated by University
- **Board attendance: Jim is no longer able to attend, but Tom has indicated he is willing/able to attend in Jim's place**
- Staff Attendance: Kate and Laura will be attending this event to help with operations and work with the local leaders

AppSec USA 2013 (Nov. 18-21): <http://appsecusa.org>

- EARLY BIRD REGISTRATION DEADLINE IS THURSDAY, AUGUST 15th.
- Schedule of Training and talks (including Keynotes and Panels) now live:
- Other Activities confirmed:
 - 3k Charity Run/Walk
 - CTF
 - Lockpick Village
 - Chapters Workshop
 - Project Workshop and Summit style workshops for project leaders
 - Expo Hall and Career Fair
 - [Women in AppSec](#) - Samantha has been leading the volunteers on this effort and they have raised \$6000 in funds to support 2 applicants.
- Registration open, details at <http://appsecusa.org/2013/register/>
 - Details here:
https://docs.google.com/a/owasp.org/document/d/1_Ocqdx5mxjelz6fz3byGtAY_hfIG3I1FB6frSwLpCec/edit?usp=sharing
- Sponsorships - \$258,612 in sponsors confirmed
 - Platinum, Silver, Booth Only, Lanyard sponsorships sold out, **Very limited number of tables left for the event.**
 - Details here:

https://docs.google.com/a/owasp.org/document/d/1RIuKDaAiV7TUH_R4k8vuda7aU2LfFHDfGBD5LUdMXWQ/edit?usp=sharing

- Budget:
 - Revenue \$375,741.59
 - Expenses **\$469,309.39**
 - Balance to date - **\$94,567.89 (based on projected expenses and actual income to date)**
- Weekly meeting for staff and volunteers every Tuesday at 2 pm EST - <https://www3.gotomeeting.com/join/349738774>
- **Board member attendance/planning for in person board meeting -Please plan for a full day in person meeting on Friday November 22**

AppSec APAC 2014

- Submission from Japan Chapter has been approved for **March 17-20 2014**, bi-weekly team calls taking place to coordinate logistics and program details.
- Finalizing contract with venue <http://solacity.jp/cc/floor/index.html> and room block with nearby hotel
- Also working on getting website/landing page for event with key dates and information published.
- **Board attendance - who is interested in attending?**

AppSec EU 2014

- Confirmed for Cambridge UK, June 23, 2014
- Had initial planning call with local team - goal is to have a landing page for the conference up before this year's conference in Hamburg
- Members of local team will be attending AppSec in Hamburg and give a short presentation about next year's event at closing ceremony
- Working on sponsorship packages and other budgeting details

AppSec USA 2014

- Confirmed for Denver in September 2014, currently finalizing contract for venue/dates.
- Weekly planning call taking place with OWASP Staff and local volunteers Wednesday at 4pm Eastern.

AppSec Latam 2014

- Call for submissions/applications coming soon.