

Executive Director Report for Sarah Baso

Prepared for October 14, 2013 Board Meeting - Q3 Wrap Up

Board Member Action Items

- REMINDER: In person Board Meeting at AppSec USA - Friday, November 22 - **Cancel Nov 11 meeting?**
- Preparing for 2014 - Strategic Goals and Budgeting - please review and comment on strategic goal document for 2014
https://docs.google.com/document/d/19BJMDMTVWlwqMcvUfDy1Mcjtd_bKGbhu-D-VBE-7kFU/edit?usp=sharing Defining these goals before we finalize the budget (ideally at the November in person) will be critical. Sarah will be working with the staff to put together a draft budget by early November for review by board BEFORE in person on November 22.
- Board calendar created and shared with staff and board members
- Review and comment on Social Media Policy:
<https://docs.google.com/document/d/1ihWoaScByONg-CHi89ETQr3y0LlxThaWy7ul-OzbzSI/edit?usp=sharing>
- Review and comment on Whistleblower and Anti-retaliation policy:
https://docs.google.com/document/d/1qIMaZK71tlqk5o_CrN4_LOLGO8aUkcflQ8BA3-wsE8/edit?usp=sharing
- Review and comment on Conflict of interest policy and annual questionnaire
<https://docs.google.com/document/d/1llyfFrlQg0dznJD2MnyAd2njUETVUCiMFuUYxOl8mmQ/edit?usp=sharing>
- Review and comment on Board orientation acknowledgement/agreement:
<https://docs.google.com/document/d/10zBT6oY2Q3B6kr6r7DGI3Cc0f5rGmQ0Slc6RYvbxmus/edit?usp=sharing>

Finances - Alison

- Financial report for Jan-September 2013 prepared by Alison:
https://docs.google.com/a/owasp.org/spreadsheets/cc?key=0ApZ9zE0hx0LNdEc0VW1qVIVkWKpHRTM5cm1oeGxKZ0E&usp=drive_web#gid=0
- Wrap up:
 - Current available cash (US & EU) - \$644,810.98
 - Current balance of funds owed to chapters (US & EU) - \$234,862.47
 - Current balance of funds owed to projects (US & EU) \$41,860.11
 - Total fund in bank (US & EU) - \$1,005,637.82
 - **Notes:**
 - Accounts are overall looking good and while spending in some areas has been more than budgeted (outreach, OWASP on the Move - which includes the Latam and EU tour expenses not covered by chapters, software and internet expenses) overall spending is under budget and income is above budget.
 - At this point we have received most of our sponsorship and a lot of training and registration fees for AppSec USA but have at least \$350,000 to pay out in hotel reservations, venue (food, bev, AV, wireless, electricity), and training allocation due to trainers.
 - Still final payments to trainers, VAT to be transferred to Creakom (3rd party assisting with registration), and a few invoices for conference services outstanding for AppSec EU - estimated profit is \$115,000

- 2012 Taxes - All accounting and paperwork has been sent to the accountants to prepare taxes, should get a copy of paperwork this week for Executive Director and Board review before November 15th filing deadline.

Executive Director updates

- Q3 Staff Wrap up
 - Highlights included below (by area/staff member)
 - Mapped to strategic goals:

<https://docs.google.com/spreadsheets/ccc?key=0ApZ9zE0hx0LNdFU5cXhoQ3BZZUdRcHVLcXFKNm5seEE&usp=sharing> (Yes, I realize the format could use some improvement ;-)
- **Update on White Hat** - Michael and Sarah had call with Jeremiah Grossman to discuss opportunities for WhiteHat to support OWASP and also meet their own goals. WhiteHat is looking for opportunities to sponsor and directly engage the community in an active and meaningful way. The challenge for OWASP is to find a way to use the sponsorship funds/energy to support our mission and not violate our core value of vendor neutrality. We were able to discuss several opportunities and I provided a detail of the opportunities via email including Chapter Engagement & Sponsorship, Conference Sponsorship, WASPY Award Sponsorship, and Virtual Sponsorship (newsletter and webinar). WhiteHat decided to sponsor the pre-conference networking reception at AppSec USA (in addition to their booth sponsorship). We also heard from Whitehat marketing a few days ago about wanting to engage more with chapters so Kelly and I will be discussing opportunities in more detail. For virtual engagement, we are working on putting together opportunities for Advertising in the connector and webinars in 2014. This has been a great opportunity to discuss with a “vendor” but also community supporter what opportunities are available and what we may be missing and get meaningful feedback on value of sponsorships.
- OWASP PR Newswire Account - set up account, press package, and learned about sending reports and metrics. We have a cost associated with sending press releases, but get a package discount now.
- Researched/reviewed legal requirements for unpaid internships in preparation for Samantha bringing on a fundraising and grants intern.
- Current ED Projects (working on a better format for tracking this for community/board/staff consumption)
 - Social Media Policy:

<https://docs.google.com/document/d/1ihWoaScByONg-CHi89ETQr3y0LlxThaWy7ul-OzbzSI/edit?usp=sharing>
 - Whistleblower and Anti-retaliation policy:

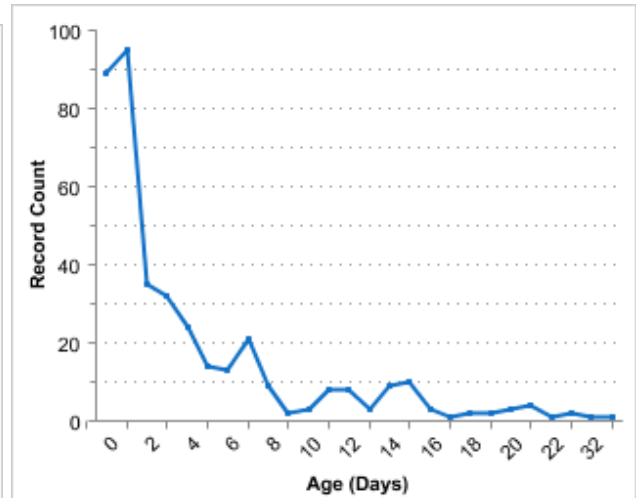
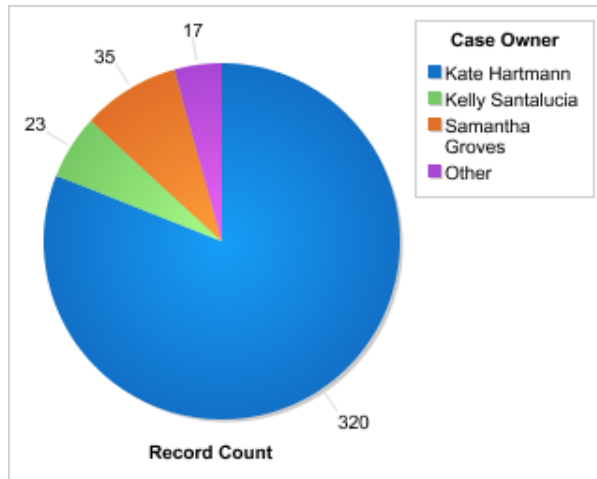
https://docs.google.com/document/d/1qIMaZK71tlqk5o_CrN4_LOLGO8aUkcflQ8BA3-wsE8/edit?usp=sharing
 - Conflict of interest policy and annual questionnaire

<https://docs.google.com/document/d/1IlyfFrlQg0dznJD2MnyAd2njUETVUCiMFuUYxOI8>

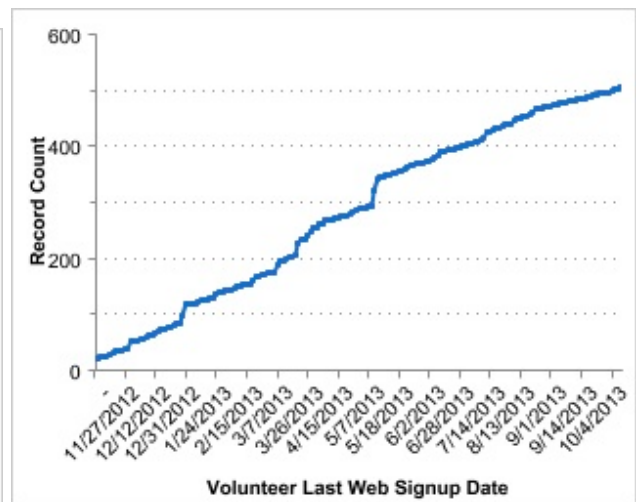
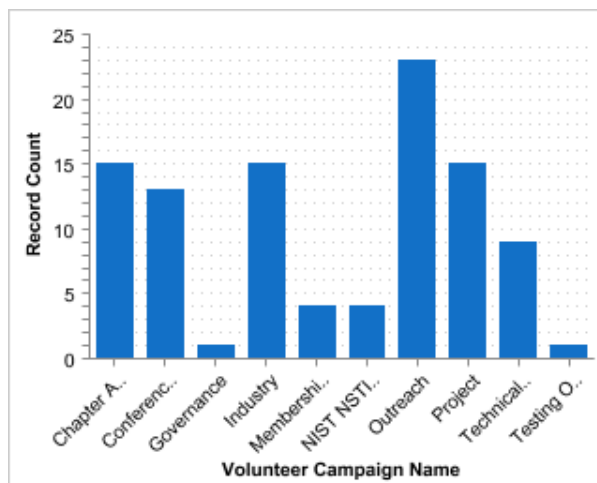
- [mmQ/edit?usp=sharing](#)
- Board Onboarding details:
 - https://www.owasp.org/index.php/Governance/Board_Orientation
- Board orientation acknowledgement/agreement:
 - <https://docs.google.com/document/d/10zBT6oY2Q3B6kr6r7DGI3Cc0f5rGmQ0Slc6RYvbxmus/edit?usp=sharing>
- Planning for 2014
 - Budgeting
 - Financial policies, accounting, landing page
- In progress:
 - Website redesign and infrastructure review
 - Transition of Conference Tasks to Laura
 - Staff annual review plan - in progress, to be discussed and reviewed with Staff then shared with Board
 - State filing as non profit
 - International Accounting and Legal
 - Bank account transition and investment strategy
 - Mozilla badges - in progress

Operations updates - Kate

- **OWASP Connector** (biweekly newsletter sent to OWASP all and posted to blog). Now being distributed through Vertical Response (via Salesforce), but allows us to use emails from OWASP mailman lists, owasp.org emails, conference signups in cvent, and other contacts in Salesforce for a larger and comprehensive list of our contacts. It has also eliminated the problem we have been having for months when ever owasp-all emails go out through mailman and cause list delays. The cost of this will be approx \$300/month and allows for more metrics/tracking on links being opened and engagement via our newsletter. **We currently have 43,000 deduped contacts.** The list will be updated with Matt's help with new owasp mailman signups and owasp.org emails on a quarterly basis.
- **Salesforce Cases-** Community requests via <http://owasp4.owasp.org/contactus.html> and emailed to support@owasp.org **Total cases for Q3 = 395. Working on details (for next quarter) on case numbers by quarter to give perspective on questions, response time, and topic.**



- **Volunteer Metrics - 504 unique volunteer sign ups to date through initiatives.**



- **Infrastructure Mapping and evaluation** - worked with Sarah to map out current software uses for Foundation support - membership, conferences, projects, chapters, sponsorship, reporting, marketing, volunteer engagement. Looked at actual cost of apps/software, cost of staff time to

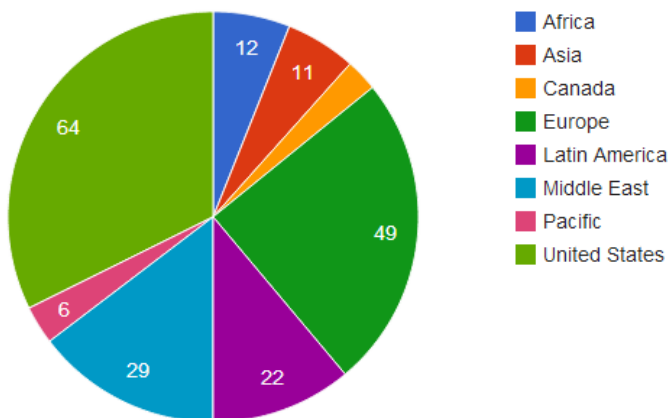
use/set up/support, features, value to the community and complaints/ease of use. Kate has been researching consolidated options that use Salesforce to manage the data and also provide a one stop option for all our needs. We are currently collecting details on a proposal from Member Nation through Fonteva that looks like it will meet our needs for a community “portal”, event management platform, membership signup, and much more. We hope to map out budget needs and roll out plan for Board review and approval in the upcoming month.

- **Form set up through salesforce**(front facing to community, and workflow in Salesforce that will populate records and notify the appropriate staff member)
 - Replacement form for OCMS (that interacts with Salesforce Database) - ocms.owasp.org
 - Sponsorship inquiry: <http://www.tfaforms.com/274270>
 - New project request: <http://www.tfaforms.com/263506>

Chapters - Kate

- 198 Active Chapters (+2 from last quarter)

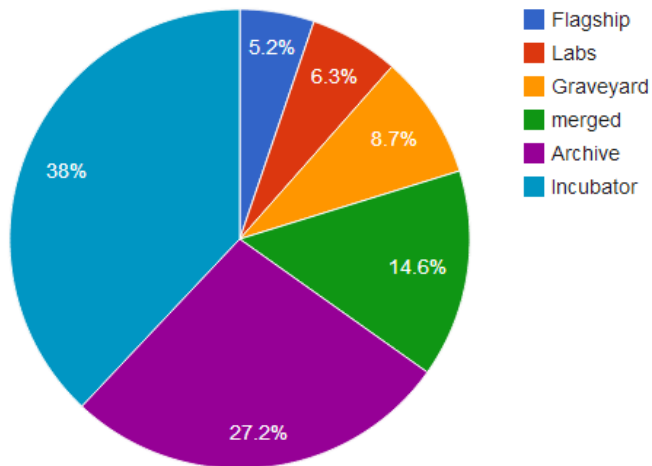
Active Chapters by Region



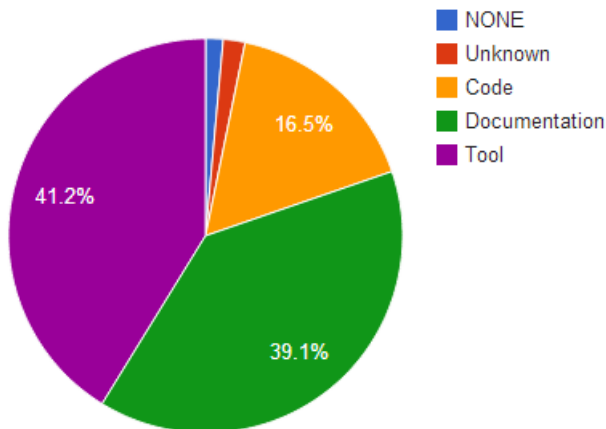
Projects & Grants - Samantha

- **Project manager report**
https://www.owasp.org/index.php/OWASP_Project_Manager_Activity_Reports/October_10_2013
- Project Metrics:
Active Projects (Lab, Incubator, Flagship) = 142
Inactive Projects= 103

Project Status



Project Type



- **Project Review Process -**

- Technical advisors selected and introduced to community
<http://owasp.blogspot.com/2013/09/meet-our-new-technical-project-advisors.html>
- Worked with Technical Advisors to complete project assessment criteria
<https://docs.google.com/spreadsheet/ccc?key=0AlIOCxIYdf1AdExnNnA2OHFjdUIPNHNMU1FDV2IIITnc&usp=sharing>

- **Grants:** Developed a draft grant strategy for rest of 2013 and 2014, and recruited/onboarded a

fundraising intern:

- Recruited, selected, and onboarded new Fundraising Intern - <http://owasp.blogspot.com/2013/09/meet-our-new-grants-and-fundraising.html>
- Rough draft of grant strategy including SWOT analysis completed: https://docs.google.com/document/d/1r4lj65bcjeDgtIMDeHRvC_Zplx2XxHKzbIVRCnuOxYk/edit?usp=sharing
- Planning Project Summit for AppSec USA - at least 15 projects confirmed to participate, still finalizing the schedule, also project related sessions not tied to specific project (i.e. technical writing)
 - <http://appsecusa.org/2013/activities/owasp-project-summit/>
 - https://www.owasp.org/index.php/Projects_Summit_2013/Home
- Women in AppSec - oversight of initiative, raised \$6,500 to support 2 winners, guided selection team through review and selection process: <http://appsecusa.org/2013/activities/owasp-women-in-application-security-appsec-program/>

Marketing & Social Media

- Completed solicitation of community feedback on new marketing materials: <https://www.google.com/moderator/#15/e=20a0d2&t=20a0d2.40>
- All new graphics and templates uploaded to dropbox file for ease of distribution and use
- Samantha worked with Fundraising Intern to create wiki page with resources - <https://owasp.org/index.php/Marketing/Resources> (still updating first tab to be a more informative splash page for the community with access to a logo zip file).
- Foundation social media accounts are being managed as much as possible through HootSuite - with each staff member overseeing posts in their particular areas (sarah - conferences and overall foundation, Kelly - membership, Samantha - projects). Social media policy drafted for review: <https://docs.google.com/document/d/1ihWoaScByONg-CHi89ETQr3y0LlxThaWy7uI-OzbzSI/edit?usp=sharing>

Membership, Election, & Sponsorship - Kelly

- **Membership Stats** http://owasp.com/index.php/September_2013_Membership_Report
- 18 month Individual Membership data mapping with renewal, new joins, and expirations <https://docs.google.com/a/owasp.org/spreadsheet/ccc?key=0ApZ9zE0hx0LNdGxtV0VGaHhZMWVhMkoxYmtBRzNidHc&usp=sharing>
 - **Individual Membership is up 7.7 % from last year this time**
- Election - https://www.owasp.org/index.php/2013_Board_Elections
 - Coordinated scheduling and posting of Board interviews (audio and written)
 - Worked with Kate to run (and cross check) membership reports (honorary, paid individual, corporate, and academic) for Election upload. **2295 total voters**
 - Worked with Dan Cornell to ready simply voting for Election starting Monday. Will include voting on board candidates, [waspy awards](#), and project sponsorship model
- Created individual membership survey to be distributed to non-renewing members on a monthly

basis:

<https://docs.google.com/a/owasp.org/forms/d/1ft92qsl30Gr50MyAoBWa0h92Cv00cWfqGxmObN7gVBA/viewform>

- Created post-event survey for event sponsors
https://docs.google.com/a/owasp.org/forms/d/1IQCiRP9_C21Vs1tm5dDTyXJMVpmo2Uy2rgva5t9isow/viewform
- Soliciting sponsorships and arranging for sponsor contracts for Global AppSec Events, LASCON, AppSec California, and other misc. local and regional events.

Co-Marketing and Partner Events (Sarah & Kelly)

- Dates and locations for upcoming partner events are listed here:
https://www.owasp.org/index.php/Category:OWASP_AppSec_Conference
- Kelly recruited local volunteers to staff OWASP booths at both the International ISSA event (in Nashville, TN) and ISC2 Security Congress (in Chicago, IL). We received very positive feedback about the experience of the volunteers and the amount of “traffic” they got to the booths.
- 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. Kelly is coordinating volunteers to staff the OWASP booth at this event.
- Requests this year from volunteers who want to help out with outreach as well as organizations that want to partner with us for co-marketing and promotion have been much higher than last year. We wrap up the year and start planning for next year, we will be putting together metrics on these events as well as setting some clearer rules/expectations on how to get help and funding from the foundation to help us spread the mission.

OWASP EVENT UPDATES

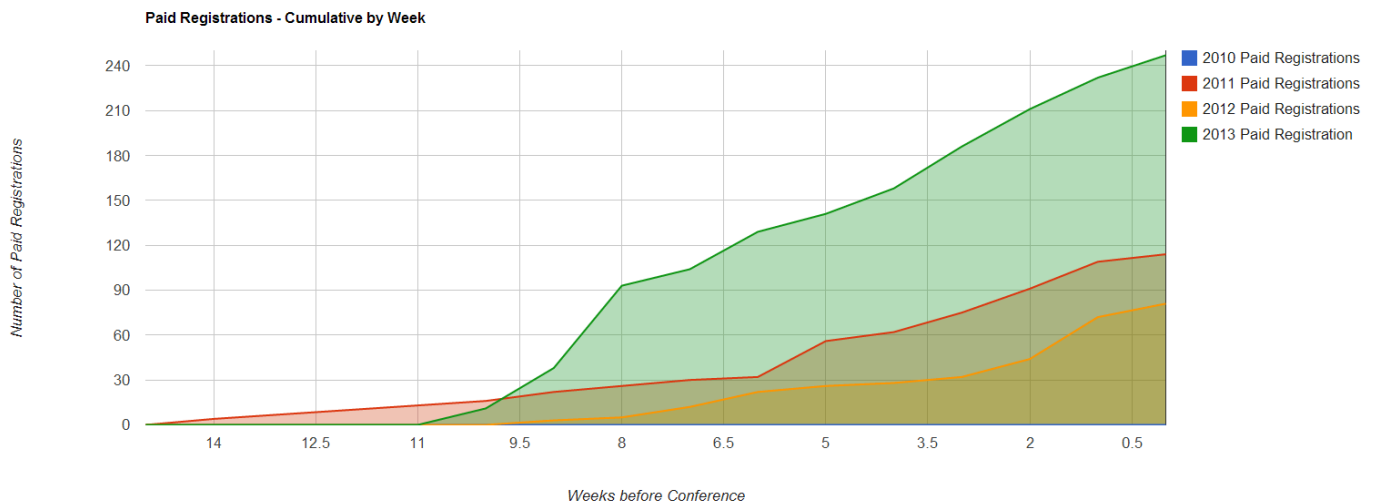
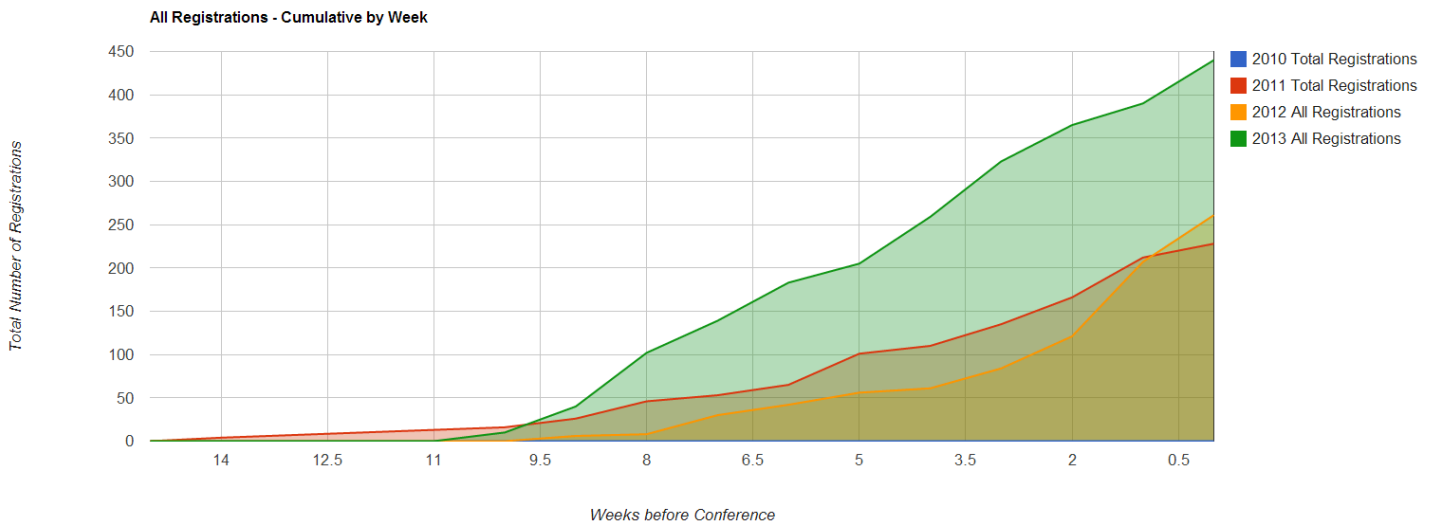
General Event Updates

- Previous OCMS conference management site replaced by new form which populates data into Salesforce: ocms.owasp.org Form has been simplified and does not require login. When form is filled out it will notify Sarah and Laura of pending event for “review” - this will be transitioned to Laura by end of year.
- Laura has spent her first 10 weeks: Understanding how OWASP operates, who do what and how things are done. She has also gone through the AppSec Conference to learn the past struggles and successes, as well as current statuses
- Additionally, Laura has drafted several templates and documents that she will use to assist the global conference planning process (and make available for use by regional and local events). She will be working on getting the posted (and making other updates to) the How to Host a Conference website in the 4th quarter.
 - How to host a conference handbook
 - Gantt Chart - for conference project plan
 - Conference organizer agreement
 - Simplified Conference budget
 - Reviewed the event submission form, feedback for updates
 - Speaker and trainer selection scoring guidelines
 - Surveys for post event, speaker, trainer, attendee and exhibitor follow up

AppSec Research Wrap Up

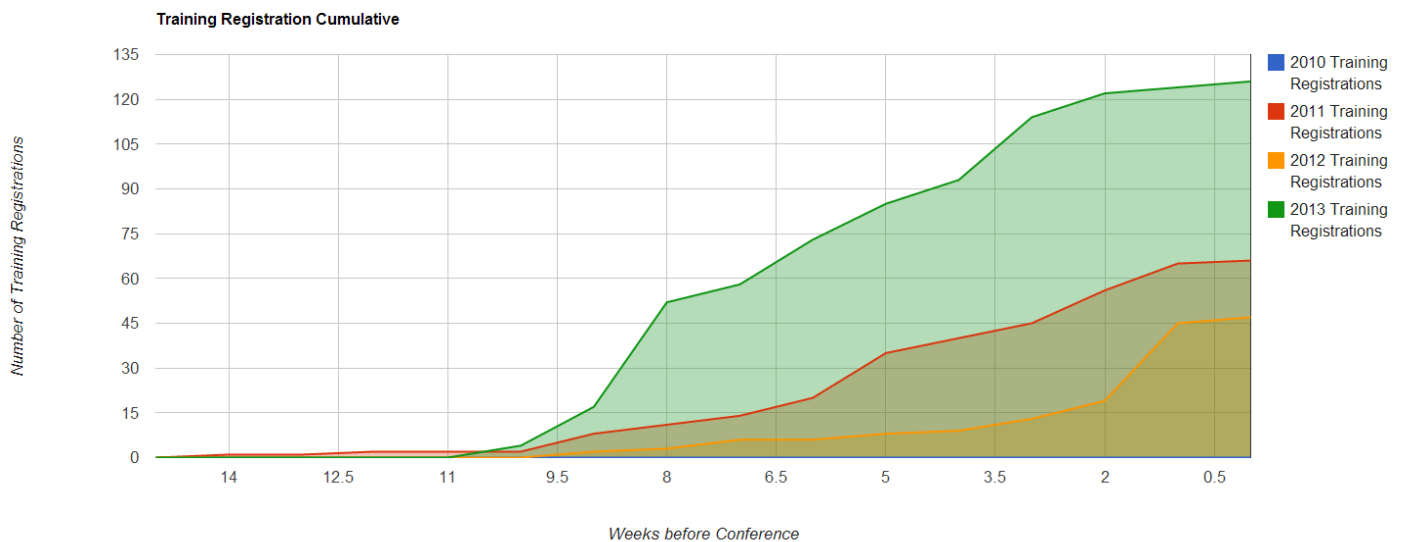
AppSec Europe 2013 (Aug 20-23): <http://appseceu.org/>

- Total Registration: 440
 - Student - 27
 - Full Event Passes 220
 - Total comps 193 (including sponsors)
 - Total Ticket Sales **€ 87,162.00** (\$118,130.66)



- Training registration - 119 Paid training Registrations, training profit **€ 73,830.00** (\$100,061.80)

Class	Trainer	Duration	Free Leaders	Paid	Total
WAHH. live	MDSec	2 Day	1	23	24
Mobile Hacking	Hemil	2 Day	1	19	20
SAP ABAP	Frederik, Virtual Forge	1 Day	0	9	9
Defensive Programming JS & HTML5	Cigital, Tiago	1 Day	1	11	12
Securing Mobile Devices and Applications	Dave, Aspect	2 Day	0	0	0
mod_security	Christian	2 Day	1	10	11
Web Application, Web Service, and Mobile Secure Coding -	Eoin+Jim	1 Day	0	10	11
CISO	Tobias Gondrom	1 Day	0	15	15
Defensive Programming PHP	Cigital, Paco	1 Day	1	7	8
Java Web Hacking & Hardening	Christian Schneider	1 Day	1	15	16
TOTAL			6	119	126



- Sponsorships - **€ 86,642.00** (\$117,425.90)
 - Sponsor Spots Total # 16
 - Sold by Type (1 Platinum, 3 Gold, 7 Silver, 5 Bronze)
- Budget overview
 - Revenue 247,634.00 €
 - Expenses **157,476.55 € (still missing a few expenses ~ 5,000 €)**
 - Projected Profit to date **90,157.45 €** (\$122,190.39 of \$65,000 goal, even with a the missing expenses, they will be WELL over profit goal!)
- Remaining open items - there are a few outstanding invoices from trainers, expenses to be paid, and accounting details to wrap up with the 3rd party that handled German VAT and invoicing for us (Creakom). Also need to complete a review of post-event surveys and final hand off to next year's team.

- Wrap up thoughts from Sarah - This was an extraordinarily well run event - from every aspect of planning to execution with the fewest number of onsite “issues” that i have ever experienced. The volunteers did an amazing job of raising money for the event and putting together an educational and memorable community experience for everyone that attended. Great work to everyone who helped make this event a success - VOLUNTEERS, STAFF, SPEAKERS, TRAINERS, and SPONSORS!

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

- Next registration Deadline - October 15th, after prices go up \$200
- Schedule of Training and Talks and Activities (including Keynotes and Panels) now live: <http://appsecusa.org/2013/schedule/> (customize your schedule/mobile friendly: <http://appsecusa2013.sched.org/>)
- Other Activities confirmed: <http://appsecusa.org/2013/activities/>
 - Open Mic Sessions utilizing community “energy boards”
 - Bug Bounty - Group Hack
 - 3k Charity Run/Walk benefiting ScriptEd
 - CTF x 2
 - Lockpick Village
 - Chapter Workshop Sessions
 - Project Workshop and 4 day Project Summit
 - 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.
- Social Events Planned:
 - Tuesday night - 6-9 networking event for FULL CONFERENCE BADGE Holders Only, must pick up badge at early registration (7th floor)
 - Wednesday night - 4:30- 7:30 reception part of conference activities & live music
- Registration open, details at <http://appsecusa.org/2013/register/>
 - Details here: https://docs.google.com/a/owasp.org/document/d/1Ltp-z3OEKloK7fJ3cH3_1wde74a92pxeTcfE8zUlfvc/edit?usp=sharing
- Sponsorships - **\$367,752.50** in sponsors confirmed
 - **Table sponsorships are sold out**, limited number of ala carte sponsorship options still available
- Budget:
 - Revenue **\$697,078.00**
 - Expenses **\$530,480.39**
 - Balance to date - **\$166,597.61**
- 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, contract with University venue signed
- Biweekly planning calls taking place with local planning team
- Project plan and responsibilities being coordinated by Laura along with local volunteer leads: Adrian Winkles and Justin Clarke (they also have a large team of UK chapter volunteers eager to get involved)
- 4 local volunteer leads will be attending (and volunteering at) AppSec USA this year in NYC in order to take notes, meet with local team and Laura, and have an in person conference "hand-off"
- Currently:
 - Working on sponsorship packages and other budgeting details
 - Developing Logo and website (wordpress) design
 - Brainstorming, researching, and recruiting keynote speakers
 - Researching room block options in Cambridge

AppSec USA 2014

- Confirmed for Denver in Sept 16-19 2014, contract with Denver City Center Marriott finalized & Signed
- Weekly planning call taking place with OWASP Staff and local volunteers Wednesday at 4pm Eastern.
- In final stages of logo design selection through 99 designs, then will use template of 2013 AppSec Wordpress site with updated logo for conference website
- Project plan and responsibilities being coordinated by Laura along with local volunteer leads: Mark Major, Steve Kosten, Brad Carvalho, and Rob Jepsen
- Brainstorming, researching, and recruiting keynote speakers
- 4 local volunteer leads will be attending (and volunteering at) AppSec USA this year in NYC in order to take notes, meet with local team and Laura, and have an in person conference "hand-off"

AppSec Latam 2014

- In lieu of a single conference location, Laura will be working with regional chapter leaders and Fabio Cerullo (coordinator of previous LATAM Tour) to coordinate a the 2014 Tour.