

Rotary This Week!



Utica, NY, USA

Feb. 3, 2025

Program meeting is at ThINCubator

We are back to our regular meeting schedule this month – the first and third Thursdays – but both Feb. 6th & Feb. 20th programs will be off site.

Instead of gathering at Mid-York Library, this week we will be at the ThINCubator (326 Broad St, Utica) to hear from Dayna Campbell, director of operations for HMJ Consulting. In addition, “we will have catering from Happy Feet restau-



Dayna Campbell

rant,” reports President Travis Rabbers.

Then on Thursday, Febru-

ary 20, we will meet at the new Children’s Museum site (106 Memorial Parkway, Utica) to hear from Brandi Candido, ICAN’S director of engagement.

This week’s presenter holds a bachelor’s degree with honors in Educational Studies and a minor in sociology from Colgate University and is pursuing a master’s degree in Organizational Development & Leadership.

ND students join us this week, too

By Bart Gorman

Notre Dame students Jenna Herran and Scott Yourdon, together with Guidance Counselor Carla Zupancic, will join Rotarians on February 6 when we meet at the Thincubator.

Jenna is involved in Student Council and Campus Ministry, and plays varsity basketball. Jenna also is active in Navy Junior ROTC. Her counselor noted:

“She lives and breathes the saying, ‘Leadership by Example.’”

Scott has been on the Principal’s List every quarter since 9th grade. He is active in both varsity cross country and baseball. He serves as a volunteer fireman with Deerfield Fire Company. Scott is very active in the NJROTC. His counselor says: “Scott’s character, integrity,



accountability, and professionalism is above approach as he has embraced the Navy’s core values of Honor, Courage, and Commitment”.

Deadline for next newsletter (2/2) is Saturday, Feb. 1 at 3 p.m.; submit to news@uticarotaryclub.org.

Editor Robert Stronach

Cybersecurity threats evolving

By Travis Rabbers

Last week's meeting featured Joseph Chevrette of Inizio, who presented on emerging cybersecurity threats facing businesses and individuals.

Joseph provided a background on AI, and how it is being used both to prevent cyber attacks and manufacture fraud attacks.

There are new emerging threats that are evolving and more sophisticated. Phishing scams are almost customized and specific to the individual. Emails, QR codes and USB drives are all tools of potential scams. Ransomware remains a big threat to businesses. Fraudsters try to exploit vulnerabilities within the business and its employees.

Joseph emphasized the importance of learning, understanding and implementing strategies in the workplace, as well as in your own personal life to help protect yourself against scams.



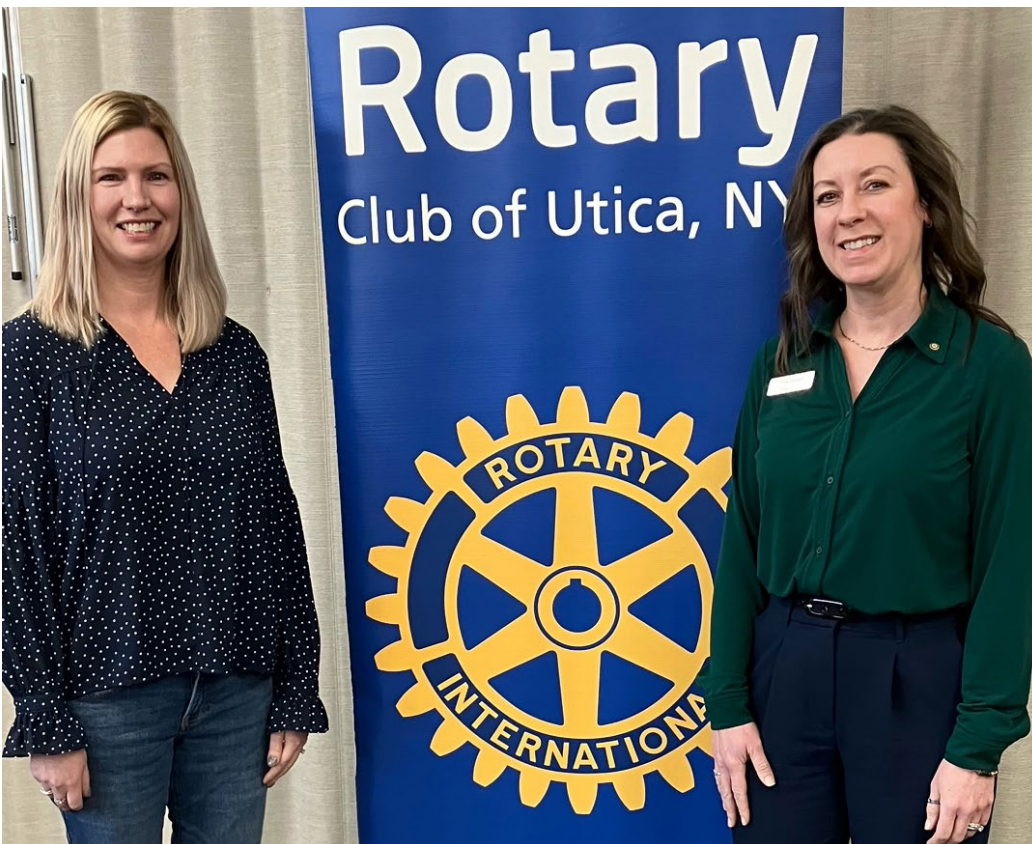
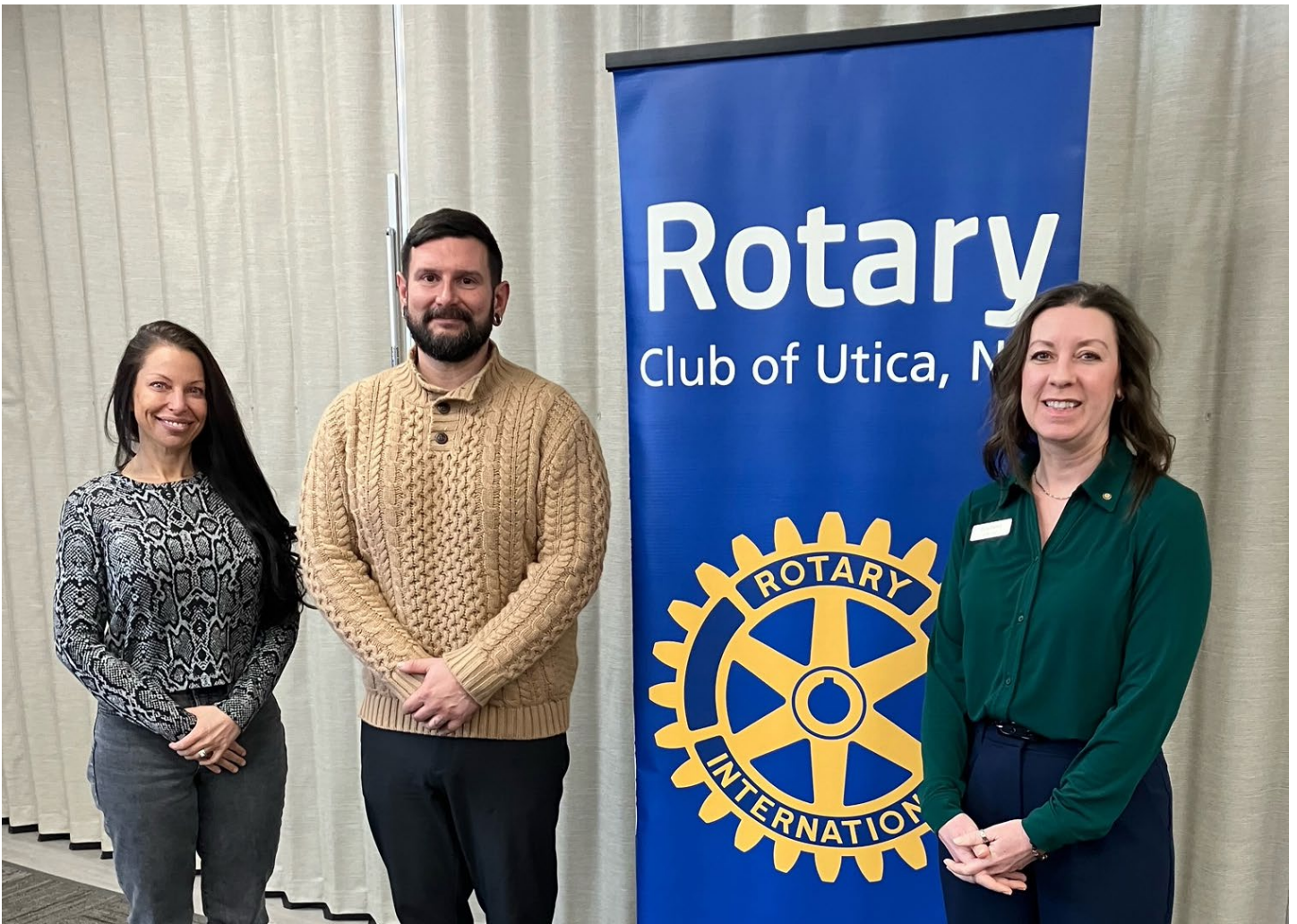
Joseph is a resource for anyone looking to learn more about cybersecurity, as well as for a business looking to educate itself and its employees.



Calendar of Events

- 2/6 Meeting | Dayna Campbell
HMI Consulting
noon | ThINCubator
- 2/15 Service | Feed Our Vets
8-11 am | 502 Board Street
- 2/19 Meeting | Rotary board
noon | Greater Utica Chamber

- 2/20 Meeting | Brandi Candido, ICAN
noon | new Children's Museum
- 2/22 Social | UCFC soccer game
7 pm | Biergarten at Aud
- 3/6 Meeting | Carl Reistrom
president of Human Technologies
noon | Mid-York Library



New members introduced

Last week's meeting afforded the opportunity for Membership Chair Tina Pavlot (at right) to introduce some of the club's newer members.

TOP: Jennifer Hagen and- John Hammond.

LEFT; Maggie Reed,