

Greater Phoenix Chamber of Commerce

# impact

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A publication of the



Greater Phoenix  
Chamber of  
Commerce

ELECTION '08:  
WHAT IT MEANS  
FOR BUSINESS



## BOTH SIDES *of the* AISLE

Political Strategists  
Mary Matalin &  
James Carville  
Come to Phoenix

MILITARY MANEUVERS

LEGISLATIVE WINS AND LOSSES

THE BIZ LUNCH WELL DONE

MEMBER RESOURCES

# STOP, THIEF!

## Protect That Data

By Tom Trush

In January 2007, TJX Cos. Inc., the parent company for retailers such as T.J. Maxx, Marshalls and HomeGoods, announced it suffered a massive data breach on its computer systems that process and store customer transaction information.

The well-publicized incident — which some claim was the largest data breach ever — highlighted hackers' abilities to break into networks that handle credit and debit card transactions. The breach also increased awareness on a safety measure created by the major credit card companies called the Payment Card Industry Data Security Standard.

Although compliance is now required from all merchants who handle credit card transactions, many companies aren't meeting the standards, says Joseph Miller, engagement manager of technology risk management for Jefferson Wells, a global provider of technology risk management, internal audit and controls, tax, and finance and accounting-related services.

Reasons for non-compliance range from high upgrade expenses to business owners who would rather risk fines by the merchant bank or credit card brand. In addition, many business owners still don't know the Payment Card Industry Data Security Standard exists.

Miller offers the following tips for keeping credit card transactions secure:

- **Minimize the storage time of your card holder's data down to your business or regulatory needs.** Every state and municipality has a required length of time for holding credit card transaction information, including the personal account number, card holder's name and the service code within the magnetic stripe. Delete this information as soon as possible.
- **Render the personal account number unreadable whether it's being viewed or stored.** These days most transaction receipts include only the last four digits of a card number, but some merchants invite fraud by displaying the entire account number.
- **Never store any authentication data.** Authentication data only verifies the card is valid during transactions. It includes the full magnetic stripe or track data, the card verification code and PIN number (if it's a bank card). If hackers obtain this data, they can reproduce credit cards and resell them worldwide.

### GET CONNECTED

#### Jefferson Wells

[www.jeffersonwells.com](http://www.jeffersonwells.com)

## A WORD ABOUT SAFETY FROM SCF ARIZONA

**Summer in Arizona** means high temperatures and a high probability that workers will be affected by heat-related illnesses. SCF Arizona advises workers to take heat survival lessons from our natural surroundings.

A cactus can absorb enough rain water to, during peak heat times, be comprised of up to 90 percent water. Hydration is key, as an average outside worker can produce up to three gallons of sweat on an extremely hot day. The National Institute of Occupational Health and Safety (NIOSH) suggests that workers drink five to seven ounces of fluids every 15 to 20 minutes, whether thirsty or not, and to avoid drinking caffeine or alcohol, which can bring on dehydration.

The desert roadrunner protects itself from the heat by reducing its activity by half during a summer day. Workers are advised to slow down, and to keep strenuous activity to the coolest part of the day (usually between 4 and 7 a.m.).

It's also important to recognize symptoms of heat illnesses. Heat exhaustion symptoms include cool, moist, pale skin; headache; dizziness and weakness

or exhaustion; and nausea. Dangerous late-stage heat illness (heat stroke) can bring on vomiting; loss of consciousness; body temperature as high as 105 degrees, rapid, weak pulse; and rapid, shallow breathing. Seek medical help immediately if you or a co-worker experience any of these symptoms.

When it comes to worker safety, the Chamber reminds you that even if you have just one employee, you're required to have workers' compensation coverage. When you obtain such coverage through SCF Arizona and also enroll in the Chamber's safety program, your organization is eligible to receive an additional annual safety dividend that can be as much as 40 to 50 percent of your regular dividend distribution from SCF Arizona.

### GET CONNECTED

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# HR I.Q.

## TOPIC:

### "Dollar Scholars: Tips for a Strong Financial Team"

In economic ups and downs, top talent on your financial team can mean the difference between good business strategy and bankruptcy. Member Jeff Moench, partner with Ambrion, a staff consulting and search firm for accounting and financial professionals with offices in Phoenix and Minneapolis, offers these HR tips:

- **Tap Your "A" Talent:** Get referrals from your best people, then treat the candidates well to ensure future referrals.
- **Screen with Situationals:** To gauge the ethics and "fit" with your financial team, pose situations to candidates that require a thoughtful explanation of how they would handle certain operational decisions or compliance challenges.
- **Integrate, Don't Aggravate:** Work with leadership to ensure that new employees understand their value quickly within the financial team. Young professionals in particular are less concerned about benefits paperwork than about how they can contribute.
- **Expand Recruiter Toolkit:** Provide your financial team with the freedom to post jobs online, but also build relationships on social networking sites, with associations and search firms to keep a consistent pulse on available talent.
- **Challenge Authority:** Demonstrate the value of employee feedback (confidential or otherwise) by incorporating constructive ideas into financial leadership reviews. Discuss new goals, improvements and results of overall feedback in an open forum to build an ethical and engaged team.

### GET CONNECTED

#### Ambrion

[www.ambrion.com](http://www.ambrion.com)

#### Correction:

In July's "Perks of the Job" story, Flemming Sanderson's company should have been noted as Point B Solutions Group. Also, Brian Murphy's position at Point B is managing editor.