



Information Security

Adam Holland, Senior Director

David Glass Technology Center
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June 16, 2017

To: NSF I/UCRC Review Panel,

Walmart is the world's largest retail company, whose business encompasses many domains including cyber, food, and transportation. This letter is to express Walmart's interest in learning more about the NSF I/UCRC that the University of Arkansas is leading in the area of protecting the data generated in the food supply chain from food production, transportation and retail. This includes participating in the planning grant meeting if the University is awarded the grant. Walmart believes that the proposed Center for Data-Driven Security Solutions in Retail, Food, and Transportation (ROOT) will provide opportunities for high-quality, interdisciplinary research, and produce well-trained security workforce, i.e., graduate and undergraduate students.

Walmart envisions that the partnership between this center and industry will be highly beneficial for both sides. The university faculty members and students will contribute their knowledge, talent, and skills to solve real-world security problems identified by industry, thereby creating a practical and beneficial impact to the overall industry. The industry professionals involved in the process will incorporate the research outcomes into their business knowledge and have close access to the students as future employees. Walmart will participate with the academic team during the planning process of this center to help shape a technically and financially sound I/UCRC which can help in protecting the data produced in the food supply chain.

Please let me know if any other information is needed.

Sincerely,

Adam Holland
Senior Director, eDiscovery & Forensic Services Lab
Walmart Technology Information Security Department



June 8, 2017

To: NSF I/UCRC Review Panel,

This letter is to express **Tyson's** interest in participating in the planning process of the NSF I/UCRC entitled "Center for Data-Driven Security Solutions in Retail, Food, and Transportation (ROOT)," which the University of Arkansas is leading in the area of protecting the data generated in the food supply chain from food production, transportation, to retail. As a pioneer in data-driven risk analytics in many areas, **Tyson** believes that the proposed ROOT center will enable innovative yet practical research with an interdisciplinary nature, and improve the security education of undergraduate and graduate students.

Tyson has a long history of collaborating with academia. The partnership between the proposed ROOT center and **Tyson** will facilitate multi-disciplinary collaboration in several data-driven research areas. The university researchers will work on real-world security problems identified by industry and receive technical guidance during the research effort, while the company will leverage the talent and expertise of academic workforce. **Tyson** will work with the academic team during the planning grant project, if awarded, to help establish the center's policy, operational model, etc., as well as attend the planning grant meeting.

As a Tyson Team member for over 30 years, I have had the opportunity to work on several projects with Tyson Foods, Inc. and the University of Arkansas. The relationship is very close and mutually beneficial to both institutions. I feel this project will have wide spread implications that will benefit the food industry and food safety.

Sincerely,

Daniel J. Zelenka, Ph.D.

VP Laboratory and Statistical Services



J.B. HUNT TRANSPORT, INC.

Date: July 7, 2016

To: NSF I/UCRC Review Panel,

J.B. Hunt is a Fortune 500 Transportation Company dedicated to helping our customers move freight efficiently. We are writing to express our support of the University of Arkansas' pursuit of a NSF I/UCRC at the University of Arkansas that includes developing solutions to transportation data and security problems.

J.B. Hunt believes that the center can provide expertise and leadership required to identify and solve real-world transportation issues. The center has the potential for significant benefits to the transportation industry and the notion of bringing together industry leaders in the field is an important approach towards building successes in the domain. J.B. Hunt is willing to engage the academic team during the center planning process as they move towards the establishment of a fully operational center in this field.

J.B. Hunt Transport Services, Inc., one of the largest transportation logistics companies in North America, provides safe and reliable transportation services to a diverse group of customers throughout the continental United States, Canada and Mexico. Utilizing an integrated, multimodal approach, we provide capacity-oriented solutions centered on delivering customer value and industry-leading service. We are excited at the role the University of Arkansas has chosen to play in leading the way in transportation, data and security.

Please let me know if any other information is needed.

Sincerely,

R. Greer Woodruff
Senior Vice President Safety and Security
J. B. Hunt Transport, Inc, Inc.



Chuck Matthews
Assistant Vice President
Resource Protection

BNSF Railway Company
3001 Lou Menk Drive
Fort Worth, TX 76131
817-352-2702 Office
817-352-7536 Fax
charles.matthews@bnsf.com

June 16, 2017

To the NSF I/UCRC Review Panel:

This letter is to express BNSF Railway's support of the University of Arkansas' pursuit of a NSF I/UCRC that includes developing solutions to transportation data and security problems. BNSF Railway believes that the center can provide the expertise and leadership required to identify and solve real-world transportation issues.

BNSF Railway, a subsidiary of Berkshire Hathaway Inc., is one of the largest transportation logistics companies in North America and is dedicated to helping our customers move freight efficiently. We provide safe and reliable transportation services to a diverse group of customers throughout the continental United States, Canada, and Mexico. Utilizing an integrated and multimodal approach, we provide capacity-oriented solutions centered on delivering customer value and industry-leading service. The center at the University of Arkansas has the potential for significant benefits to the transportation industry and the notion of bringing together industry leaders in the field is an important approach towards building successes in the domain.

We are excited at the role the University of Arkansas has chosen to play in leading the way in transportation, data, and security. BNSF Railway is willing to engage the academic team during the center planning process as they move towards the establishment of a fully operational center in this field. Please let me know if any further information is needed.

Sincerely,

Chuck Matthews

Chuck Matthews
Assistant Vice President
Resource Protection



OK Foods, Inc.
P.O. Box 1787
Fort Smith, AR 72902

1.800.635.9441

www.okfoods.com
www.tenderbird.com

06/27/2016

Dr. Jia Di
Professor and 21st Century Research Leadership Chair
Computer Science and Computer Engineering Department
JBHT-CSCE 504
University of Arkansas, Fayetteville, AR 72701

To: NSF I/UCRC Review Panel,

This letter is to express Ok Foods's interest in participating in the planning process of the NSF I/UCRC entitled "Center for Data-Driven Security Solutions in Retail, Food, and Transportation (ROOT)," which the University of Arkansas is leading in the area of protecting the data generated in the food supply chain from food production, transportation, to retail. As a pioneer in data-driven risk analytics in many areas, Ok Foods believes that the proposed ROOT center will enable innovative yet practical research with an interdisciplinary nature, and improve the security education of undergraduate and graduate students.

OK Foods has a long history of collaborating with academia. The partnership between the proposed ROOT center and Ok Foods will facilitate multi-disciplinary collaboration in several data-driven research areas. The university researchers will work on real-world security problems identified by industry and receive technical guidance during the research effort, while the company will leverage the talent and expertise of academic workforce. Ok Foods will work with the academic team during the planning grant project, if awarded, to help establish the center's policy, operational model, etc., as well as attend the planning grant meeting.

OK Foods is an integrated poultry company. We are a subsidiary of Industrias Bachoco, the largest poultry company in Mexico.

Please feel free to contact me for further information if needed.

Sincerely,

A handwritten signature in blue ink that reads "Nancy Gushing". The signature is written in a cursive style.

Nancy Gushing
Laboratory Manager
OK Foods



June 15, 2017

To: NSF I/UCRC Review Panel,

This letter is to express Pilgrim's interest in participating in the planning process of the NSF I/UCRC entitled "Center for Data-Driven Security Solutions in Retail, Food, and Transportation (ROOT)," which the University of Arkansas is leading in the area of protecting the data generated in the food supply chain from food production, transportation, to retail. As a pioneer in data-driven risk analytics in many areas, Pilgrim's believes that the proposed ROOT center will enable innovative yet practical research with an interdisciplinary nature, and improve the security education of undergraduate and graduate students.

Pilgrim's has a long history of collaborating with academia, in particular the University of Arkansas. The partnership between the proposed ROOT center and Pilgrim's will facilitate multi-disciplinary collaboration in several data-driven research areas. The university researchers will work on real-world security problems identified by industry and receive technical guidance during the research effort, while the company will leverage the talent and expertise of academic workforce. Pilgrim's will work with the academic team during the planning of the grant project. And, if awarded, to help establish the center's policy, operational model, etc., as well as attend the planning grant meeting.

Pilgrim's is the 2nd largest chicken processor in the United States with slaughter capacity of over 30 Million birds at week at 26 slaughter locations.

Please feel free to contact me for further information if needed.

Best regards,

A handwritten signature in red ink, appearing to read "Kendra M. Waldbusser".

Kendra M. Waldbusser
Sr. Vice President – Food Safety & Quality Assurance
Pilgrim's Pride Corporation
970-371-2666



June 7, 2017

Dr. Jia Di
Professor and 21st Century Research Leadership Chair
Computer Science and Computer Engineering Department
JBHT-CSCE 504
University of Arkansas, Fayetteville, AR 72701

To: NSF I/UCRC Review Panel,

This letter is to express the interest of Radiance Technologies, Inc., in participating in the NSF I/UCRC that the University of Arkansas is leading entitled "Center for Data-Driven Security Solutions in Retail, Food, and Transportation (ROOT)." Radiance Technologies, Inc. is a premier, employee-owned small business providing engineering, technology, and prototype development, integration, testing, and operational support for the intelligence community. Data protection is a critical area in Radiance's research and development efforts. The proposed ROOT center will enable both innovative research and high-quality education in securing data, a problem faced by the entire computerized world.

Radiance Technologies, Inc. has a long association with universities, from developing technology to providing them industry expertise and a link to commercial applications of technology. This trend continues with the Radiance Technologies/University of Arkansas team. Radiance and University of Arkansas have a long history of collaboration in the past few years. Several research projects have been successfully carried out between the two parties. The proposed ROOT center, just like other collaborative projects, will benefit both sides. Radiance will be able to leverage the talent of the academic faculty and students, while providing real-world experience, needs, and guidance. Therefore, Radiance will support this effort and will be working with University of Arkansas in the planning grant if funded.

Since our inception in 1999, the Radiance Cyber Solutions Group has supported the intelligence community, research laboratories, test ranges, and armed services in all manners of scientific and technical intelligence. Our core competencies include Cyber Technology and Assessments, Modeling and Simulation, and support of Cyber operations across the country. The University of Arkansas ROOT center being proposed here is of significant interest to Radiance, our Cyber Solutions Group, and our continued collaboration. Please keep us updated on your technological advancements and good luck on this NSF I/UCRC submission.

Sincerely,

A handwritten signature in black ink, appearing to read "Heath Berry", with a long, sweeping underline.

Heath A. Berry, Ph. D
Assistant Vice President
Cyber Solutions Group
Director of Research and Development, Technical Fellow
Advanced Technology Group
Radiance Technologies, Inc.
500 Dan Reneau Dr.
Ruston, La 71270



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www.metova.com

June 9 2017

To: NSF I/UCRC Review Panel,

Founded in 2006, Metova set out to build beautiful mobile applications while creating a great place for people to work. Today, Metova focuses on creating mobile, web and cybersecurity solutions for Government and Commercial markets. Metova's work environment promotes a unique culture of teamwork, creativity and personal development that has attracted leading engineering, strategy and design talent.

Metova opened offices in Conway, Arkansas, in January 2015 initially planning to create more than 60 new jobs. Due to the company's growth and innovation, Metova went on to announce the expansion of an additional 100 positions in July of that same year and a second location in Fayetteville, Arkansas in early 2016.

Metova continues to experience rapid growth and collaboration with academia is an essential strategy of Metova for leveraging the academic research capabilities and growing the pool of future employees. This letter is to express Metova's interest in joining the Center for Data-Driven Security Solutions in Retail, Food, and Transportation (ROOT), a NSF I/UCRC that the University of Arkansas is leading in the area of protecting the data generated in the food supply chain.

Metova believes that the proposed ROOT center will bring academia and industry together to create a research and education consortium which all the stakeholders will benefit from. Metova will work with UofA's academic team in this planning phase of the ROOT center and attend the planning grant meeting if awarded.

Please do not hesitate to contact me if any additional information is needed.

Sincerely,

A handwritten signature in cursive script that reads "Josh Smith".

Josh Smith
Chief Revenue Officer



601 E. Third Street, Little Rock, AR 72201
www.acxiom.com

June 21, 2016

To: NSF I/UCRC Review Panel,

This letter is to express Acxiom's interest in participating in the NSF I/UCRC planning project that the University of Arkansas is leading entitled "Center for Data-Driven Security Solutions in Retail, Food, and Transportation (ROOT)." Acxiom provides enterprise data, analytics, software, and services to many large corporations that understand the value and sensitivity of data. Data privacy, data security, and the ethical use of data are all central to Acxiom's business. Since the proposed ROOT center is focused on real-world data-driven security solutions, Acxiom is interested in participating in the planning phase of this project and attending the planning grant meeting in order to work with the academic team in shaping the Center's research and operation themes.

Acxiom has been collaborating with the University of Arkansas for many years in student recruitment, research projects, and equipment/facilities. The past Acxiom-university collaborations have resulted in many positive outcomes and we expect the proposed ROOT center will further enhance our collaborations. We believe that there are benefits for both the universities and Acxiom in this engagement. Acxiom has the opportunity to leverage academic talent and expertise to solve company-specific technical problems, the academic researchers work on practical research projects identified by Acxiom, and Acxiom gains access to students with a security background. We encourage you to look favorably on the application.

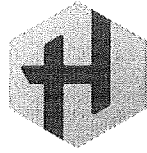
Please do not hesitate to contact me if I can provide any additional information.

Sincerely,

A handwritten signature in blue ink that reads "Terry Talley". The signature is stylized and cursive.

Terry Talley, Ph.D.

Acxiom Fellow
Acxiom Corporation
Email: Terry.Talley@acxiom.com
Phone: 501-342-2887



HARVEST GROUP

June 15, 2017

To: NSF I/UCRC Review Panel,

A major section of the Harvest Group's business strives to establish a new business model dedicated to applying advanced data analytical techniques that unlock the business growth from retail transaction data. Headquartered in Rogers, Arkansas, the Harvest Group has been recruiting from and collaborating with University of Arkansas. This letter is to express the Harvest Group's interest in participating in the planning grant process of the Center for Data-Driven Security Solutions in Retail, Food, and Transportation (ROOT), a NSF I/UCRC that the University of Arkansas is leading, attend the planning grant meeting, and help shape the center.

Being in the data centric business, the Harvest Group completely understands the importance of securing sensitive data from unauthorized parties. Leveraging industry-academia collaboration is an efficient and effective way to develop new technologies and educate future workforce, which is essential for a small business like the Harvest Group. The proposed ROOT center will be able to facilitate such advancements and the Harvest Group would like to help make it happen.

Please do not hesitate to contact me if any additional information is needed.

Sincerely,

Meagan Bowman

Director, eCommerce – Harvest Group