



“Addressing issues that interest the technology professional”

January 27, 2004

Dear Members and Friends of West Sound Technology Professionals Association (WSTPA):

It has been a year of considerable activity on the technology front, with all of us keenly awaiting the outcomes of a number of wide ranging activities and vision put in motion. What has particularly characterised 2003 was the willingness to engage in extensive collaborative consultation as we framed technology entrepreneurship in terms of a critical link with education and partnership.

WSTPA has had a challenging yet forward-moving year, thanks to extensive restructuring and the efforts of many individuals. The reframing was necessary, owing to the change of focus from a user or social networking group mentality, into actively developing initiatives and partnerships which encouraged greater involvement on the part of members and stakeholders who use technology as a tool to stimulate economic development. The old adage "You Get Out What You Put In" can never be repeated enough. With your continued support and participation, WSTPA will persist as the increasingly viable and proactive organization it has become in the West Sound Region.

Some of our highlights and achievements:

### Board of Directors

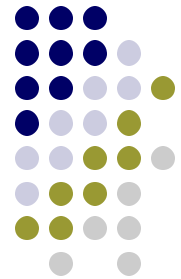
This year, we welcomed Doña L. Keating as president, David Miller as vice president, and Charles Keating, Jeffrey Mattox, and Catherine McGavin in At-Large capacities. Special thanks to Michael Besselievre in his capacity as Acting Secretary and Treasurer, who is the association's longest standing board member and officer. We also thank Nancy Stump, Burl Carr, Jim Hunt, Dian Murray, and Connie Miller for their service during the earlier portions of the year. 2003 mirrored a pattern of continual change in leadership structure due to growing pains, but we kept our eye on the ball regarding the association's endeavour to mature into the role of a major regional player. The board examined the critical need for restructuring elections and appointments going forward, to set the groundwork for highly qualified and experienced candidates. WSTPA's viability continues to be positively impacted in the mid to long term for these necessary changes.

### WSTPA Initiatives & Partnerships

Early in the year, **Washington Technology Center** addressed regional professionals and businesses on "Financing Alternatives for Small Businesses". In May, WSTPA was announced at **Technology Alliance's** annual luncheon as its most recent associate, to a standing-room only crowd of the state's most influential business, technology and community leaders. Bretta Beveridge of **Student TECH Corps Program** then visited our members, to encourage partnership via the delivery of core technology training and certification to middle school and high school students – who then harnessed their knowledge to power a Student-Run Help Desk within their schools.

Also in May, WSTPA became a Collaborating Sponsor and Exhibitor at South Sound Technology Conference's daylong event, **SST2003**, its fourth annual forum designed to further the continuous growth of technology in the South Sound region and provide information about global technology issues. In September, we partnered with Sun Microsystems for its **Sun Tech Days** event in Seattle. Also, Dr. Akhtar A. Badshah, Executive Director of **Digital Partners** in Seattle, visited WSTPA to discuss its core programs – which focus on utilising the digital economy to empower poor and underserved communities around the world. In October, we participated on the Advisory Council, as Association Sponsor and Exhibitor at **Seattle Computer & Technology Showcase** (CTS), also presenting two educational seminars in the Technology Theatre on Security and Telecommuting. This premier business-to-business event attracted over 2,000 attendees.

The 4<sup>th</sup> quarter again highlighted our 2nd Annual Western Washington Summit on Technology & Economic Development Entrepreneurship at Sons of Norway. With the support of **Bill Huckabee, Karl Bergman, Michael Besselievre, Larry Bohl, Charles Keating, Omar Liripio, Jeffrey Mattox, Doug Rauh, Kurt Rinear, John Washenberger and Steve Weber**, this event was yet another success. Honorary Co-Chairs, Congressmen Norm Dicks and Jay Inslee, were



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#### 2004 Board of Directors

**President:**  
Doña L. Keating  
Pres/CEO, Professional Options

**Vice President**  
Michael Besselievre  
CIO and Sr. VP,  
Kitsap/Olympic Bank

**Secretary**  
Charles Keating  
President, Keating Consulting Service, Inc.

**Treasurer**  
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Asst. Vice Pres/Manager  
- Technical Services &  
Application Development,  
Pacific Northwest Bank

**At-Large**  
David Miller  
Sales Manager, Flow Products

Bob Malecki  
President, Northwest Network Services

Jeffrey Mattox  
President, Mattox Consulting Group

Tab Wilkins  
Director of Regional &  
Technical Services,  
Washington Technology Center



joined by keynote speaker Rick White, CEO of TechNet (left), Larry Sivitz of Seattle 24x7.com; Allan Friedman, Chairman of Washington Regional Alliance for Infrastructure and Network Security (RAINS); and Ken Myer, President of Technology Alliance and Principal, Atlantis Consulting Group Inc. Approximately 124 attendees from our seven-county Olympic Coastal region came away revitalized for another year of visioning and achievement. Special thanks to our Premier Corporate Sponsors: **The Sun, Sprint, and Phynity LLC, as well as Satsop Development Park; Pacific Northwest Bank; Sun Microsystems; Paladin Data Systems; Professional Options; Kitsap Regional Economic Development Council; Bainbridge Island Chamber of Commerce and Washington State Department of Trade and Economic Development.** Without their support and that of our business and individual members, this event would not have been possible. A special thanks to **Scott Snyder Design**, which created the great graphics and our summit programme.

### Education & Workforce Development

Many exciting presenters and opportunities occurred this year. Educational presentations by Michael Besselievre of Pacific Northwest Bank covered building excellence in IS customer services and support, followed by a lively March event with Dr. Nelson Ludlow of Mobilisa on "Wireless Security – Keeping Your Business Safe". Rikke Giles of Kitsap Peninsula Linux Users Group (KPLUG) joined us in July in a discussion regarding "Linux in Business and the Back Office", Catherine McGavin of eBid Systems shared the business and technical aspects of contract sourcing and management via a web-based framework in September, and TechTell traversed the Olympic Peninsula from Grays Harbor County to conduct a vibrant exchange on "Monitoring an Internet Protocol-based Network for Security and Performance". Rounding out the year was an April Member Networking Meeting, and two 3<sup>rd</sup> annual events: a WSTPA Picnic in August and Holiday Social at **Heads Up Brewing** in December.



### Membership & Sponsors



Our membership soared to over 100 members for the first time in the association's history, thanks in large part to the professional and focused efforts of our new membership chair Charles Keating, with assistance from board members Jeffrey Mattox, David Miller, and Doña Keating. WSTPA welcomed Sun Microsystems as a New Silver Corporate Sponsor, and Phynity LLC's decision to upgrade its Bronze level to Silver. WSTPA also received its first Gold Corporate Sponsor – The Sun newspaper. Professional Options upgraded from business member to Bronze, as Sprint and BOXLIGHT renewed in this category. eAcceleration, Pacific Northwest Bank, Satsop Business Development Park, Puget Sound Computer Services, and Kitsap Public Utilities District #1 became our newest business members, joining Scott Snyder Design, Northwest Network Services, Telebyte NW Internet Services, and Port

Gamble/Olympic Property Group. The benefits of networking were made poignantly known to several members, who were eventually contracted or hired by the following firms: Dian Murray (Technical Writer, Applied Technical Systems); Kathy Goble (Webmaster, Northwest Network Services), consultancy and project partnerships between former board member Burl Carr and member Harry Brelsford, and Autonomix with other WSTPA members. Congratulations all!

### 2004: The Year Ahead

#### WSTPA welcomes its 2004 Board of Directors

Tab Wilkins, Director of Regional & Technical Services for Washington Technology Center, Walter Cunningham, Asst. Vice Pres/Manager - Technical Services & Application Development of Pacific Northwest Bank, and Bob Malecki, President of Northwest Network Services were appointed and will join Doña L. Keating, President/CEO of Professional Options, Michael Besselievre, Senior VP and CIO of Kitsap/Olympic Bank, Charles Keating, President of Keating Consulting Service, Inc., David Miller of Pasco/Johnston Pumps, and Jeffrey Mattox, President of Mattox Consulting Group to comprise the board of directors of WSTPA. The search for a ninth candidate is ongoing.

"I am quite pleased with the composition of our board and experience of our directors. Their collective knowledge of the technology sector will serve as a strong foundation for WSTPA's governance and development of future opportunities," said Keating, President

and Chairman of the Board for WSTPA. "The board's non-profit and executive-level background are a reflection of the association's focus on increasing its participation in the region regarding issues which impact the industry and its professionals. They will serve as a valuable sounding board in this fast-moving marketplace and I look forward to working with them on the expansion and development of WSTPA."

### Meetings Calendar

**January 10:** 9:00am – 5:00pm: **Annual Retreat of Board of Directors**, Pacific Northwest Bank.

**January 15:** Computer Forensics and Investigations, presented by Pamela Quintero of Computer Forensics, Inc.

**Feb 19:** Spams, Scams and Those Shady Offramps of the Information Highway - presented by Bob Malecki, president of Northwest Network Service.

**Feb 24:** (Security SIG presentation) Security Fundamentals For Small Business - presented by Steven Harrison of IBM.

**Mar 18:** Planning for International Business Development: Technology Exporting 101 - presented by Wistar Kay, Information & Communication Technology Business Development Manager for Washington State Office of Trade & Economic Development (CTED).

**Mar 23:** (Web Development SIG presentation) Organic Search Engine Optimization with Google: How to Optimize Your Website for Prime Search Engine Visibility - presented by Larry Sivitz of Idea Bank Interactive.

**April 15:** Troubleshooting Windows XP/ Tips and Tricks - presented by Rob Westover, Technology Specialist and TechNet presenter, Microsoft.

**May 20:** Getting up to Speed with Broadband - presented by John Stockwell and Jim Kendall of NW Commnet.

**4th Quarter:** (Date, time and location TBA): 3rd Annual Western Washington Summit

### WSTPA Initiatives & Collaborations

- Pursuing grant funds for **E-learning**, **Telework**, and **Technology as a Tool** programmes.
- Advancing the Speaker's Bureau for regional and national organisations, institutions and businesses who require educational expertise from technology professionals
- Quarterly Business and Technology Briefings to be held throughout the region
- WSTPA forms strategic partnerships with MIT Enterprise Forum of the Northwest and Northwest Entrepreneur Network, and explores alliances with WSA, Washington Technology Center, Kitsap Regional EDC and other area businesses and organizations.
- WSTPA's first Technology Showcase, to promote West Sound companies and technology professionals to the region.
- Creation of WSTPA chapters
- Appointment of Advisory Council

On behalf of the Board of Directors, we wish you a prosperous and fulfilling year. I wish the incoming Board well for the challenges ahead

Sincerely,

Doña L. Keating  
*President and Chairman of the Board*