



“Addressing issues that interest the technology professional”

December 31, 2004

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

As we wrap up yet another year of visioning, collaboration, and technology entrepreneurship, the global landscape continues to evolve. This year entailed ongoing assessment of the preparedness in our region to capture the benefits of participating in the information economy. With your continued support and participation, WSTPA can pursue initiatives which are proactive and successful.

Some of our highlights and achievements:

### Board of Directors



This year, **Tab Wilkins**, Director of Regional & Technical Services for Washington Technology Center, **Walter Cunningham**, Asst. Vice President - Enterprise Systems, Washington State Employees Credit Union, and **Bob Malecki**, President of Northwest Network Services were appointed, and joined **Doña L. Keating**, President/CEO of Professional Options, **Michael**

**Besselievre**, Senior VP and CIO of Kitsap 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. In May, the nine-member board was completed with the addition of **Shari Wood-Flatley**, a contractor with the U.S. Navy.

### WSTPA Initiatives & Partnerships

Early in the year, WSTPA formed strategic partnerships with **MIT Enterprise Forum of the Northwest**, **Northwest Entrepreneur Network**, **Culminis**, **Prosperity Partnership**, **ComputerUser** and **Shidler Center for Law, Commerce and Technology at University of Washington**. In March, WSTPA announced its **Quarterly Breakfast Briefing Series** on current business and technology issues. In May, WSTPA was again announced at **Technology Alliance's** annual luncheon as a Technology Alliance Associate to a standing-room only crowd of the state's most influential business, technology and community leaders. In June, WSTPA participated as a Sponsor and Exhibitor at Seattle ITEC's 13th annual event at the Washington State Convention & Trade Center.

The 4<sup>th</sup> quarter again highlighted our 3rd Annual Western Washington Summit on Technology & Economic Development Entrepreneurship at Bremerton Conference Center at Harborside, introducing WSTPA's first ever Technology Showcase. With the support of volunteers **Bill Huckabee**, **Karl Bergman**, **Michael Besselievre**, **Brad Camp**, **Charles Keating**, **Doug Rauh**, **Kurt Rinear**, **Minji Kim**, **Margie Hyatt**, **Tom Saul**, and **Al Hedstrom**, this event was a tremendous success and our best to date. Honorary Chairman—**Congressman Jay Inslee**—was joined by **R. Lee Cheatham**, Executive Director, Washington Technology Center; **Robert McDowell**, Vice President of Business Critical Solutions for Microsoft Corporation; and a keynote panel on global outsourcing which moderated by **Lary Coppola**, Editor/Publisher of Kitsap Peninsula Business Journal, and including **Dr. Madhu Rao**, Principal Investigator - Albers School of Business and Economics, Seattle University; **Joy Howland**, Development Director of RATEC and Board of Directors, Society for Information Management (Seattle Chapter); and **Ardell "Bud" Albers**, Vice President and CTO, Drugstore.com. Approximately 200 attended from our eight-county Olympic Coastal region..



Special thanks to our Premier Corporate Sponsors: The **Kitsap Sun**, **Kitsap/Olympic Bank**, **Kitsap Peninsula Business Journal**, **Phynity Software**, and **Kitsap Xerographix**; Event Sponsors **Paladin Data Systems** and **Washington Technology Center**; Supporting Sponsor **Mohawk**. Without their support and that of our collaborating sponsors, business and individual members, this event would not have been possible. A special thanks to **Shari Wood-Flatley** and **Imagine.com** for designing our posters and summit programme.



West Sound Technology Professionals Association  
P.O. Box 1102  
Silverdale, WA 98383

www.wstpa.org  
info@wstpa.org  
206-338-6554

#### 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**  
Walter Cunningham  
Asst. Vice President - Enterprise Systems  
Washington State Employees Credit Union

**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

Shari Wood  
Contractor, BAE Systems

## Education & Workforce Development



Our informative and educational presentations continued this year, beginning with a January by Pamela Quintero of **Computer Forensics, Inc.** This was followed by an event in February wherein Bob Malecki of **Northwest Network Service** discussed the state of the industry in the battle against spam. The point was driven home a week later by Steven Harrison of **IBM** in his presentation “Security Fundamentals For Small Business”. March included two invaluable topics at a monthly meeting and SIG, “Planning for International Business Development: Technology Exporting 101” and “Organic Search Engine Optimization with Google: How to Optimize Your Website for Prime Search Engine”, presented by Wistar Kay, Information & Communication Technology Business Development Manager for **Washington State Office of Trade & Economic Development (CTED)**, and Larry Sivitz of **Idea Bank Interactive**, respectively. Rob

Westover of **Microsoft** crossed the pond to present “Troubleshooting Windows XP/ Tips and Tricks” in April. **Check Point Software Technologies** joined us in May at a Security SIG on the subject of “Defending Against Next Generation Attacks”, while **NW Commnet** addressed the subject of broadband deployment. Kicking off our first event in the new **Business Breakfast Briefing Series**, Carol Winkler, Ph.D., Vice President of **Valeo Consulting Group**, Joyce K. Whitley of **Frameworks Consulting** and Paul Travis of **Team Analytics LLC** and Vivify LLC participated in a panel on “The Power of High Performance and Ethical Management”. This momentum continued into June with WSTPA participating in **Seattle ITEC**; sponsoring a **Greater Hansville Kickoff Event** with **County Commissioner Chris Endresen**, **Kitsap EDC Executive Director David Porter**, and **WSTPA President Doña Keating**; and a presentation on Microsoft Small Business Server 2003 Premium by David Gerhart of **Tyrnstone Systems, Inc.** In July, VoIP and Voice XML were the topics courtesy of **Cisco**, and September—the fascinating subject of Biometrics. **Mobilisa** joined us once again in November for an update on wireless in extreme environments. Rounding out the year were two 4th annual events: our WSTPA Picnic in August and Holiday Social at **Heads Up Brewing** in December.

## Membership & Sponsors

Our membership grew to over 150 members, thanks in large part to the ever-diligent and strategic efforts of our membership chair Charles Keating, and corporate sponsors and partnerships chair Doña Keating. WSTPA welcomed the upgrade of The Kitsap Sun and Professional Options from Gold and Bronze, respectively, to Platinum. Phynity Software LLC renewed its sponsorship at the Silver Sponsor level. eAcceleration upgraded from business member to Bronze, as Sprint and BOXLIGHT renewed in this category. They were joined by phunghi, inc., Kitsap County; Kitsap Regional Economic Development Council; Kitsap/Olympic Bank; Kitsap Peninsula Business Journal; Kitsap Xerographix; and Advanced Technology Management Corp. Meanwhile, new business members included Advanced Systems Corporation, ECTAG, Kitsap Regional Library, Olympic College, Silicon Mechanics, Super WebGirl, TechTell, Tymstone Systems, Inc. and Washington Technology Center, joining Scott Snyder Design, Northwest Network Services, Telebyte NW Internet Services, Advanced Systems Corporation, Kitsap Public Utilities District, Pacific Northwest Bank, Paladin Data Systems, Satsop Business Development Park, and Port Gamble/Olympic Property Group. We thank all of you for your support!

## 2005: The Year Ahead



### WSTPA welcomes its 2005-2007 Board of Directors

**Tom Saul**, a software developer and system engineer with PB Farradyne, a division of Parsons, Brinckerhoff, Quade and Douglas was the newest director elected by the membership. He will join re-elected members 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., Jeffrey Mattox, President of Mattox Consulting Group, Tab Wilkins, Director of Regional & Technical Services for Washington Technology Center, Bob Malecki, President of Northwest Network Services, and Shari Wood, a contractor with the U. S. Navy. Outgoing directors include David Miller and Walter Cunningham. The search for a ninth candidate is ongoing.

## Meetings Calendar

**January 15:** 9:00am – 5:00pm: **Annual Retreat of Board of Directors**, Kitsap/Olympic Bank.

**January 20:** Work Smart, Play Nice: How to Do and Not Do Business with the Government - presented by Michael Lisagor, President, Celerity Works and management columnist with Federal Computer Week.

**February 17:** Medius, Inc. - Dan Preston, founder of Airbiquity and now CEO of Medius will present technologies his company is now developing for Advanced Automotive guidance systems such as GM's OnStar system.

**March 17:** SplashData. - John Chaffee, president of SplashData, will focus on the wireless smartphone market and include hands-on demonstrations of the latest PDAs and Smartphones from PalmOne, HP, Motorola, AudioVox, Sony Ericsson and Nokia. It will include an overview of the handheld operating systems driving the smartphone market -- Palm OS, Windows Mobile and Symbian -- and the pros and cons of each. As well as demonstrations of SplashData's latest wireless apps including their personal financial manager with wireless online banking and their mobile photo blogger.

**April 8:** WSTPA participates in "Washington Technology Summit: Supporting Industry Growth" at Bell Harbor International Conference Center

**April 21:** Applied Technical Systems (ATS) - Brian Welter , President and CEO, will give a demo of its product and explain what ATS does for the Army Intelligence world.

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

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*