



February 1, 2009

Dear Members and Friends:

2008 was a splash of cold water and reality check for the industry and economy-at-large, making it even more critical for businesses and organisations to maintain relevance and ensure strategic progress. WSTA was no different. As always, we couldn't do it without your continuing support. Thank you!

Board of Directors

Our 2007-2009 directors continued their term. We thank **Brian Morkert**, president of TrustCC, **Charles Keating**, President of Keating Consulting Service, Inc., **Anthony Smallbeck**, Finance Director for Washington State Trial Lawyers Association, **Chad Gregg**, CTO for Kitsap Bank, and **William Huckabee**, Sharepoint Developer for General Dynamics. We extend well wishes to departing directors **Tom Van Hollebeke**, president of ASA Networks and Poulsbo PC and **Craig Bleile**, Chief Scientist for Mobilisa. WSTA is always looking for bright, experienced and proactive leadership on our board of directors. If that's you, please contact us today.

Advisory Council

Continued thanks to **Michael Bookey** of Pachena Light Consulting; **Daniel Lee**, Technology Manager at The Wenatchee World; **Nelson, Ludlow, Ph.D.** - Chief Executive Officer, Mobilisa; **David Nason**, Founder at Nason.net Consultancy; and **Dr. Richard N. Strand** - Dean for Business & Technology, Olympic College for their participation and input.

WSTA Initiatives & Partnerships

In May, we were again participants in **Technology Alliance's (TA) Annual Luncheon** as a Technology Alliance Associate. This year, the keynote was Internet pioneer and Turing Award winner Vint Cerf, vice president and chief Internet evangelist at Google. He was joined by TA board member Ed Lazowska. Governor Chris Gregoire kicked off the event with opening remarks, and Technology Alliance Chair Marty Smith shared key findings TA's latest study of the economic impact of Washington's technology-based industries. ITEC held its 7th annual event at Qwest Field Event Center in June. WSTA participated once again as exhibitor and sponsor. We continue to improve cross-promotional ties with **Washington Technology Industry Association (WTIA, formerly WSA), Washington Technology Center, MIT Enterprise Forum of the Northwest, Northwest Entrepreneur Network, Culminis, Prosperity Partnership, Technology Alliance, and Shidler Center for Law, Commerce and Technology** at University of Washington.

Our 7th annual summit's theme was "Technology Convergence: The Integrated Lifestyle", again held at Silverdale Beach Hotel on October 9. Speakers included **Tim Dubel**, Senior Community Affairs Manager of Microsoft Corporation. He covered **Microsoft Surface**, a computer using the tabletop as its high-resolution display, recognizes objects placed on the surface and skips the traditional keyboard and mouse in favour of fingers on the screen. Tim also spoke about **Response Point** and other innovative products and services. **Dr. Brian Wicks**, president of The Doctors Clinic, introduce its latest offerings such as electronic healthcare records (EHR). **Mike McCarty** of Comcast introduced improved products and services, including plans for visual voicemail, TV caller ID, cordless phones, and how its updated technologies can improve productivity at home and work. **Scott Colson** of Autonomix explored the impact of technology convergence trends on small and mid-sized businesses. Many thanks to Honorary Chairman **U.S. Congressmen Jay Inslee** and sponsors: **Platinum** - Microsoft and The Kitsap Sun; **Premier** - Kitsap Peninsula Business Journal, Comcast, Autonomix, The Digital Signage Group, and The Doctors Clinic; **Event** - Olympic College, Culminis, brandUNITY, Rosetta Solutions, and New Global Telecom (NGT); **Supporting** - Mixtur Interactive, Business Confluence LLC, and ATS Intelligent Discovery. Without their support and our collaborating sponsors, Technology Showcase exhibitors, annual supporters, business and individual members, this summit would not have been possible. We also thank our volunteers, board of directors, and **Margie Hyatt**, our contract operations assistant.

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Education & Workforce Development

WSTA presentations began in January with a panel of experts on Voice Over IP (VoIP). **Jeffrey Dennison** of Embarq, author **Harry Brelsford** of SMB Nation, and **Steve Treanor** (KRP Communications) were moderated by **Charles Keating** of Keating Consulting Service. In February, **Anthony Smallbeck**, Financial Director for Washington State Trial Lawyers Association, **Susan Veach** of Accountability Plus, and **Gale Kirsopp** of Kirsopp Consulting provided an informative Business Accounting Software Review with pros and cons regarding Peachtree, Quickbooks, and Microsoft Accounting. March was Mobilisa Chief Scientist **Craig Bleile's** presentation on Location Based Advertising with Google, along with the privacy and security implications. WSTA's Marketing SIG enjoyed its kickoff event in April, which featured an exploration online marketing tools and tactics. Panelists include **Jeanette Mifsud** of Mixtur Interactive, and Michael Clark, Regional Development Director with Constant Contact. In May, **Brian Morkert and the TrustCC team** returned for an encore presentation on phishing, penetration and vulnerability assessment tactics, and the limitations of automated testing tools for your network. The following month was an electrifying presentation from Harrison Medical Center's CIO **Adar Palis** and VP of Strategy and Business Development **Tom Kruse** on telemedicine and other standout state of the art healthcare offerings, as well as Harrison's implementation of its new Electronic Medical Record (EMR) system. Google Health & Microsoft's Healthvault projects were also discussed along with Harrison's new facilities. We took a brief break in June and July, then returned in August with our **8th Annual Picnic**.

We resumed in September with Intelli-Check Mobilisa CEO **Dr. Nelson Ludlow**. "Advanced Technology Protecting Your Puget Sound" addressed the team's latest research and development in wireless buoys which are used to monitor water quality while enhancing port security at military bases. October was a busy month. In addition to our **Technology Convergence Summit**, another Marketing SIG was held with SearchWrite founder, SEO consultant and Google-Certified Professional **Larry Sivitz**, who conducted a Search Engine Optimization (SEO) Clinic. Not only did he demonstrate SEO techniques, but evaluated several websites while providing recommendations for link building, site navigation, usability, copywriting, social media optimization and other techniques to improve web site ranking in search engines. In November, a Staffing Symposium was hosted at **Paladin Data Systems**, and included consultant **Dan Weedon**, **Wesley Peper** of Coffman Engineers, and staffing specialists from **Northwest Computer Support**. The well-received topic covered how to build a dream team within a company or organization. Though we tried to finish 2008 with our 8th annual Holiday Social at **Old Town Bistro and Wine Bar** in December, the weather had other plans as we experienced the most severe snowstorm since 1996.

Membership & Sponsors

Many thanks are in order for Membership chair **Charles Keating** and Corporate Sponsors and Partnerships chair **Doña Keating**. With the assistance of **Margie Hyatt** in operations, the daunting task of managing and growing the association while continuing to seek value-added benefit is executed. Our ongoing website development project is still in the works but coming soon! Many thanks to **Charles Keating** for contributing the bulk of time on this project.

We again thank our annual sponsors. **SMB Nation** joined at the Platinum level. Those which renewed or joined include **Kitsap Sun**, **Microsoft** and **Harrison Medical Center** at Silver, and **Kitsap Economic Development Alliance (KEDA)**, **phunghi, inc.**, **Port of Bremerton**, **Autonomix**, **Embarq**, **Comcast**, **Intelli-Check Mobilisa**, **Kitsap Bank**, **Kitsap County**; **Kitsap Peninsula Business Journal**, **The Digital Signage Group**, **The Doctors Clinic**, and **TrustCC** at Bronze. Business members include Advanced Systems Corporation, ATS Intelligent Discovery, brandUNITY, Culminis, ECTAG, Kitsap PUD, Kitsap Regional Library, New Global Telecom, Olympic College, Olympic Printer Resources, Inc., Olympic Property Group, Paladin Data Systems, Rosetta Solutions, Telebyte NW Internet Services, and Washington State Trial Lawyers Association.

2009: The Year Ahead

Board of Directors

WSTA welcomes Ted Farmer, appraiser at TRF Appraisal LLC, as well as the return of Craig Bleile, now Program Manager with the US NAVY at Keyport, as our association Vice President. We thank Anthony Smallbeck, Director of Finance for Washington State Trial Lawyers Association and Brian Morkert, President of TrustCC for their service. We wish them the best as they move on to address busy schedules.



WSTA Announces its new radio show "**Catching Bytes**" at www.blogtalkradio.com/WSTA-Catching-Bytes. Stay tuned for guest speakers with hot tech/biz topics and tools to improve efficiency and increase your bottom line! Interested in being a guest or co-host? Let us know at events@WestSoundTechnology.org.

Meetings Calendar

January 3: 9:00am – 5:00pm: **Annual Retreat of Board of Directors**, Pacific Northwest Title (www.pnwkitsap.com) Conference Room, Silverdale, WA. Special thanks to Chris Rieland.

January 15: Life from the Bleachers: Automated Virtual IT I - presented by Ashutosh Tiwary, Founder & Chief Executive Officer and Chairman; and Craig Blessing, Vice President Channel Development. An exciting presentation regarding virtualisation and cloud computing, practical necessities for today's world and beyond.

February 17: Can Technology Save Our Auto Industry?— Dan Preston, CEO of Medius Technologies, will discuss their role in using Bluetooth technology to create the next generation of connected cars, which are more fuel efficient, safer, and smart. Medius was the genius behind the creation of OnStar technology for GM. The conversation will not only cover technologies, but also the inside story of the industry and the current state of affairs.

February 19: West Sound Business EXPO— WSTA will again participate in this second annual event as exhibitors. The event is free and Open to Public from 4p-7p at Kitsap Sun Pavilion, Kitsap Fairgrounds.

March 19: SMB Trends-2009 and Beyond - presented by internationally-renowned author and entrepreneur Harry Brelsford of SMB Nation, who will provide an expert's view on small and medium business (SMB) trends, including tools, decisions, priorities and opportunities, including the growing Health Care segment. Brelsford will also demonstrate NetSuite, a hosted and integrated service designed to manage your entire business, including eCommerce, Customer Relationship Management (CRM) and Accounting/Enterprise Resource Planning (ERP).

April 16: Windows 7— Chris Avis of Microsoft Will be presenting on the successor to Vista - Windows 7, which focuses on performance and efficiency and runs better than XP on today's typical desktop according to rave reviews from beta testers.

May 21: Storm vs. iPhone Shootout—Several industry professionals from Verizon and elsewhere will square off regarding these devices are why they are such amazing tools which truly connect us together while benefitting your business.

June 18: Sales Rescue Team - Live Clinic –Submit your sales challenge for "real-time" advice from Sales Rescue Team (SRT) leader TJ McCue of Hansville-based Q4 Sales. Email the details of your sales challenge to events@westsoundtechnology.org along with your URL by May 15th for consideration.

October 8: 8th Annual Western Washington Summit (Location TBA)

On behalf of the Board of Directors, we wish you continued success and new horizons.

Sincerely,

Doña L. Keating
President and Chairman of the Board