



West Sound Technology Professionals Association

*"Addressing issues that interest technology professionals"*

Winter 2004/2005

## WSTPA News

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### Get Back to the Technology!



Each year, WSTPA conducts a survey to take the pulse of its member and constituent base. The instrument not only requests feedback regarding our largest annual event and fundraiser of the year - the Western Washington Summit - but asks respondents what we can do to make the association more viable and attentive to the needs of the industry and its professionals.

Invariably, we receive one or two anonymous responses which tell us in no

### • Western Washington Summit 2004 A Success

The West Sound Technology Professionals Association (WSTPA) recently held its annual summit on technology and economic development entrepreneurship at the Bremerton Harborside.

The event, which draws a who's who of local tech professionals, as well as politicians, was well attended.

After a technology showcase and networking event that featured vendor displays and a buffet, WSTPA President and Board Chair Doña Keating welcomed the crowd.

Congressman Jay Inslee, a regular at past events, who is also the group's honorary chairman, made opening remarks. Introduction of the first keynote speaker, Michael Besselièvre, CIO of Kitsap and Olympic Banks and vice president of the group, was made by David Porter, executive director of Kitsap Regional Economic Development Council (KREDC).

A special guest speaker, .Robert McDowell, who is vice president of business critical solutions for Microsoft, spoke on "The Information Technology Payoff — Positioning for the Rebound." He brought clarity to the issues surrounding critical success factors for realizing business value from technology. He also shared stories of both success and failure from a diverse group of business leaders and managers and the lessons learned along the way.

He also explained what organizations must do to get the best return on their information technology investments.

More at Kitsap Peninsula Business Journal..

Related article at the Kitsap Sun

### • Upcoming WSTPA Events

- **December 16: 4th Annual Holiday Social** - Heads Up Brewing, 9960 Silverdale Way, Silverdale, WA. Join fellow members for refreshments and fun. \$1 raffle for t-shirts, backpack, and copies of MS Office and Windows XP Professional, courtesy of Culminis.
- **January 20, 2005: Organic Search Engine Optimization with Google: How to Optimize Your Website for Prime Search Engine Visibility** - presented by Michael Lisagor, president of Celerity Works and columnist with Federal Computer Week.

Event Details ...

uncertain terms to "get back to the technology!" The implication is that we've gone down a path towards focusing on "soft skills" (i.e., economic development, education, workforce development, project management) which don't provide the technical forum our geeks enjoy on software, programming, and other 'hardcore' topics.

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- Pacific Northwest Bank
- Paladin Data Systems
- Port Gamble (Olympic Property Group)
- Satsop Business Development Park

### • WSTPA Announces 2005 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 of Pasco/Johnston Pumps, and Walter Cunningham, Asst. Vice Pres/Enterprise Systems - Washington State Employees Credit Union. The search for a ninth candidate is ongoing.

Bios can be viewed at <http://www.wstpa.org/bod2005.asp>.

### • WSTPA Partners With Prosperity Partnership

Prosperity Partnership is working to create 100,000 new jobs in our region by 2010.

On November 19, 2004, over 1,100 leaders from business, non-profits, and the public sector met to discuss how to build a long-range economic strategy for the central Puget Sound region. In addition to presentations from community and business leaders, participants engaged in a number of interactive sessions regarding the region's economic foundations - such as human resources, access to capital, physical infrastructure, and more. Follow the link below for summit reports and materials.

[More...](#)

### • Volunteer and Job Opportunities

WSTPA is seeking staff support to assist with membership via phone, mail, web and email. Person will also assist at association events with set up, registration and check-in, meet & greet. Assistance in creation and dissemination of association promotional materials, including quarterly newsletter and press releases. Assist with taking meeting minutes at monthly board of director's meetings. Must be a current student at Olympic College, and qualify for its Federal Work/Study program. Contact [info@wstpa.org](mailto:info@wstpa.org), or Patricia Triggs at [ptriggs@oc.ctc.edu](mailto:ptriggs@oc.ctc.edu) - 360.475.7483.

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We are seeking speaker-presenters for the WSTPA monthly meetings in 2005. If you are interested or know of someone who is, please complete a presentation proposal at [www.wstpa.org/presenter.asp](http://www.wstpa.org/presenter.asp). Or, contact Shari Wood-Flatley, Program & Events Chair, at [events@wstpa.org](mailto:events@wstpa.org).

### • WSTPA News Archives

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