

West Sound Technology Professionals Association

"Driving a technology future for the West Sound"

Winter 2007

WSTPA News

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The Iceberg Syndrome

by Doña L. Keating



In the world of information technology, "The Iceberg Syndrome" refers to when users of a website assume the above-the-fold content represents the tip of the iceberg, and the unseen content is more of the same. What's immediately visible on the screen is thought to be

• **WSTPA Hosts Tangible Strides: Roundtable 2006**

West Sound Technology Association (WSTPA) is hosting its 5th annual event with Tangible Strides. The format this year includes five industry leaders, who will conduct a Q&A with the audience.

Honorary Chairman **Congressman Jay Inslee** is invited to present opening remarks, and will be followed by **Kitsap County Commissioner Jan Angel**, who will address the County's achievements in terms of technology adoption and innovation which resulted in job creation and economic vitality. She will also discuss future projects in the works.

Jon Rose, president of **Olympic Property Group**, will discuss some of the projects, trends and accomplishments in the development arena. He will also provide feedback from site selectors which can assist us in being more competitive, efficient, or attractive.

Jin Nail, president and CEO of **Paladin Data**, will review the results from **Prosperity Partnership's** technology cluster, which he co-chaired with Ed Lazowska. The focus will be on how some of these objectives have been achieved locally; his recommendations towards a thriving technology/innovative economy; and his vision to create a Telework hotel.

Dr. Richard Strand, Dean for Business & Technology of **Olympic College** will address how we are preparing students to be competitive, as well as programs on the horizon which will showcase Kitsap as an area with quality educational facilities to potential site selectors, other newcomers, and existing residents.

Kathy Cocus, Interim Executive Director of **Kitsap Economic Development Council**, will shed light on the jobs created in the last five years, as well as best practises, case studies or other information regarding the EDC's plans for economic development.

The roundtable will be moderated by **Ed Stern**, who is Senior Vice-President - Investments for **UBS Financial Services Inc.** (formerly Piper Jaffray), as well as **Poulsbo City Councilman**.

The event will begin with a technology showcase with exhibitors and cocktail reception, followed by roundtable. There is a no-host bar for the entire evening.

[Event and agenda details](#)

the best and most useful of everything available. Thus, if it isn't valuable, they assume the remainder is less so. While they know there's more to see, they don't make the effort, not bothering to scroll further.

Perhaps they simply don't like to scroll. Or, website programming physically prevents it. Or, after the user encountered what s/he considered useless visible content, it was presumed nothing of value would exist beyond this point.

WSTPA is frequently contacted by organisations and entities around the state, as well as other states and countries who view it as a viable and important organisation to fold into their initiatives. Ironically, many local members and stakeholders know little about what we do, or don't scroll beyond the value of our monthly meetings, picnics and parties, or the annual summit. It is typically by attending events outside the Kitsap region that many members contact us with pride regarding outsiders who hold WSTPA in the highest esteem, and deeply admire our accomplishments.

Over the years, we've developed outreach methods to communicate who we are, our mission and activities, as well as the critical role technology plays as a tool for an innovative and vital economy. Newsletters, email blasts, flyers, summits, meetings, sponsorship of, or attendance at statewide events -- these are ways a skeleton board tirelessly works to inform others of our highly educated technology workforce, and businesses who offer quality products and services. Finally, we provide a networking forum for technology professionals, but also workforce development and best practises for them and businesses which use or desire to better understand technology.

Recently, the **Kitsap Business Development Consortium** (KBDC) was formed with the goal of aggregating organisations which help to retain and expand Kitsap businesses. Meetings have taken place to define the roles of each; improve communication; provide referrals to appropriate resources; seek additional funding; and through collaboration, provide richer offerings to constituents.

Members include Chambers of Commerce; the County, cities, and tribes; Kitsap EDC, Washington CASH;

• Upcoming WSTPA Events

- **September 21:** Navy Battle Force Interoperability - Complex Systems Engineering. Presenter: Craig Bleile, Chief Scientist, Mobilisa. **Meeting location change:** Meeting moved back to Poulsbo Library.
- **October 12:** Tangible Strides: WSTPA Roundtable 2006 - Our 5th annual event, held at Kitsap Conference Center in Bremerton.
- **October 25:** Business Breakfast Briefing: Prosperity Partnership Fall Update. Presenter: Bob Drewel, Executive Director, Puget Sound Regional Council; and Dr. Charlotte Garrido, Higher Education Planner for WSU's Kitsap Urban Extension Program. Registration and information at <http://www.wstpa.org/register.asp>. **Meeting location:** Norm Dicks Government Center, Bremerton, WA.
- **November 16:** TBA.
- **December 21:** 6th Annual Holiday Party- Location TBA.

Partner and Sponsor events

- **September 7:** MITEF Venture Lab Season Kick-off: Planning Your Technology Business - Turning your idea or technology into a successful business takes focused and rigorous planning followed by precise execution. Plans are flexible but the elements of a successful business must be thoroughly understood and evaluated. It is never too early or late in the process to step back from your idea or technology and make sure that you are not just creating technology but a business that has a real chance for success. Register online at www.mitwa.org until 5:00 pm, September 6th.
- **September 8 - 10 :** SMB Nation 2006 - 4th Annual conference held at the Microsoft Conference Center. This is your chance to hear big name speakers talking about small and medium business technology. Become a Small Business Specialist in just a weekend. Experience lots of peer to peer professional networking and FUN. This year there will also be four tracks: business, technical, product solutions and medium market space. Use the promo code WSTPA and receive 10% off the conference registration price. Registration and information at www.smbnation.com.

• Member Spotlight and New Sponsors

Craig Bleile (pictured, right) was recently hired as Chief Scientist for **Mobilisa** (www.mobilisa.com), WSTPA's newest Bronze Corporate Sponsor. He was previously Technical Director of Emirates/American Commercial Business Services, a Washington State based corporation specializing in international marketing and technical services with offices throughout the Middle East.



Mike Walton was elected to the Silverdale Chamber Board. He is also the new Marketing Director for **Kitsap YMCA**.

WSTPA welcomes **Avalara**, a sale tax solution company from Bainbridge Island; **Blue Glacier Technologies**; and **Keating Consulting Service, Inc.** as its newest Business Members.

• WSTPA Seeks Donated Office Space



WSTPA is looking for approximately 300-500

SCORE; Kitsap Regional Coordinating Council; Kitsap Business Assistance Center; Port of Bremerton, and a few others. While it is clear this is not an exhaustive list, the omission of WSTPA, the region's largest and only association of its kind, is poignant.

I'm not singling out KBDC; it is but the most recent example of a disturbing pattern observed by every board of directors we've had since WSTPA began in 2000. And there are some entities, such as Kitsap EDC, which have involved us over recent years. However, it is clear too many in our own back yard see WSTPA as a place where geeks get together over refreshments. Nothing could be further from the reality of all we do, and this is where a version of The Iceberg Syndrome becomes a point of reference.

It's important we persist in getting out our message, particularly to those either physically prevented from scrolling due to our programming, or who encounter what they feel is useless content and don't bother to look at the much larger side of the WSTPA iceberg underneath. This is a challenging task in an age where increasingly busy schedules compete with the explosion of SPAM, viruses, and a host of other organisations and events. More difficult is reaching the user who doesn't like to scroll no matter what may exist beyond the first screen. Efforts to condense quality content to win their attention must be balanced with the reality that everything of value doesn't fit into small bits and bytes.

I place those who view technology as a side dish into this category. It isn't -- technology is the plate which holds the meal. It contextualises the discussion around the world, and is a given in any 21st Century and beyond endeavour. Few companies, if any, will be able to compete without its integration. Site selectors look for connectivity, as well as education and resources for its employees. Business owners seek tools and resources which leverage their operations into more efficient and profitable models.

Given that information technology is a cluster deemed intrinsic to this area's success, and in light of the number of educated workers who commute outside of the county because they can't find the living wages desired, contacting WSTPA for participation in KBDC and other regional efforts should be part of the first round...not later down the road. What we represent is a critical piece to

square feet of donated office space in Kitsap County to better coordinate its efforts. If you know of anyone who may be interesting in supporting our mission with a donation of a small office space, please [email us](#) or call 206.338.6554. Rental fee up to \$200 per month considered. Space-sharing arrangement with phones and office furniture/equipment would be okay.

Projector and Screen Rental Available to Members

WSTPA is now making available to members a Dell 2200MP projector and BOXLIGHT 60" portable screen. Rental fees are: Projector - \$100 per day, and screen - \$25 per day. A deposit is required for equipment protection, as well as a signed rental agreement. [Contact us](#) for details.

• **Do You Have What it Takes to Lead?**

WSTPA Seeks Candidates for 2007-2009 Board of Directors

Board members are responsible for: 1) Participating in an annual retreat, held in January of the year; 2) Attending and participating in monthly Board meetings; 3) Voting on important association business; and 4) Taking on certain responsibilities pertaining to each position. To be considered, submit an application at www.wstpa.org/volunteer.asp.

Please indicate which position, officer or At-Large, you wish to submit for or if you have no preference. The officer positions are President, Vice President, Secretary and Treasurer. WSTPA is a strong and invaluable organization for the region. We hope you will consider this opportunity to help build an even more visionary association.

• **WSTPA News Archives**

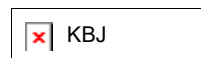
- [Summer 2006](#)
- [Spring 2006](#)
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- [Fall 2005](#)
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- [Winter 2004](#)
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WSTPA Sponsors and Supporters

Platinum



Silver



Bronze

economic development and vitality.

Our work has always been cut out for us. Our member and constituent base should know we've been dedicated to this purpose, and will continue it as long as possible. Your support and commitment to scroll past the first page will make it infinitely more feasible.

Only together can we continue to educate and create a paradigm shift which ultimately leads to our collective success.



Business Members

WSTPA Business Members

- Advanced Systems Corporation
- Autonomix
- NEW** Avalara
- NEW** Blue Glacier Technologies
- ComputerUser Magazine
- ECTAG
- NEW** Keating Consulting Service
- Kitsap Public Utilities District
- Kitsap Regional Library
- Microsoft
- Olympic College
- Paladin Data Systems
- Port Gamble (Olympic Property Group)
- SMB Nation
- Super WebGroup
- Telebyte NW Internet Services
- Washington Technology Center