



December 31, 2009

Dear Members and Friends:

Happy New Year! Like all years which preceded it, 2009 was one of change - be it the economy, tech industry, or other aspects of our lives. Entities in both public and private sectors examined infrastructure and calibrated priorities in order to not only thrive, but remain afloat. WSTA played a critical role by facilitating strategic partnerships and offering peer-to-peer best practise forums towards that goal. As always, our efforts and initiatives would not be possible without the continuing support of our members and community partners. Thank you!

### Board of Directors

We thank **Charles Keating**, President of Keating Consulting Service, Inc., **William Huckabee**, Sharepoint Developer for General Dynamics, and **Ted Farmer**, Precise Appraisal Management, for their continued service on the board. They will complete their terms at the end of this year. We extend our best wishes to **Doña Keating**, who retired this past October from WSTA after being president for almost seven years, nearly eight years on the board, and nine years with the association.

### Advisory Council

Sadly, **Michael Bookey** of Pachena Light Consulting passed unexpectedly this year. He will be deeply missed as a visionary and dear friend. We thank **Daniel Lee** of KitsapScene, **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 continued participation, and welcome **Chad Gregg**, CTO of Kitsap Bank, as our newest member.

### WSTA Initiatives & Partnerships

In May, we were participants in **Technology Alliance's (TA) Annual Luncheon** as a TA Associate. The keynote was **Ray Ozzie**, Chief Software Architect at Microsoft, and discussion was facilitated by TA board member **Ed Lazowska**. **Governor Chris Gregoire** provided opening remarks, and **TA Chair Emeritus Marty Smith** shared highlights of Alliance of Angels investment results and honored SNAPin Software as winner of AoA's 2009 Company of the Year Award. **TA Chair Jeremy Jaech** presented on TA's latest study benchmarking the state's performance in education, research and entrepreneurship relative to other technology-intensive states.

ITEC held its 8th annual event at Washington Athletic Club earlier this month. WSTA was an exhibitor and sponsor, and Charles Keating delivered the keynote "State of the Tech Industry Sector". We continue 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**, **Kitsap Economic Development Alliance**, and **Shidler Center for Law, Commerce and Technology** at University of Washington.

Our 8th annual summit "Tools You Can Use in a Tough Economy (and Beyond)", was held on October 8. A stellar panel included **Senator Derek Kilmer**, Kitsap County **Sheriff Steve Boyer**, **Paul Travis**, CMC, **Brian Morkert**, President of TrustCC, **Capt. Mark Olson**, Commanding Officer of Naval Base Kitsap, **Michael Fowler**, Pres/CEO of Asia Access, and **Steven Banks** of Banks Consulting NW. Many thanks to our sponsors:

**Platinum** - Microsoft; **Media** - Kitsap Sun; **Premier** - Keating Consulting Service, Kitsap Peninsula Business Journal, and Comcast; **Event** - Wave Broadband and Culminis; **Collaborating** - Bainbridge Island Chamber of Commerce, Bremerton Chamber of Commerce, Kitsap Economic Development Alliance (KEDA), and Silverdale Chamber of Commerce. Without their support and 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 the stellar crew (led by **Mario Calderon**) at Silverdale Beach Hotel.

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## Education & Workforce Development

Our peer-to-peer best practise forums began in January with Life from the Bleachers: Automated Virtual IT by **Doyenz**, which discussed Software-as-a-Service (SaaS) and virtualization as the next big technology wave for small and medium business. In February, **Dan Preston**, CEO of Medius Technologies, provided electrifying information during his 'Can Technology Save Our Auto Industry?' presentation. March was 'Small and Medium Business Trends: 2009 and Beyond' by internationally-renowned author and entrepreneur **Harry Brelsford** of SMB Nation. **Chris Avis** of Microsoft provided a sneak preview of Windows 7 in April, and **Ken Myer**, CEO of WTIA, provided a revealing look at the evolutionary history of the tech industry during our 'Visual History of the Puget Sound Tech Industry' Breakfast Briefing. In May, several panelists participated in our Blackberry Storm vs. iPhone Shootout, and June doubled as a Marketing SIG event, featuring a Marketing/Sales Rescue Team - Live Clinic. We took a fun break in July with an informal happy hour at **The Loft at Latitude Forty Seven Seven** in Poulsbo, followed by our **9th Annual Picnic**, held this year at Silverdale Waterfront Park.

September resumed with an 'Open Source for your Small Office/Home Office (SOHO)' event with Chris Fisher and Brian Lunduke producers of "The Linux Action Show!", and Brandon Fouts of Puget Sound Network Users Group (PSNUG). October was our **Annual Summit**, and November involved a State of the Art Web panel regarding Microsoft Sharepoint, Joomla and Drupal. We finished the year in December with our 9th annual Holiday Social, again at **The Loft at Latitude Forty Seven Seven**.

## Membership & Sponsors

Many thanks to Membership chair **Charles Keating** and Corporate Sponsors and Partnerships co-chairs **Doña Keating** and **Ted Farmer**. Managing and growing the association while continuing to seek value-added benefit remains a challenge, but our new website has been a tremendous help in accomplishing this task. Many thanks to **Charles Keating** for contributing the bulk of time on this project, and to **William Huckabee** and **Doña Keating** for their contributions to the project.

We again thank our annual sponsors. **SMB Nation** and **Keating Consulting Service** - Platinum. **Kitsap Sun**, **Microsoft** and **Harrison Medical Center** - Silver, and **Port of Bremerton**, **Port Madison Enterprises/Clearwater Casino**, **Autonomix**, **CenturyLink**, **Comcast**, **KPS Health Plans**, **Intelli-Check Mobilisa**, **Kitsap Bank**, **Kitsap County**; **Kitsap Peninsula Business Journal**, **The Digital Signage Group**, **The Doctors Clinic**, and **TrustCC** - Bronze. Business members include Advanced Systems Corporation, ATS Intelligent Discovery, brandUNITY, Culminis, ECTAG, Kitsap Public Utilities District #1, Kitsap Regional Library, New Global Telecom, Olympic College, Olympic Printer Resources, Inc., Olympic Property Group, Paladin Data Systems, Telebyte NW Internet Services, Wave Broadband, and Washington State Trial Lawyers Association.

## 2010: The Year Ahead

### Board of Directors

Elections were not held in October due to a lack of candidates. The good news is **Ken Sethney**, marketing coach and executive mentor, has joined the board for 2010! We are fortunate to have him during these important times for WSTA, and we encourage all interested parties to consider leadership with the association as we enter our tenth year.

### WSTA's Tenth Anniversary

We're ten years old this year! Join us in celebration of this milestone as we plan something special for members, partners, and the community. Stay tuned.



We continue the fun and educational offerings of our radio show "**Catching Bytes**" at [www.blogtalkradio.com/CatchingBytes](http://www.blogtalkradio.com/CatchingBytes). On Demand downloads are still available for your listening pleasure, and stay tuned for more LIVE shows on hot tech/biz best practises and tools to improve efficiency and bottom line. Interested in being a guest or co-host? Let us know at [events@WestSoundTechnology.org](mailto:events@WestSoundTechnology.org).

## Meetings Calendar

**January 10:** 9:00am – 1:00pm: **Annual Retreat of Board of Directors**, office of Precise Appraisal Management, Bremerton, WA.

**January 21: State Telework Pilot Project** - a 15 month study with local employers, including Microsoft in one of their first telework studies. Principal Mary McClure, policy advisor Ed Stern and others present findings and engage in a lively Q&A.

**February 17: Windows 7 / SBS 2008 Update** - Chris Avis of Microsoft presents an update on the deployment of Windows 7 and SBS 2008, the latest generation of Small Business Server, future updates and performance improvements expected and pairing it with Windows 7. Expect some very informative and real world feedback.

**February 18: West Sound Business EXPO** - WSTA will again participate in this second annual event as exhibitors. Free and Open to Public from 4p-7p at Kitsap Sun Pavilion, Kitsap Fairgrounds.

**March 18: Smartphone Selection Guide** - Daemon Welch-Abernathy, author of the internationally prominent "PhoneBoy" Blog, two books on Check Point VPN-1/FireWall-1, and Strategic Alliance Manager for Check Point Software Technologies, will present on how to select a Smartphone based on your requirements, providing insight into the various device and network vendor tradeoffs.

**March/April: WSTA Sponsor and Partners Forum** - Meet the WSTA Executive Board and fellow sponsors and partners as we chart a course for the technology industry in the West Sound Region.

**April 15: Internet Security Coordination Efforts** - Michael Hamilton, Chief Information Security Officer for City of Seattle, regarding a Homeland Security grant for inter-agency cooperation on internet security efforts.

**May 20: Using Expression Blend and Silverlight** – Walt Ritcher of Scandiasoft will demonstrate using Microsoft's tool for image and video animation. Competing with Macromedia Flash, these tools are designed to break down the barriers between design and development for creating interactive, visually rich web applications. WSTA invites educational partners and local students to attend this meeting for free.

**June 17: Leading Edge Technology Showcase:** This event will showcase early adopters, innovators and early mainstream in alternative input devices, speech recognition, pda/ebook readers, smartphones and mobile applications, advanced desktops - and more.

**August 19: WSTA Annual Picnic** - Details TBA

**September 16 – Digital Signatures and Business** – The trend is moving to electronic as the primary form of record keeping. Military, medical, legal and many other industries are set to benefit from this trend and development of e-signature standards.

**October 2010 : 9th Annual Western Washington Summit** (Location TBA) – This year's theme: "Technology – the way up"

**November 18:** TBA

**December: Annual Holiday Social** – Details TBA

On behalf of the Board of Directors, we wish you a prosperous and rewarding 2010.

Sincerely,

Charles Keating  
*President and Chairman of the Board*