



January 3, 2011

Dear Members and Friends:

Happy New Year! Last year was a momentous one: our tenth anniversary! Many thanks to our friends, partners, and supporters. Our efforts to forge ahead, remain relevant, and drive a technology future for the West Sound region would be impossible without you. Pull up a chair as we walk you through our 2010.

Board of Directors

Charles Keating, President of Keating Consulting Service, Inc., **William Huckabee**, Sharepoint Developer for General Dynamics, and **Ted Farmer**, Precise Appraisal Management have decided to serve another term through the end of 2011. In so doing, they've chosen to stick by us through some challenging and lean times. Volunteering the hours they do to keep the association afloat is a testament to their belief in the community, the organization's mission, and the need to keep technology issues front and center. More leadership is needed if WSTA is to continue beyond the year. We're open to fresh ideas and energy. Contact us to have fun and serve!

Advisory Council

We thank **Daniel Lee** of SAXOTECH A/S, **Nelson, Ludlow, Ph.D.** - Chief Executive Officer, Mobilisa; **David Nason**, CTO/COO at TeraHop Networks; and **Dr. Richard N. Strand** - Dean for Business & Technology, Olympic College, and **Chad Gregg**, CTO of Kitsap Bank, for their continued participation as dedicated community leaders willing to weigh in on the state of the industry and WSTA's visioning process.

WSTA Initiatives & Partnerships

Once again, our association leaders joined **Technology Alliance** (TA) at its **Annual Luncheon** as a TA Associate. The world-renowned authority on disruptive innovation, Clayton Christensen, was the keynote who challenged us with thoughts about business, education and health care. Remarks from TA Chair Jeremy Jaech, CEO of Verdiem, and TA board members Kris Klein, managing partner at Lenati, and Vicki Phillips, director of education-U.S. Program at the Bill & Melinda Gates Foundation rounded out the always well-attended event.

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 (KEDA)**, and **Shidler Center for Law, Commerce and Technology** at University of Washington.

The theme of our 9th annual summit (Decision Makers II Western Washington Summit) was "Emerging Technology and Innovation on Kitsap Peninsula". It was co-hosted by KEDA and held on October 22 at Kiana Lodge. U.S. Congressmen Jay Inslee and Norm Dicks were Honorary Chairs, joined by an exceptional panel which included **Senator Derek Kilmer**, Former Microsoft VP and Current Director of WA Department of Commerce **Rogers Weed**, CEO of Eagle Harbor Holdings LLC **Dan Preston**, **Joe Van Dyke**, President Azima DLI Seattle (Poulsbo), **John Eisenhauer**, President, CTO, CEO at Kombi Corp (formerly Mercury Online Solutions), and **Dr. Gary Spanner** of Pacific Northwest National Laboratory. Many thanks to our sponsors: **Platinum** – Port Madison Enterprises; **Media** – Kitsap Sun and Kitsap Peninsula Business Journal; **Event** – Kitsap Credit Union; **Business** – Microsoft, Wells Fargo, and Flamingo Audio. We also thank all volunteers, board of directors, and the crew at Kiana Lodge [Visit http://kpbj.com/feature_articles/2010-11-02/technology_summit_showcases_local_tech_successes_challenges for a well-written summary of the event.]

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Leadership Forum

During an assessment of our value proposition, we approached **KEDA**, a long-standing sponsor/supporter, to partner in inviting groups of CEOs and senior IT managers to participate in a 90 minute leadership forum. **Ken Sethney**, then VP for WSTA, facilitated the forums. We asked a series of questions about the importance of information technology to their companies and the problems they were facing. We ended up hosting two forums, and our participants gave us some invaluable feedback. Read the article at http://kpbj.com/headlines/business_tools/2010-10-07/leadership_forums_extend_wstas_offerings for details.

Education & Workforce Development

As we've repeatedly said, networking and offering a community resource are part of our core mission. However, our peer-to-peer best practice events provide an invaluable forum and level of on-the-ground training well beyond formal educational options. January's presentation, **Kitsap Telework Pilot Project**, was an overview of a 15 month state-commissioned study with local employers which also included Microsoft. In February, **Chris Avis and Chris Puckett of Microsoft** visited the region and examined issues and features regarding Windows 7 and SBS 2008. Smartphone Selection Guide was March's topic, led by **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. Dameon, formerly an engineer with Nokia, the world's leading phone handset provider, has long been tracking the mobile communications industry and offered information on how to select a Smartphone based on your requirements, various devices and networks, and vendor tradeoffs. In April, **Michael Hamilton, Chief Information Security Officer for City of Seattle**, captivated a packed audience with his "Inter-Agency Internet Security Initiative" presentation about an information-sharing project made possible by a Homeland Security grant for cooperation on internet security efforts, automated collection of data, and incident alerts to public and private entities across a metropolitan area, as well as regional and national Computer Security Incident Response Teams (CSIRTs). We extended free invitations to educational partners and students to attend May's "Using Expression Blend and Silverlight" meeting given the ability of these tools to break down the barriers between design and development for creating interactive, visually rich web applications. **Walt Ritcher of Scandiasoft** demonstrated how they could be used for image and video animation. Our June **Leading Edge Technology Showcase** was a departure from the usual meeting format. Early adopters, users, or innovators were provided a free table in order to showcase early mainstream and on-the-horizon ideas and inventions in alternative input devices, speech recognition, pda/ebook readers, smartphones and mobile applications, advanced desktops - and more. Later that month, we partnered with WTIA for its **WTIA Summer Celebration at Chateau Ste Michelle Winery**, took the usual break in July with an informal happy hour at **The Loft at Latitude Forty Seven Seven** in Poulsbo, then followed up with our **10th Annual Picnic** at the beautiful Brelsford Estate at Summerfield on Bainbridge Island.

In September, **Pacific Northwest Title Company** co-hosted a presentation by Jackie McVay (Senior Vice President and CIO of Kitsap Bank) about the evolution of eSignatures since they were authorized by Congress ten years ago. "Electronic Signatures: Ready for Prime Time" included insights about best practices for adopting eSignatures. October was our **Annual Summit** in partnership with KEDA, and November's "So You Want to Create an iPhone App..." presentation was an exciting look at Code4's 2 year journey from preliminary meeting to surprise success in their iDreamer dream interpretation application, and the ultimate production of about 100 mobile applications. We wrapped up the year in December with our 10th annual **Holiday Social at Hale's Ale** in Kitsap Mall.

Membership & Sponsors

Many thanks to Membership chair **Charles Keating** and Corporate Sponsors and Partnerships chair **Ted Farmer**. The economy and increased availability of online forums, webinars, and livestream have impacted tech-related organizations throughout the nation, and ours is no exception. We've kept abreast of this by using Ustream to broadcast live meetings where possible, and access to videos along with **BlogTalkRadio** features. The task of offering critical content while managing, sustaining or growing the association in this climate has been daunting. Our constantly evolving website streamlines process while we seek and provide value-added benefit to members and supporters: **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, Kitsap Bank, Kitsap Peninsula Business Journal, and TrustCC** - Bronze. Business members include ATS Intelligent Discovery, Culminis, Kitsap Public Utilities District #1, Kitsap Regional Library, New Global Telecom, Olympic College, Olympic Property Group, Paladin Data Systems, Telebyte NW Internet Services, Wave Broadband.

2011: The Year Ahead

Board of Directors

Elections were not held in October due to a lack of candidates. Existing directors stepped up and offered to extend their terms in order to keep the association operational. We encourage all interested parties to consider leadership with the association as we enter our eleventh year.

Meetings Calendar

January 8: 9:00am – 1:00pm: **Annual Retreat of Board of Directors**, office of Precise Appraisal Management, Bremerton, WA.

January 20: Windows Phone 7

February 15: [PANEL] Are Anonymous Speech and Online Civil Discourse Mutually Exclusive? Many media outlets have complained regarding the sometimes vitriolic nature of blog and online forum users who hide behind anonymity. Some are exploring the issue of mandatory identity disclosure. Others have already implemented such policies. Join us for diverse perspectives from a panel actively engaged on this issue. **LOCATION:** Council Chambers, Poulsbo City Hall

- Are anonymous speech and online civil discourse mutually exclusive?
- What mechanisms and best practises exist to ensure productive and responsible interaction?
- Has the horse left the barn, leaving mandated disclosure as the only option?

Panelists:

- Charlie Bermant, Journalist, Peninsula Daily News
- Tracy Record, Editor, West Seattle Blog
- Jeff Rhodes, Editor, Port Orchard Independent
- David Nelson, Editor, Kitsap Sun
- Bruce H. Johnson, Davis Wright Tremaine (leading First Amendment attorney in the Pacific Northwest)

February 17: West Sound Business EXPO - WSTA will again participate in this third annual event as exhibitors. Free and Open to Public from 4p-7p at Kitsap Sun Pavilion, Kitsap Fairgrounds.

August: WSTA Annual Picnic - Details TBA

October 2011: 10th Annual Western Washington Summit (Details TBA)

December: Annual Holiday Social – Details TBA

On behalf of the Board of Directors, we wish you a fantastic 2011.

Sincerely,

Charles Keating
President and Chairman of the Board