



WSTA

Driving a Technology Future
for the West Sound

2011 YEAR IN REVIEW

WEST SOUND TECHNOLOGY ASSOCIATION

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January 1, 2012

Dear Members and Friends:

Happy New Year! We welcome another exciting year in the life of our association, and thank the friends, partners, and supporters who are walking with us into our twelfth year of forging a dynamic technology future for the West Puget Sound region. 2011 brought change and adjustments to the economic climate, but also innovation and the groundwork for continued success.

Board of Directors

Charles Keating, President of Keating Consulting Service, Inc., **William Huckabee**, Asset Manager for Envisioneering, and **Ted Farmer**, Precise Appraisal Management continued their service on our volunteer board. They were joined this year by three appointees: (1) **Angela Henderson**, who has nearly 20 years of experience and was manager of Marketing/Business Development at General Dynamics Information Technology, Marketing Manager at The Doctors Clinic, and is currently Business Development / Product Marketing for MarketPRO Int'l; (2) **Dale Kennedy**, a retiree from Verizon Communications (where he employed for 31 years) was and has a long history with technology going back to the 1970's with the Air Force; and (3) **Linda Paralez, Ph.D.**, CEO of Demarche Consulting Group and 2011 chair of the Kitsap County Planning Commission. If you're up to the task of serving the industry and region, we'd love to have you in a leadership role on our board, working groups, or special interest groups (SIG). Contact us!



After many years of supporting WSTA as a member, volunteer, and leader, we bid Ted Farmer a bittersweet farewell as he retires from the board of directors and relocates to Arizona. Ted has not only been a long-standing community and business leader in the region, but also a close friend. We wish him all the best on his new journey.

Advisory Council

Continued thanks to **Daniel Lee** of SAXOTECH A/S, **Nelson, Ludlow, Ph.D.** - Chief Executive Officer, Mobilisa; **David Nason**, CTO/COO at Robust Decisions, Inc.; and **Chad Gregg**, CTO of Kitsap Bank, for providing invaluable guidance regarding WSTA and the industry. A thank you and farewell to **Dr. Richard N. Strand**, who retired from our Council and as Dean for Business & Technology at Olympic College.

BOARD OF DIRECTORS

PRESIDENT

CHARLES KEATING

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KEATING CONSULTING SERVICE, INC

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NELSON, LUDLOW, PH.D.

CHIEF EXECUTIVE OFFICER,

INTELLI-CHECK-MOBILISA

DAVID NASON

COO & CTO

ROBUST DECISIONS INC

CHAD GREGG

CTO, KITSAP BANK

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WSTA Initiatives & Partnerships

Collaborating and partnering are two words which can get too much airplay, but engaging like-minded entities and initiatives is critical to our success. For many years, our directors have attended **Technology Alliance's (TA) Annual Luncheon** as a TA Associate. This year featured a keynote conversation with the USA's first-ever Chief Technology Officer, **Aneesh Chopra**, who serves as Assistant to the President and Associate Director for Technology in the Office of Science & Technology Policy. He shared his vision for harnessing the power of technology and innovation, and his keynote was facilitated by **Ed Lazowska**, Bill & Melinda Gates Chair in Computer Science & Engineering at the University of Washington. Also featured at the luncheon: Governor Chris Gregoire, Jeremy Jaech, Chair, Technology Alliance, Charles Seybold, CEO & Co-Founder, LiquidPlanner, and Chad Waite, Managing Director, OVP Venture Partners.

Cross -promotional ties and partnerships with **Washington Technology Industry Association (WTIA, formerly WSA)**, **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 continue. This Fall, we also participated in a **Puget Sound Regional Council Opportunities Workshop** at the Arctic Hotel in Seattle with leaders from four regions.

Our **10th annual summit, "Bringing the World to You"**, was held in October at Kiana Lodge. **U.S. Congressman Jay Inslee** was Honorary Chair, joined by keynotes **Josh Brown, Kitsap County Commissioner**; Tracy Robinson, Seattle Center Foundation Executive Director (opportunities for global exposure during **The Next Fifty: Seattle's World Fair 50th Anniversary Celebration**); Susannah Malarkey, Executive Director of Technology Alliance; Charles Solverson, City of Tacoma (the emergence of e-government and evolving enterprise architecture based on organizational teamwork, trust and technology); and **Kristiné Reeves**, Regional Director at U.S. Senate on behalf of **U.S. Senator Patty Murray**.

Thank you to our sponsors: **Platinum** – Port Madison Enterprises; **Media** – Kitsap Sun and Kitsap Peninsula Business Journal; **Event** – Washington State Broadband Office; **Business** – Microsoft and Professional Options, and **Collaborating** - Kingston Chamber of Commerce, Kitsap Economic Development Alliance, Kitsap Peninsula Visitor & Convention Bureau, Port Orchard Chamber of Commerce, North Mason Chamber of Commerce, Bremerton Chamber of Commerce, Poulsbo Chamber of Commerce, Bainbridge Island Chamber of Commerce, and Silverdale Chamber of Commerce. Of course, we couldn't have done it without our volunteers, board of directors, and the crew at Kiana Lodge.

Education & Workforce Development

Peer-to-peer best practice forums provide a level of education and career enhancement regularly sought out by new and existing businesses and entities. We continue to provide this community resource with speakers and topics not typically covered in traditional environments.

January was an informational demo and review of **Windows Phone 7** by **Microsoft**, followed by February's panel on **Anonymous Speech**. Participants included **Charlie Bermant**, Journalist, Peninsula Daily News; **Tracy Record**, Editor, West Seattle Blog; **Jeff Rhodes**, Editor, Port Orchard Independent; **David Nelson**, Editor, Kitsap Sun; and **Bruce H. Johnson**, Davis Wright Tremaine (leading First Amendment attorney in the Pacific Northwest). In March, we held a luncheon with Norman B. Sanders, Jr. of the **Federal Bureau of Investigations (FBI)** regarding its investigative priorities and current cyber crime trends. April was a follow up presentation by Harrison Hospital on **The Future of Medicine II: How Technology Impacts Your Care**. A ground-breaking effort to provide live TV over the internet was May's topic, courtesy of ivi TV. Social media consultant **Frank Kenny** was June's presentation on **Social Media Essentials and Strategies for Small Business and Associations**. WSTA members and friends also had some fun at the **Sounders v Manchester United** match, then a **ChocMo mixer** in July and **Annual Picnic** in August at the home of WSTA's president.

The post-summer break began with a bang in September and a **Meet Your Voices in Government** luncheon. **Lewis McMurrin**, VP of Government and External Affairs of Washington Technology Industry Association; **Mayor Lary Coppola**, City of Port Orchard; **Doña Keating**, Pres/CEO of Professional Options; and **Amy Igloi**, board member for Association of Washington Business were participants.

Our **10th Annual Summit** took place in October, followed by a November **Internet Marketing** presentation by Larry Sivitz of Searchwrite and Charles Keating of Keating Consulting Service. The **Holiday Social** was in December, with a full house at Sound Brewery, and an excellent way to wrap up yet another productive year.

Membership & Sponsors

Many thanks to Membership chair Charles Keating and Corporate Sponsors and Partnerships chair Ted Farmer. 2011 saw the continuing trend of migration towards more cloud content and internet based services, but with still significant needs for local hands-on learning opportunities and peer-to-peer networking. WSTA continues to support the virtual/physical trends with increasing social media interactions, live streamed and recorded videos of selected meetings in addition to our physical meetings and networking opportunities - and ongoing interactions with other organizations around the state which promote our members and the region. We continue to seek to grow our sponsor base and thank our sponsors and business members:

Platinum - Keating Consulting Service; **Silver** - Kitsap Sun, Harrison Medical Center and Port Madison Enterprises/Clearwater Casino ; **Bronze** - Microsoft, Comcast, Kitsap Bank, Kitsap Peninsula Business Journal and Kitsap Credit Union. **Business Members** include Culminis, Kitsap Public Utilities District #1, Kitsap Regional Library, Paladin Data Systems, SMB Nation,DT Micro, CAVU Networks, InTheWorks, Wells Fargo, NoaNet and Professional Options.

2012: The Year Ahead

Board of Directors

This year our board decided to get a jump on its visioning process by holding its **Annual Retreat of Board of Directors** in November at Clearwater Casino Resort in Suquamish, WA. We emerged with renewed purpose and goals. With the continued support of our volunteers and members, we seek other like-minded individuals with leadership skills and vision to serve on our board and build on the momentum. We welcome your collaboration! Together we can transform lives and promote a better future. All interested parties are invited to consider leadership with the association as we enter our twelfth year.

Meetings Calendar

January 19: High Tech Buildings: The Next Wave - Rice Fergus Miller completely renovated the former Sears Automotive Center, a 1948 building that was vacant for 23 years, for its new office and studio. The space is a laboratory for innovative design and experimentation, combining sustainable energy and water use features with the recycling of an abandoned and forgotten downtown building shell. Its LEED® (Leadership in Environmental and Energy Design) Platinum building will be the first of its kind on the Olympic Peninsula and the most energy efficient office building in the Puget Sound region by a factor of two. **LOCATION:** Rice Fergus Miller office 275 Fifth Street, Bremerton WA

Panelists

- Monica Blackwood - Principal in Rice Fergus Miller and Director of Administration
- Steve Rice, Senior Principal with Rice Fergus Miller (also the building owner)
- Jeremy Southerland, Senior Associate and project designer
- Greg Belding, Principal and Ed McManamna, Senior Associate, were also instrumental in the project
- Dan Ryan - President of Tim Ryan Construction - performed the construction/remodel

February 9: Electronic Warfare (EW) - EW is critical to the survival of any aircraft involved in conflict. As a leading provider of high-performance, digital EW systems, Northrop Grumman is the only company flying an operationally proven next-generation EW system. **Joseph Hulseley, Director of Strategic Initiatives** will describe innovative systems, products and solutions in aerospace, electronics, information systems, and technical services to government and commercial customers worldwide.

February 16: West Sound Business EXPO - Free and Open to Public from 2p-7p at Kitsap Sun Pavilion, Kitsap Fairgrounds.

March through June – planned meetings online learning, telemedicine, aerospace strategy and policy, and desktop/tablet technologies

August: WSTA Annual Picnic - Details TBA

October 2012: 11th Annual Western Washington Summit - Details TBA

December: Annual Holiday Social – Details TBA

On behalf of the Board of Directors, we wish you a prosperous and fulfilling 2012.

Sincerely,

Charles Keating
President and Chairman of the Board