

**THE COLUMBIA RIVER  
GORGE TECHNOLOGY ALLIANCE**

**WHITE PAPER**

**VALUE TO THE REGIONAL ECONOMY,  
COMPARISON TO OTHER TRADE ORGANIZATIONS**



**October 2009**

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Mission Statement

Promote the technology business sector of the Columbia River Gorge.

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## **Introduction**

The Columbia River Gorge Technology Alliance (Gorge Tech Alliance, GTA) began in 2004 as the number of technology-related businesses in the Gorge reached critical mass. A group of those business owners identified the need for an organization to support and promote their interests. The GTA was therefore developed as a trade organization for technology businesses, employees and interested parties in the Gorge region. The GTA defines the Gorge as Hood River, Wasco, and Sherman counties in Oregon and Klickitat and Skamania counties in Washington.

Primarily through regular monthly meetings, the GTA conducts its mission of providing networking and educational opportunities to its members and the larger community. These opportunities have helped members make valuable business contacts as well as learn more about business issues, thereby helping their businesses strengthen and grow.

In early 2009, the GTA's Board of Directors initiated work on an Organizational Sustainability Plan. The first step in development of this plan was to conduct original research on the value of the GTA to the regional economy, gather comparative information on similar trade organizations and compile the information into a white paper.

The GTA developed an online survey to collect information about the growth of technology businesses in the Gorge over the past five years and learn how the GTA has facilitated that growth. Additionally, several businesses were selected for phone interviews to collect more detailed information on these topics. Phone interviews were also conducted with similar trade organizations as a means of learning from them and for comparative purposes. These three collection methods – online survey, business interviews and trade organization interviews – are described below and the results summarized. This report ends with an overall conclusion on the value of the GTA to the regional economy and how that value can increase.

## **Online Survey**

### ***Method***

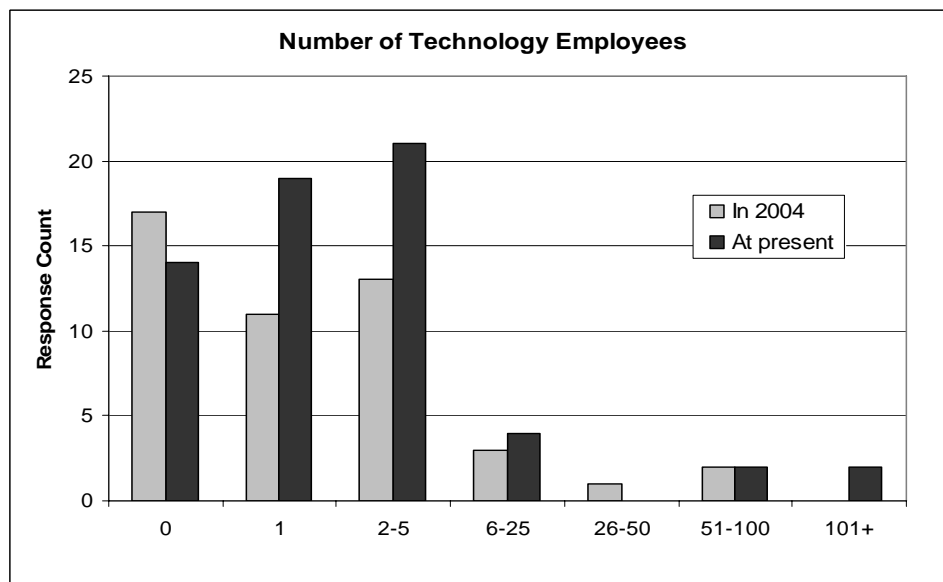
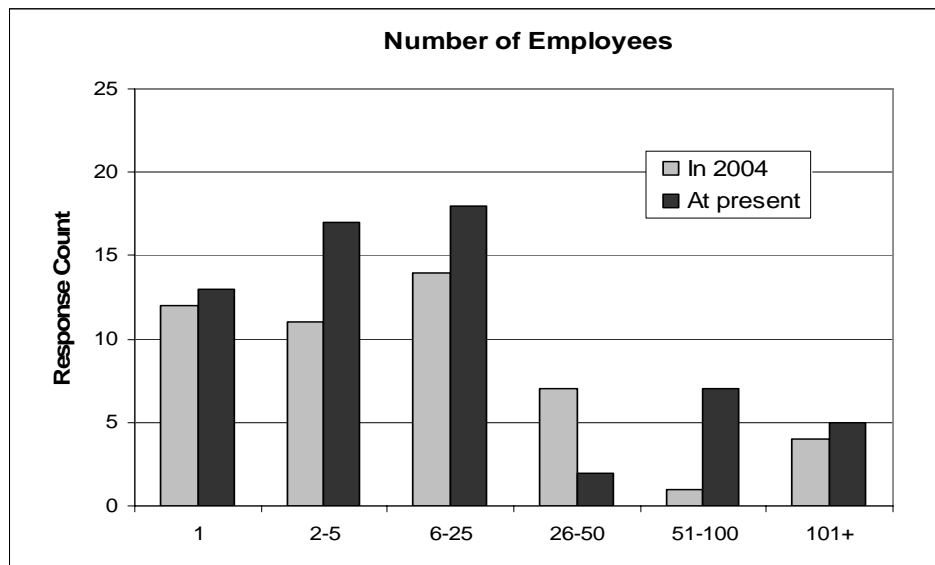
The Sustainability Committee of the GTA created a set of questions to collect information about the growth of the tech sector in the Gorge over the past five years, about awareness of the GTA, and about the perceived value of GTA membership. The survey, created using Survey Monkey, involved closed and open-ended questions. Notice of the survey was posted on the GTA's website and included in the GTA's e-newsletter (270 recipients), Mid-Columbia Economic Development District's e-newsletter (564 recipients), the *Hood River News*, *The Dalles Chronicle*, and several local Chamber newsletters including The Dalles Area Chamber of Commerce, Hood River County Chamber of Commerce and Skamania County Chamber of Commerce. In addition, several emails about the survey were sent directly to current GTA members. The survey was open for approximately one month, over which time 61 people completed the questions. The survey and results can be found in Appendix A.

### ***Results***

Thirty percent (30%) of respondents have businesses located in Hood River and thirty percent (30%) are located in The Dalles. The remainder are in Stevenson, White Salmon/ Bingen, or

scattered throughout the Gorge. When asked to identify the field/industry of their business, about one third (33%) considered themselves technology businesses; two thirds (66%) responded as businesses or entities that would use technology in the course of their regular work but would not consider themselves a technology business (e.g. government, banking).

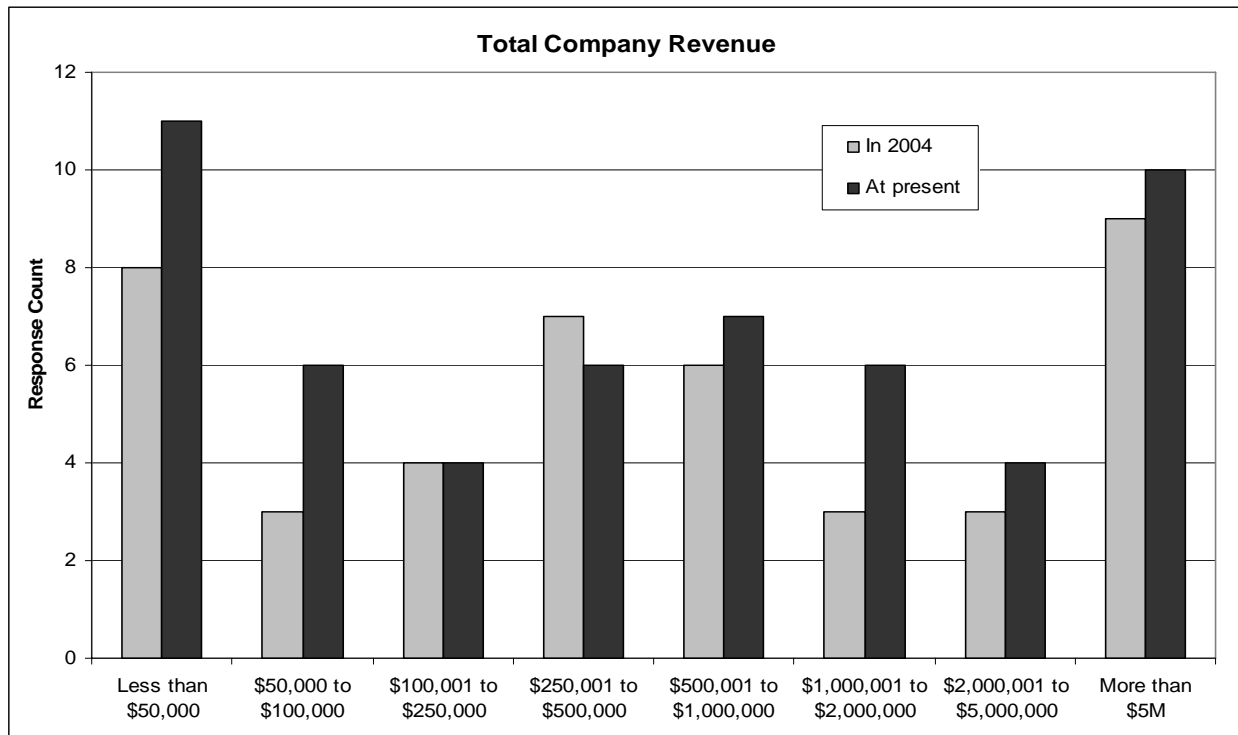
The next questions compared total employees and technology employees in 2004 and at present. A survey flaw realized after analysis was that the total employees and revenue questions did not allow an option to show that the business did not exist in 2004. Because of this, a handful of respondents did not provide answers for their 2004 total employees or revenue. Analyzing the responses of those who did not provide 2004 data, it appears that approximately ten of the respondents were businesses that did not exist in 2004 (others who did not report 2004 data existed at that time but did not provide information). Even with fewer respondents providing 2004 data, the graphs below still show trends toward larger companies and increasing numbers of technology employees.



The responses from survey takers who answered for both time frames could also be compared to determine change over time within these specific businesses as shown below. It should be noted that even though a respondent may have chosen the same range for both time frames, the number of employees still may have increased or decreased within that range.

<b>Total Employees</b>	<b>Response Count</b>
Range remained the same	32
Gained employees	14
Lost employees	3
Did not provide 2004 data	13
<b>Tech Employees</b>	
Range remained the same	32
Gained tech employees	15
Lost tech employees	0
Did not provide 2004 data	15

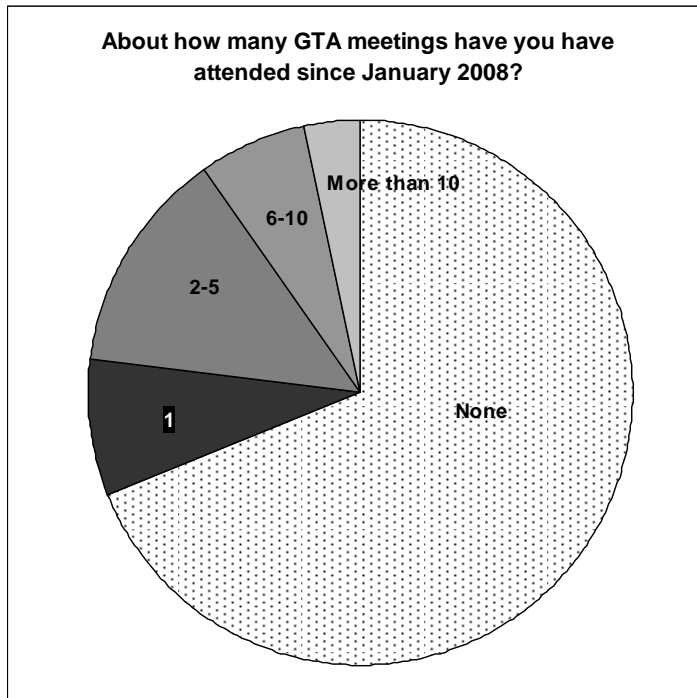
Regarding total company revenue, several respondents again did not provide data for 2004. The information reported, as shown on the graph below, seems to indicate overall growth in total revenues with more companies in the higher ranges. This graph also seems to indicate a growth in the number of smaller, start-up companies.



The revenue ranges of those who responded for both time frames could again be compared to show change in these specific businesses. This information is presented on the next page. Most of those who chose “other” and typed in a response reported that they are a nonprofit

organization. Again, it should be noted that even though a respondent may have chosen the same range for both time frames, the total revenue may have increased or decreased within that range.

Total Revenue	Response Count
Range remained the same	25
Increased revenue	16
Decreased revenue	1
Did not provide 2004 data	11
Chose "other"	9



The next questions focused on general awareness of the GTA. 52 of the 61 respondents had heard of the GTA while only 20 were or had been a GTA member. (It should be noted that the GTA has had 76 members in its history; approx. 55 are current.) Most respondents had not attended a GTA meeting as shown by the graph at left.

The 41 respondents who answered that they were not and never had been a GTA member were next directed to a final open-ended question asking what would make them consider becoming a member of the GTA. See Appendix A for the full responses. In general, however, most responded that they were not sure and/or would need more

information about membership. Some respondents cited the relevance of the GTA to their mission or the value, time or location of the meetings as reasons for considering membership.

The 20 respondents that answered they were or had been a GTA member were directed to a set of questions to gather information about the value that membership has had on their businesses. The first question asked about value provided specifically from the GTA meetings; answers are presented in the table below.

	Yes	No
I have gained information that I can apply to my business through a presentation at a GTA meeting.	15	4
I made a contact that resulted in me gaining employment through a GTA meeting.	2	17
I made a contact that resulted in my business hiring someone through a GTA meeting.	4	15
I made a contact that resulted in my business getting a client/ contract through a GTA meeting.	5	14
I made a contact that resulted in my business hiring a contractor/ service provider through a GTA meeting.	5	14

The final three questions were open-ended and asked how the GTA has helped the respondent and/or his/her business, how the GTA can provide better services to members and how the GTA can better serve the technology business sector of the Gorge. Regarding how the GTA has helped the respondent/their business, almost all respondents cited networking while about half cited educational opportunities.

A wide range of suggested ideas were offered for better member services and included new tools on the GTA website, special events, formal networking opportunities, and presentations that are more technical or of interest to the broader membership. Suggestions for better service to the Gorge's tech sector included promotion of businesses/ members outside and inside the Gorge, GTA website improvements, promotion of incubator work spaces, development of school programs and better connections between members for use of each others' services. The full responses can be found in Appendix A.

### ***Analysis***

Over the last five years, the technology business sector has grown in revenue and employment. There is also evidence that the number of businesses has increased, especially small start-ups. GTA membership currently provides the most value through networking opportunities and educational programs. There is much room for improvement in member services and promotion of the Gorge's tech sector by the GTA. The GTA could also better market membership benefits to encourage new members. The responses provided through the open-ended questions in particular provided many valuable suggestions that should be considered during the development of the Organizational Sustainability Plan.

## **Business Interviews**

### ***Method***

Members of the Sustainability Committee brainstormed a list of Gorge businesses that could be contacted for more detailed information about their growth in the last five years. This list included both GTA members and non-members. While composed primarily of technology businesses, the list also included some businesses that are not considered a technology business.

A set of questions was developed with the purpose of gathering detailed information about revenue and employee change since 2005, the amount of business coming from the tech sector and GTA-specific questions. GTA questions included the amount of business coming from or going to GTA members, the amount of business as a result of the GTA, and the perceived effect of the GTA on the Gorge's tech sector. Sustainability Committee members contacted the businesses via telephone to gather this information. Eleven companies in total participated in the interview. The survey and results can be found in Appendix B.

### ***Results***

Of the eight companies that provided revenue information, all but one had grown significantly since 2005 with growth ranging from approximately 14 to 5000%. A comparison of 2005 and current revenue for the eleven companies is shown in the table on the next page. The one business that experienced a decline in revenues cited the current economic recession as the reason. It's important to note that this business is not a direct high tech company but a service provider tied to advertising/ marketing expenditures and thus more discretionary spending.

Adding the revenues reported through the business interviews with those reported in the online survey shows that combined revenues of all the organizations surveyed increased from approximately \$140 million in 2004/05 to \$400 million currently. This is a conservative estimate using the lower ranges of revenues reported.

2005 Revenue	Current Revenue
\$140,000	\$160,000
\$200,000	\$10-15,000,000 range
\$1,566,000	\$12,000,000
\$4,500,000	\$2,000,000
\$5,000,000	\$7,000,000
\$7,000,000	\$50,000,000
\$10,400,000	\$40,000,000
\$30,000,000	\$210,000,000
not given	\$0-500,000,000 range
not given	not given
\$0	not given

As shown in the table at right, employee numbers increased in all eleven companies by 50% to over 1000%. It should be noted that this is a much faster rate of growth than seen in the overall Gorge economy: annual total covered employment in the five Gorge counties grew by an average of 4% between 2005 and 2008 (Sources: Oregon Employment Department and Washington State Employment Security Department).

2005 Employee Count	Current Employee Count
0	16
20	100
1	2.5
27	57
5	62
141	358
2	3
18	28
5	19
7	14
41	96

Eight of the businesses interviewed had almost 100% of their business coming from the tech sector while the other three ranged from 20 to 35%. Regarding percentage of their business coming from or going to GTA members, most were very low (0 to 5%) but several reported percentages as high as 80 to 100%. Most reported that none of their business was a result of contacts made through the GTA, while one company reported 47% of their business as a result of GTA contacts.

Three of the GTA member businesses interviewed voluntarily reported on the amounts they spend with suppliers in the Gorge over the last three full years (2006, 2007, 2008). The amounts increased significantly for all three companies, from doubling to growing by ten times. Combined values of what these three GTA members spend with other businesses locally totaled \$4,350,000 in 2006 and grew to \$45,420,000 in 2008.

Respondents seemed polarized about the effect of the GTA on the Gorge's tech sector. Several thought the impact was not significant while more believed the effect has been "tremendous" for opportunities to grow business, increase the visibility of the tech sector and make connections.

### ***Analysis***

While the companies interviewed have grown since 2005 and at rates far above average, it is difficult to quantify the amount of that growth that the GTA helped to create. There is a lot of potential for the GTA to increase connections between Gorge tech businesses and customers where possible, thereby generating more technology-related business revenue in the Gorge. The GTA could also benefit from highlighting the benefits that it provides to this sector and highlighting current members.

### **Trade Organization Interviews**

#### ***Method***

The Sustainability Committee developed a series of questions to gather information about the finances and benefits provided by similar trade organizations in Oregon and Washington. Information gathered included membership dues, program fees, popular member and sponsor benefits, activities to attract new members and sponsors, financial portfolio and any other advice they wished to provide. Information was gathered from their websites and through phone interviews. The six organizations interviewed via telephone were the Oregon Bioscience Association, Washington Biotechnology and Biomedical Association, Oregon Entrepreneurs Network, Northwest Entrepreneur Network, Washington Technology Industry Association and the Software Association of Oregon. Some information was also collected about the West Sound Technology Association from their website.

#### ***Results***

Most of the organizations contacted have existed since the 1980s and all but one had multiple paid staff ranging from 3 to 11 positions. The one organization without paid staff was also the youngest, started in 2000. None have conducted research on the specific value they provide to the economy although one was beginning to track this information; all had anecdotal information about this however.

#### **Finances**

Most organizations charge a fee to all attendees of their events but offer a discounted fee for members. Some offer free entry for members to certain events. One organization restricts non-members to attend by invitation only and then applies an attendance fee. The financial portfolio of the organizations varied. Only two mentioned grants and those were a small part of their overall revenue. Membership revenue ranged from 25 to 54%, sponsorship revenue from 25 to 65%, and program revenue from 9 to 25%. General advice in this area seemed to indicate that a healthy portfolio is based mostly on memberships with sponsorships and program revenues filling the balance.

Regarding membership dues, almost all of the organizations offered discounted membership to students while several also offered discounts to nonprofits, government organizations and/or universities. Costs for these discounted memberships ranged from free (one organization) to \$25 for students to higher amounts for nonprofits/ universities. Several of the organizations also offered individual memberships for people that are not students and not single-employee businesses. Individual memberships ranged from \$75 to \$220.

Almost all organizations surveyed based their membership dues on the number of employees in the business and four out of the seven separated membership dues by the primary industry or support industries (e.g. aerospace engineering versus accounting services). When this separation occurred, support industries were charged higher membership dues. Membership dues when not separated into primary/support industries ranged from \$250 to \$1000. When separated, dues for primary industries ranged from \$100-\$1000 to \$468-\$10,305 and support industry dues ranged from \$250-\$2500 to \$651-\$10,710. Besides the one organization that offered free memberships to students, nonprofits, government and universities, GTA membership dues were by far the least expensive.

### Membership Program

All of the organizations stressed the importance for networking opportunities to their membership. Lower cost events focused on networking were noted as especially important in the current economic recession. Educational programs including professional development and workforce development were also cited as vital to members. A few offered healthcare benefits and almost all offered discounted services, although it was noted that discounted services take a lot of work to develop and might not generate the reciprocal new members. One organization decided not to offer discounted services for this reason. Discounts to organization events, lobbying activities and general promotion of the industry were also cited as important to members.

Several organizations noted that businesses join for different reasons based on the size of the business. Smaller businesses join for a strong return on investment represented by discounted business services and for the networking opportunities. Large businesses join for lobbying activities, workforce development and simply because they believe in the mission of the organization. It was noted that members who join because they believe in the mission tend to stay longer than those looking for a return on investment. One organization mentioned attracting new members through direct contact with potential businesses by their Membership Committee or Director. All are continuously looking for new and better member benefits and work to clearly communicate what is available to members and how they support members.

### Sponsorship Program

All of the organizations offered both event sponsorship and organizational sponsorship opportunities. Sponsors tended to fall into two categories: service providers (such as law offices) that are looking to connect with potential customers or large companies that want to contribute because they believe in the value of the organization. The visibility offered through sponsorship was noted as important to sponsors as was the ability to offer sponsors direct connections to their target audiences.

### *Analysis*

The organizations interviewed were very similar to each other and provided valuable lessons for the GTA as it matures. Higher membership dues coming from more members, more developed sponsorship opportunities including event sponsorship, and more program revenue could help the GTA acquire paid staff. Identification and development of the value proposition offered by the GTA will be important at increasing these revenue sources.

## **Conclusions and Next Steps**

The GTA has successfully grown as an organization since 2004 and provided value to the regional economy primarily through networking and educational opportunities. Gorge technology businesses have also grown significantly over the last five years. While the GTA has provided benefits that have somewhat supported this growth and is cited as a valuable organization to the region amongst those most familiar with the organization, there is great potential for the GTA to improve its support of the tech sector. The information gathered through the online survey in particular could assist the GTA in identifying ways to strengthen its support and promotional programs for members and sponsors. Furthermore, a strong program could attract new members and sponsors to the GTA, bringing in more revenue that could support paid staff. In a circular pattern, staff could assist the Board in keeping membership and sponsorship programs strong, relevant and valuable to the regional economy.

As the Board continues development of the Organizational Sustainability Plan, a work plan, financial plan and organizational marketing materials will be created. These items will be based on the information collected here in order to assist the GTA in strengthening its benefit to the regional economy, thereby improving the long-term outlook of the organization.

## Appendix A: Online Survey and Results

<b>Please provide the zip code where your company is located:</b>	
<b>Zip Code</b>	<b># of respondents</b>
97014	1
97031	20
97039	1
97058	20
97830	1
98605	3
98620	2
98635	1
98639	1
98648	6
98672	5

<b>How many employees are in your company?</b>		
	<b>In 2004</b>	<b>At present</b>
1	12	13
2-5	11	17
6-25	14	18
26-50	7	2
51-100	1	7
101+	4	5

<b>Of the employees in your company, how many would you consider a technology worker?</b>		
	<b>In 2004</b>	<b>At present</b>
0	17	14
1	11	19
2-5	13	21
6-25	3	4
26-50	1	0
51-100	2	2
101+	2	0

<b>Please identify the field/industry category of your business:</b>	
<b>Response:</b>	<b># of respondents:</b>
Accounting	1
Aerospace	2
agriculture	1
Banking	3
CAD	1
college	1
Computer Technical Assistance & Repair	1
Construction	1
Consultant	3
Custom web design and development	1
Design	1
Economic Development	1
Education	2
Electric Energy, Internet & Connectivity	1
Electronics	1
Environmental Data Analysis	1
Federal Government	1
Food manufacturer	1
Government	4
Government / social services	1
Hospitality	1
Information Technology	1
Insurance	2
IT consulting	2
Manufacturing	2
Marketing	1
Media	1
Manufacturing/ Marine Industry	1
Municipal government	2
Museum/arts	1
Non-Profit	2
Photography	1
Port	1
Property Management	1
Public Transportation	1
Quality Management Systems Consulting	1
Retail	1
Retail/manufacturing	1
Social services	1
Software	2
State of Oregon agency working in the child care field	1
Technology consulting	1
Technology Support	1
Tourism / HR Consulting	1
Videography	1
Youth Non-Profit	1

<b>What is your company's total revenue?</b>		
	<b>In 2004</b>	<b>At present</b>
Less than \$50,000	8	11
\$50,000 to \$100,000	3	6
\$100,001 to \$250,000	4	4
\$250,001 to \$500,000	7	6
\$500,001 to \$1,000,000	6	7
\$1,000,001 to \$2,000,000	3	6
\$2,000,001 to \$5,000,000	3	4
More than \$5M	9	10
Other	3	8
<b>Other:</b>		
Train students		
Government Entity- \$2-5mm annual budget		
I have no idea		
Did not exist in 2004		
we are a non-profit (Extension Service)		
ownership changed/not privy to that information		
Non-Profit		
Not applicable		

<b>Have you heard of the Gorge Tech Alliance (GTA)?</b>	
<b>Response:</b>	<b># of respondents</b>
Yes	52
No	9

<b>About how many GTA meetings have you have attended since January 2008?</b>	
<b>Response:</b>	<b># of respondents</b>
None	42
1	5
2-5	8
6-10	4
More than 10	2

<b>Are you or have you been a member of the GTA?</b>	
<b>Response:</b>	<b># of respondents</b>
Yes	20
No	41

<b>What would make you consider becoming a GTA member?</b>
Invitation?
More information on the organization
Understanding purpose
Not sure. Have only been receiving the e-mails for a few months.
Not sure at this point, just interested in business and jobs in the gorge area.
More information
Not sure...
I have no idea what the benefits of being a member are, or if there are any.
I would need to know the benefits versus cost and time. I have thus far been able to keep up for the most part with tech advances via internet.
Not sure.
Unsure at this time. Would need more information.
Not sure
More information.

Nothing I can think of right now, but things change.
Possibly
Am currently considering.
Online Newsletter
nothing
Well, I also work with one of the companies that is a member and plan on joining when I have a little more money coming through!
If I needed more business, thus had more time.
Relevance to our mission.
Not real relevant to our business as a public transportation provider.
Value gained from meeting, time and location of meetings.
Cost & time to attend meetings
Meetings held by phone or web meetings, video meetings, etc.
Time and proximity to more of the meetings
Help with technology
If we ever have a need for technology
better exposure/outreach in The Dalles towards "extra" small businesses
Banking/lending experience needed on a GTA board or committee.
I think the GTA is great for people who are looking to network or market their business within the Gorge. I feel that the Gorge is already small enough that we are able to do that without the GTA. The GTA would bring my business value if it provided opportunities outside the Gorge, or reciprocal memberships with other orgs such as SEMPDX, AMA, PRSA, StarveUps, the chambers, etc. Job & resume postings would be valuable. Holding events that are more specific to technology or running a company. Bring in experts from outside the region to educate us, not market to us (about insurance, etc). We need to be networking with people outside of the Gorge and keeping abreast of what's going on in Seattle, Portland, San Fran. This would benefit the GTA members who are retired or small consultants who have a hard time staying on the cutting edge, as well as young companies who want a competitive edge.

**Note: The following questions were asked only if respondents answered “yes” that they are or have been a GTA member.**

<b>If you have attended a GTA meeting, please answer the following:</b>		
	<b>Yes</b>	<b>No</b>
I have gained information that I can apply to my business through a presentation at a GTA meeting.	15	4
I made a contact that resulted in me gaining employment through a GTA meeting.	2	17
I made a contact that resulted in my business hiring someone through a GTA meeting.	4	15
I made a contact that resulted in my business getting a client/ contract through a GTA meeting.	5	14
I made a contact that resulted in my business hiring a contractor/ service provider through a GTA meeting.	5	14

<b>How has the GTA helped you and/or your business?</b>
Networking opportunity with prospective customers.
See who is out there competing with me and other businesses that I never heard.
Introducing me to the Gorge Angel Conference and GAIN2.
Local recognition. Business contacts.
General networking; valuable speakers and general business information
Networking and sharing - getting guest speakers for educational programs
Networking & Education
I have made introductions of colleagues to GTA members resulting in those colleagues getting hired by those member companies
Promote my name on their website, meetings,
Partnerships and networking
Good referrals, and several very valuable contacts.
I learned useful things from the meetings and networking has helped our company grow
provided support and visibility and networking for technology related business in the gorge

<b>How can the GTA provide better services to members?</b>
Marketing of individual businesses beyond the Gorge
Compile a directory of member profiles listing general business focus plus areas of particular expertise that might benefit other members thus facilitating member-to-member business relationships.
Maybe have a meeting in The Dalles?
More technical presentations
More networking and a more formal networking - like introductions by all at the meeting and why we are there.
Create job & job-seeker posting website?
Figure out what the GTA's real deliverable/benefit is and focus on that. Supporting/embracing/promoting lifestyle entrepreneurs is a pretty intangible deliverable. How do you measure it? What does success look like? Answer those questions, and the GTA will then be providing better service to members.
Maybe do another community involvement like yopros community cleanup day at taylor lake
Cool events (showcase technologies and innovation)
Concentrating on programs of interest to the broader membership.
Providing high quality speakers that bring new information to attendees
keep going!

<b>How can the GTA better serve the technology business sector of the Gorge?</b>
Continue outreach and recruitment of businesses.
Offer jobs on the website that if someone needs help with IT work or websites phone installs they can contract another member to get a quote / pricing.
Promote the Gorge outside the Gorge.
Create incubator-style shared work space for small companies (i.e. GTA gets grants to create/manage a building and offer rent of 1 or 2 office spaces, with flexibility to grow as needed).
Embrace/engage the agriculture tech sector. Get Google to the table on a regular basis. Get the wind farm people to the table on a regular basis. Ditch the SAO relationship; it's a distraction due to the SAO being more of a PAC and not serving the WA members of the GTA. Decide if the GTA is here to serve the bigger, established businesses or the tech entrepreneur. They are different audiences with different needs.
See how one can jobs with other companies or let them know one like myself is out there offering services and products for less. local tech support.
We have many tech companies and a limited pool of qualified tech workers....push partnerships and programs at local high schools.
By connecting the dots and advocating for technology growth.
Get more active advocating for the development of incubator sites
find ways to increase pr and news about technology in the gorge

**Note: All respondents were asked this final question.**

<b>This is the end of the survey. Please provide us with any feedback or tell us any important information we might have missed:</b>
Technology is key to the growth of many industries. The Gorge area lacks good technological support.
I want to be clear. I am working as in a single person office covering 6 counties. My agency is state-wide with 9 field offices and over 75 employees. The financial figures given represented the state agency as a whole.
I enjoy getting the newsletter and keeping up with what is going on.
We are about to leap into pagination, as we have been A) partially Luddite, and B) poor, (and continue to be, but we must modernize)
N/A
I found some meeting topics in the last 12 months to be of limited or no value to my businesses.
Keep up the great work!
I think the GTA does a good job of brining technology professionals in the Gorge together.
GTA has really done a great job to date. Keep it fun!

## Appendix B: Business Interview Questions and Results

1. How big was your company 4 years ago? And how big is it today? (Both revenue and employee count.)

2005 Revenue	Current Revenue
\$1,566,000	\$12,000,000
\$7,000,000	\$50,000,000
\$140,000	\$160,000
\$4,500,000	\$2,000,000
\$10,400,000	\$40,000,000
\$5,000,000	\$7,000,000
\$30,000,000	\$210,000,000
not given	\$0-500,000,000 range
\$200,000	\$10-15,000,000 range
not given	not given
\$0	not given

2005 Employee Count	Current Employee Count
0	16
20	100
1	2.5
27	57
5	62
141	358
2	3
18	28
5	19
7	14
41	96

2. What % of your business comes from the tech sector?

- How much of your product is manufacturing? How much comes from service to the tech sector? (*answers not reported due to data collection errors*)

Percent of business from tech sector
20%
30%
35%
98%
100%
100%
100%
100%
100%
100%
100%

3. Do you know who the GTA is?

- How much of your business comes from or goes to GTA members?
- How much of your business is because of the GTA? (Either through hiring, or you met your buyers at a GTA function, or the GTA provided you with a forum to pitch your business, or "other"?)

Percent of business coming from/ going to GTA members	Percent of business due to contacts through GTA
68%	47%
80%	unknown
10%	3%
15%	0%
4%	4%
unknown	15%
0%	0%
0%	0%
30%	0%
100%	0%
100%	0%

- How would you characterize the effect the GTA has had on the Technology Sector in The Gorge?
  - Greatly expanded the opportunity to grow business.
  - No answer.
  - Somewhat.
  - I don't personally feel the GTA has had much impact on the tech sector in the gorge. The tech sector has grown mostly because of Insitu's growth and the many companies who are strictly Insitu suppliers. Feel the GTA has brought all these folks together which is great and I am sure several have done business with each other as a result.
  - If you take into account the employment opportunities that have come from the tech sector and members of the GTA, the effect has been worth millions of dollars.
  - Tremendous for area.
  - Not significant.
  - I think it has helped tremendously. Still wondering how we can better engage.
  - Has increased visibility, and increasingly helps to focus attention and reveal mutual interests on the rapidly developing technology business sector here.
  - No answer. Supports GTA.
  - GTA has had little effect on this business; it has grown from personal connections built while working at another company in the Gorge. Think it's wonderful, great for new businesses with few connections.