

**Gorge Technology Alliance Meeting**  
**September 26, 2006**  
**6:30 p.m. to 9:00 p.m.**  
**Gorge.Net Conference Room**

## **Business Meeting**

### **Welcome**

GTA president, Steve Sliwa, provided an introduction for all guests and new members.

- The GTA has three main thrusts
  - Growing your business
  - Networking among members
  - Branding the Gorge for high tech
- Facts about the GTA
  - GTA is 2.5 years old. Official status 1 year ago.
  - Dues paying members represent about 25% of the high tech businesses in the area
  - This last year, the GTA teamed up with MCEDD. The GTA has two grants to carry out the workplan and initiatives
- The GTA has a focus on “Lifestyle Entrepreneurs,” those here for the lifestyle that create a business opportunity for themselves

### **Data project**

Mark Flaming provide an update on the data collection project, which is designed to create an informed view of the face of technology by gathering data from members. The data, in aggregate, will be used for marketing and informing local policy.

- Mark needs members to fill out their business profiles on the website to assist with this project. He is in the process of re-contacting people and wants to finish up this project in the next few weeks.
- Collecting data from 2002 and 2005 on number of employees, growth, subcontracting activity with companies in the Gorge, size of firm
- Steve commented that one of the GTA’s original goals was to be the voice for technology firms. In order to do this, the group first needs to build mass and second needs to collect data on themselves. This will enable to the GTA to be able to comment on public issues backed by facts rather than simply intuition.

### **Branding the Gorge**

Marc Cameron provided an update about the marketing and branding initiative.

- Volunteers are needed for the branding project.
- There are two phases to the branding/marketing project:
  1. Production
  2. outreach
- Marc presented the Po-Cards as one of the tools he is building for branding. He requested that members send these to their suppliers and friends. Utilize these to help membership network.
- Marc requested that members write on back of their po-cards ideas for promotion/distribution and if they would like to volunteer

- Marc would like to do presentations to groups, including chambers, governing entities, and the Oregon Entrepreneur Forum
- John Hardham of Lightwave Communications put together a video to promote the GTA. The membership viewed the video.
- There are funds available for branding, but members need to propose projects for funding. Amanda Remington with Mid-Columbia Economic Development District (MCEDD) will send out a message to the membership with a call for proposals.

### **CRGTA Website**

Mark Daly provided the members with information about changes to the website.

- Membership forms and the new CRGTA video are now on the website
- Will be developing RFP's to maintain and expand the website. These will be posted by MCEDD on the crgta.org website and gorge.net for members to review

### **Educational Presentation**

Glenn Phillips, Gorge.net provided information on Gorge.net and their new VOIP product.

- Gorge.net's meeting room is available at any time, even given short notice for GTA meetings
- The Voice Over IP product is ready to go. The equipment is housed at gorge.net. They also own the entire connection from their building all the way to the consumer. Therefore, they can monitor and have confidence in the quality of this product.
- Allows them to bypass the local phone company
- Gorge.net is the only communications provider with two redundant fiber network paths in and out.

### **Voice Over IP**

Randall Burge with Dynavar Corporation provided an overview of Gorge.net's VOIP product. He stated that:

- VOIP is a cost effective communication tool.
- Gorge.net has the same equipment and capabilities as the big guys (ie AT&T), but they are willing to work with small businesses on customizable plans and services.

### **Features of VOIP**

- Can forward all of your voice messages to email along with notifications of calls (no need to login). Can listen to voicemail online by logging in.
- Able to create time of day patterns. The phone can be programmed to not accept calls past a certain time
- Integrates with Microsoft applications

- Technology is transportable. You can access the same information, in the same format from any location. The information is held on a webserver and does not reside on your computer, so it will not be lost.
- Has a “Find Me, Follow Me” program to chase you down through all of your various phone lines for calls deemed important. You set-up the pattern and sequence (simultaneous ring or in an order). Increases efficiency
- Can create an anonymous call reject, or a list of people to push quickly to voice mail
- Conference calling, up to 4 without the official conference calling abilities
- “Presence server” similar to instant messenger, in which you can see if people are on the phone and send them a text if you need to speak with them
- An unlimited number of individuals can be making calls
- Moves you to a unified, single portal for all communication: email, voicemail, fax
- Separate software is available for the office attendant to be able to see what is going on with all of the company’s phone lines

### **Plans**

Three plans are available: residential, business, and corporation. This is not for call centers

- Base price is a flat rate. Included in the plan is long distance anywhere in the U.S. and Canada
- For those that want multiple separate lines, such as home and home office, Gorge.net can provide both, likely at a lower cost than your current service.
- If you are required to keep your current phone provider, like Sprint, then Gorge.net can work with you to decrease the Sprint service to a “local measured service” (costs \$10) then run the phone service over the broadband through gorge.net. Another option is to have your fax service provided through Embarq, and all other service through gorge.net

### **Establishing Service**

To set up service, contact Gorge.net’s sales department. They will work with you to set up the service with a customized package.