



# GTA April Newsletter

April 2007

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In this edition of the Gorge Technology Alliance newsletter you'll find items of interest to the community and some that are specific to the GTA. You are welcome to respond to [amanda@crgta.org](mailto:amanda@crgta.org) about any newsletter items.

#### • **Technology and Economic Growth in the Columbia Gorge**

The GTA released a study which examines the impact of high tech companies in the Gorge. The study describes how these companies are shaping the economy of the Gorge. It discusses:

- How Gorge firms are using technology
- Characteristics of technology related businesses
- Factors driving the growth of technology based companies
- Broad economic trends
- What technology companies need
- Recommendations to move forward and what it takes to get there

To learn more visit the GTA website homepage at <http://www.crgta.org> and download a copy of the study.

[Learn more...](#)

#### • **SBIR Workshops in Portland, Eugene, and Bend**

Full-day workshops are planned in Portland, Eugene, and Bend to give businesses the tips to successfully compete for Small Business Innovation Research (SBIR) program grants. The Greenwood Consulting Group, Inc., <http://www.g-jgreenwood.com>, will share their tips for developing a winning Phase I proposal and also provide a

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## Gorge Technology Alliance Mission

Our mission is to promote the technology business sector of the Columbia River Gorge and build new alliances to strengthen our surrounding communities.

The GTA assists businesses in our region to leverage technology and bring awareness to common initiatives.

[Visit our website](#)

follow-up critique of draft proposals at no additional cost.

Successful Phase I grants award \$75,000 for a feasibility study. Phase II grants provide up to \$750,000 for commercialization of new technology.

Workshop cost is \$100 and limited to 50 participants at each location. Training materials and lunch are included.

The Oregon SBIR Grant Workshops are scheduled from 7:45 a.m. to 4:30 p.m. on:  
Tuesday, April 10 in Portland  
Wednesday, April 11, in Eugene  
Thursday, April 12 in Bend

Registration and details are at <http://www.bizcenter.org/sbirworkshops>. Register by April 6, 2007.

### • **Matching Funds Grant Program for SBIR (Oregon)**

The Oregon Economic and Community Development Department (OECD) is launching a Phase 0 Grant Program for Oregon entrepreneurs. This will provide up to \$3,500 in matching funds to defray costs to prepare SBIR and STTR (Small Business Technology Transfer) grant proposals.

The Microsoft Innovation Center has announced the launch of the Oregon Chapter of the Alliance of Technology and Women. The Alliance of Technology & Women is an organization focused on the needs of Women Executives, Technology Trends, and Technology Education in Oregon.

The kick-off event will be on Tuesday, April 17th from 5-8pm and will include a Technology Executive Panel to discuss issues and challenges in Oregon Technology market, how to navigate your career and lessons learned from amazing women in technology. It will be at the Microsoft Portland Office at 10260 SW Greenburg Rd. #600, Portland, OR 97223.

To register visit:

<http://www.atwinternational.org/chapters/portland/>

[Register](#)

#### • **Oregon Innotech Conference**

The fourth annual InnoTech Conference and Exposition is scheduled at the Oregon Convention Center on April 25-26, 2007. "Oregon InnoTech assembles the leading business and technology executives in the region for answers to your innovation issues, real world case studies and your best chance to see the latest products and solutions to support your business."

To find out more about the conference, visit:

<http://pdx.innotechconference.com/>

#### • **Networking Membership**

The GTA now offers networking memberships for individuals that are either currently employed by a company and wish to remain connected or for those seeking a job in the high tech industry that want an opportunity to further engage with GTA members. The annual networking membership fee is \$15.

Already a member? Remember to renew your membership! Forms are available on our website:

<http://www.crgta.org>. You can also get a copy by emailing Amanda at [amanda@crgta.org](mailto:amanda@crgta.org).

- **Welcome new GTA members!**

**Please welcome these new members of the Gorge Technology Alliance:**

Marilyn Gladwell, Mid-Columbia Medical Center. Marilyn is currently a medical biologist with MCMC in The Dalles.

Russell Hargrave, networking member. Russell has 15 years of experience as an Information Technology leader. He recently located in the Gorge.

- **GTA hats now available**

Members of the Alliance can now purchase GTA hats, shirts, and other items. We have an online store located at <http://www.cafepress.com/crgta>.

[Visit GTA's online store...](#)

- **Member Profile: Privacy Ready**

Gorge Technology Alliance (GTA) members use technology in virtually every sector of the economy. To help understand the wide range of member businesses, the GTA provides a monthly "member profile" to introduce our members and the services and products they offer.

This month we introduce Privacy Ready, LLC and founder, Jeff Nicol. Privacy Ready is an independent privacy consulting firm focused on developing comprehensive and effective corporate privacy compliance programs. The company has two main thrusts: providing web based training and offering privacy consulting services.

Privacy Ready's main focus in the privacy world is on customer data rather than worker data, a heavily regulated field. Jeff works with companies to develop best practices in policies, training, and the technology a company needs. He also assists clients when the company must manage a problem and deal with regulators and public relations.

Jeff made the move to the Columbia River Gorge after a number of years working for Intel in Portland. In order to start Privacy Ready in Hood River the proximity to the Portland airport, access to broadband connectivity, and his wife's work were essential, but one of the main draws was the Gorge's recreational opportunities. He now conducts

trainings from home to a worldwide audience.

Privacy Ready has been a GTA member since 2006 and has been located in the Gorge for the past 5 years. As a privacy expert, Jeff sometimes observes Gorge companies engaging in illegal or poor communication practices which violate individual privacy rights. These tend to be mistakes rather than actions conducted maliciously, such as exposing email addresses of a group of clients. Education regarding compliance and understanding how to protect a client's privacy is the key to changing this behavior.

- **Hood River Pub Talk**

Join the Hood River Pub Talk on Tuesday, April 3rd from 5:30 to 7:30 p.m. at Horse and Hound Pub in Hood River. Pub Talk is an informal event that provides time for networking, a presentation by a keynote speaker, and pitches to the audience by two early stage companies. These early stage companies are most commonly seeking advisors or capital investment. Horse and Hound is located at 403 Oak Street in Hood River (look for the British Flag).

5:30 p.m. networking 6:30 p.m. Keynote speaker, Andre Rowe, Cube Management LLC 7:00 p.m. early stage company presentations \$10 in advance or \$15 at the door. To RSVP contact Bill Fashing at bill.fashing@co.hood-river.or.us or 541-387-6863

- **Washington Technology Summit April 12th**

The 2007 Washington State Technology Summit will be held on April 12th from 7 a.m. to 6 p.m. in Bellevue, Washington.

Attendees will hear about the opportunities available within the global high-tech marketplace and will learn what companies in Washington state are doing to make their businesses successful in their global endeavors. Discussion will focus on emerging technologies in four sectors: Energy, Life Sciences, Nanotechnology, and Wireless & Telecommunications.

General sessions include:

Keynote: Washington Governor Chris Gregoire  
Status of the State: Washington and the Business of Technology

Keynote: Peter Andrews, Ph.D., Chief Scientist for Queensland, Australia  
Connecting Washington and the World: The Power of Global Partnering  
Afternoon Networking Showcase and Reception

Registration is \$199. Register online at:  
<http://www.watechcenter.org/>

#### • **Calendar of Events**

4/3/07- Hood River Pub Talk 5:30 to 7:30 p.m. at Horse and Hound Pub

4/6/07- Mid Columbia Workforce Housing 8:00 a.m. to 5:00 p.m. at the Best Western Hood River Inn in Hood River, Oregon

4/10/07-4/12/07- Oregon SBIR workshops in Bend, Eugene, and Portland

4/12/07- Washington Technology Summit, 7 a.m. to 6 p.m., Bellevue, WA

4/17/07- Oregon Alliance of Technology and Women kick-off event 5:00 to 8:00 p.m.

4/24/07-4/25/07- Innotech Conference

4/24/07- Gorge Technology Alliance meeting

#### • **Submit your news!**

If you have news that is pertinent to GTA members or activities, please pass it along to Amanda at [amanda@crgta.org](mailto:amanda@crgta.org). News items are needed by the end of each month for inclusion in the next month's newsletter.

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