

September 7, 2012

**Dear fellow technology company leader,**

I'd like to introduce you to an exciting new organization called *Technology Alberta*, an industry-led association made up of Alberta-based technology companies. This means that **Technology Alberta takes its direction on its programs and activities from its members**, who are working together to make a positive difference for Alberta's high tech business environment. **It is an association formed by technology businesses, for technology businesses.**

*Technology Alberta's* initial priorities are to:

1. **Enhance the business success of high tech companies** in Alberta by facilitating the support they need, such as access to financial and human capital, and increasing exports, commercialization and sales.
2. **Grow public awareness** of Alberta's high tech industry on its issues, stories and successes.
3. **Increase policy advocacy** on behalf of the members at a local, provincial and national level on issues important to technology companies based in Alberta. This includes developing potential alliances beyond Alberta that help better enable Alberta companies to grow beyond the province, being a leader in economic diversification initiatives, introducing investment and labour tax credits for all high tech companies, and streamlining grants.

Our 17 member board of directors is made up of people from across a wide range of technology sectors, from large well-known companies such as Replicon, Telus, and Axia (who have been very generous with sponsorship and in-kind support) to smaller innovation-driven companies such as Chaordix, Empire Avenue, Signalcraft and Synodon.

We have so many great opportunities to make a difference. Alberta has all the right ingredients to become a technology powerhouse in the world. We just need to help make sure those ingredients are mixed together in the right way to make that goal a reality.

Our theme this inaugural year is **"Come Build the Future with Us!"** But we need your help and we need your membership. I joined because I believe it is an idea whose time has come. I hope you will too. Please review the attached information, and then fill out the membership form and send it in. I look forward to sharing this adventure with you.

Sincerely,



Randy Marsden, P.Eng.  
Chairman of the Board of Technology Alberta



*On June 15, 2012, Randy Marsden was elected Technology Alberta's Chairman of the Board. Randy is the Founder & CEO of Cleankeys Inc. and co-founder of Swype Inc., which sold for over \$100 million in 2011.*



# What we are about

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We are Technology Alberta, an industry-led association of Alberta-based technology companies. We are organized to make a difference for Alberta's high tech business environment.

## Our Priorities

As members helping each other, we have come together to focus on the issues important to Alberta's high tech industry. We have selected 3 initial priorities:

1. **Enhance the business success of high tech companies** in Alberta by facilitating the support they need, such as access to financial and human capital, and increasing exports, commercialization and sales.
2. **Grow public awareness** of Alberta's high tech industry on its issues, stories and successes.
3. **Increase policy advocacy** on behalf of the members at a local, provincial and national level on issues important to technology companies based in Alberta. This includes developing potential alliances beyond Alberta that help better enable Alberta companies to grow beyond the province, being a leader in economic diversification initiatives, introducing investment and labour tax credits for all high tech companies, and streamlining grants.

## Theme of Year 1

In its first year as Technology Alberta, our theme is "Come Build the Future with Us!" There is lots of work to be done developing this association and its ability to make an impact on Alberta's technology industry. It's also a very exciting time to work together on our adventure of creating the future.

## Why Now?

As an association of technology companies working together to grow our industry, we have the opportunity to stand up for ourselves and take action! Technology is the third largest industry sector in Alberta, behind Energy and Agriculture. As such, it plays a critical role in diversifying Alberta's economy, which is of paramount importance as the world seeks alternative energy sources to the oil that's in our ground. Working together as one voice, Alberta's technology companies will be at the table helping direct government policy on matters related to growing Alberta's technology industry and economic diversification.

In other provinces, technology companies have already joined together with great success. Their achievements have included increased public awareness, programs to help tech companies succeed, increased access to investment and human capital, the introduction of various tax credits, and the streamlining of grants. Now it's our turn to join together with one voice for all of technology in Alberta. We are Technology Alberta: founded, funded and driven by Alberta technology companies working together with one voice.

## History and Uniqueness

Technology Alberta evolved from the Alberta ICT Council. On June 15, 2012, the board of directors voted to expand the scope of the association beyond ICT to include ALL technologies in Alberta. It also elected **Randy Marsden** to be Technology Alberta's new Chairman of the Board for next 2 years. All of Technology Alberta's 17 board of directors are involved in Alberta companies across a wide range of technologies from large well-known companies such as Replicon, Axia and Telus and smaller innovation-driven companies such as Chaordix, Empire Avenue, Signalcraft and Synodon.

Technology Alberta is unique to Alberta's technology industry because:

- **We encompass ALL of Alberta's technologies.**

Where other industry sector organizations already exist, we vow to cooperate and work in harmony with them toward common goals. And where industry representation does not yet exist, we offer an umbrella under which emerging sector groups can reside.

- **We are independent.**

We have been founded by technology companies and we are committed to continue to be funded and driven by Alberta technology companies. This means that Technology Alberta takes its direction on its programs and activities directly from its industry members. Industry knows best what industry needs, and now has its own voice to express those needs.

- **We are members helping each other.**

To work together and achieve our goals, we have organized ourselves into member teams. Each member of Technology Alberta may voluntarily serve on committees suited to their talents and interest, including Industry Sector Groups, Administrative Committees and Peer2Peer Networking Groups.

- **We represent high tech companies of all sizes**

Alberta's high tech sector consists of small, medium and large organizations. Technology Alberta has reflected this in its board and will address this range of needs in its business success development, advocacy and other activities. Since a company's employee count is indicative of its current growth challenges, Technology Alberta has segmented its members by employee size and will develop activities to help each segment learn how to grow to their next level.

- **Our initial priorities are to**

(1) Enhance business success for its members, (2) Grow public awareness of the industry and its successes, and (3) Increase government advocacy locally, provincially and federally.

## **Membership Benefits**

Technology Alberta is starting fresh. This is the first year of its new purpose, priorities and management. At this time, Technology Alberta offers its company members the benefits below, which will continue to expand in future years:

1. **The opportunity to make a difference**

By working together in a team selected according to their interests, every Technology Alberta company member is directly involved in helping to improve Alberta's technology industry. You have the chance to join an exciting movement that is committed to helping make Alberta a technology world leader.

2. **Business success development**

Members can participate in Technology Alberta's Business Success Development events and activities such as access to financial and human capital, and increasing exports, commercialization and sales. Designed to help your company grow, these activities and events can take place in the form of seminars, peer2peer working groups, tradeshow trips, and lunch time seminars. It may also include mentorship support to help startup and early growth companies succeed.

3. **Advocacy**

Members of Technology Alberta's Policy Advocacy and Public Advocacy committees will be working to bring about positive change in government policies and public awareness at both the provincial and federal levels.

4. **A Say in Programs**

Being a member gives you a voice in the direction and programs of the association. Using a structured approach to collect your input on both a committee and organization level, the results will be rolled up and used to drive goals and activities.

5. **Voting power**

Technology company members have the power to affect major decisions going forward by voting annually for nominated Board members.

6. **Discounts to events**

7. **Potential business collaborations**

Working on teams and attending business success development events and activities also allows members to get to know each other better and maybe find and develop networking and collaboration opportunities.

8. **Membership Directory made for Business Development**

We have designed our membership directory to help your company with its business development efforts.

9. **Charter members status (Limited time only)**

Our first 200 technology company members will become the charter members of Technology Alberta - the ones that started it all. They will receive a special certificate with this honour that they can proudly display, and they will be recognized on the Technology Alberta website as charter members, along with other potential benefits and recognition.



# Membership Application

Technology Alberta is an industry-led association of technology companies whose members are working together to help Alberta’s technology industry increase its advocacy on policy issues and public awareness important to its membership and to further develop the business success of its members.

Technology Alberta has 4 membership types. **What is your membership type?**

	Membership Types	Definition
<input type="checkbox"/>	<b>TECHNOLOGY COMPANY</b>	A for-profit incorporated company engaged in the design, commercialization, or delivery of technology-based products, as well as for-profit entities that make extensive use of technology in the process of delivering their products, even if their end product itself is not considered technology (e.g. energy-based companies). The Technology Company Member must have an operating presence in the province of Alberta. This is a voting membership.
<input type="checkbox"/>	<b>ASSOCIATE COMPANY*</b>	A for-profit entity that offers products or services to Corporate Members, but is not directly engaged in the business of technology itself. Examples are firms offering professional services in the areas of accounting, law, business development, human resources, consulting, banking, finance, and public relations.
<input type="checkbox"/>	<b>AGENCY*</b>	A not-for-profit entity with a vested interest in technology, such as academic institutions, government agencies, and other associations.
<input type="checkbox"/>	<b>INDIVIDUAL*</b>	Any person with a vested interest in technology in the Province of Alberta. This is also the fee for students.

\*denotes non-voting memberships

Membership fees are based on the number of employees the organization has in Alberta.

**How many employees does your organization have?**

	# of Employees	Annual Membership Fee	Annual Membership Fee with GST
<input type="checkbox"/>	1 to 5	\$99	\$103.95
<input type="checkbox"/>	6 to 10	\$375	\$393.75
<input type="checkbox"/>	11 to 20	\$775	\$813.75
<input type="checkbox"/>	21 to 50	\$1,450	\$1,522.50
<input type="checkbox"/>	51 to 100	\$2,250	\$2,362.50
<input type="checkbox"/>	101 to 300	\$3,250	\$3,412.50
<input type="checkbox"/>	301 to 500	\$4,250	\$4,462.50
<input type="checkbox"/>	501+	\$5,250	\$5,512.50

The annual fee for **individual membership** is \$99 (\$103.95 with GST).

**How would you like to pay?**

<input type="checkbox"/>	<b>Cheque enclosed</b>
<input type="checkbox"/>	<b>Bill me to pay by mail</b>
<input type="checkbox"/>	<b>Bill me to pay by PayPal</b>

Make cheques payable to **Technology Alberta**.

Mailing Address: Attention Drew McNaughton  
Technology Alberta  
3300 450 1st Street SW  
Calgary, AB T2P 5H1

Membership applications can also be emailed to [drew.mcnaughton@albertaCT.ca](mailto:drew.mcnaughton@albertaCT.ca). Membership is automatically renewed unless a member contacts Technology Alberta in writing before the anniversary application date.

# Membership Application

(Continued)



Your Name: \_\_\_\_\_

Your Job Role: \_\_\_\_\_

Your Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Company: \_\_\_\_\_ Website: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

## What are some of your or your company's key challenges?

## Which committee would you like to be a part of?

(You must select at least one, and you can be part of more than one committee.)

Committee	Role	Possible Scope
<input type="checkbox"/> <b>Business Success Development</b>	Events, workshops and activities for members to support member and industry success.	Facilitate access to financial and human capital. Increasing exports, commercialization and sales.
<input type="checkbox"/> <b>Public Advocacy</b>	Advocate on behalf of the membership to create public awareness	Research and advocate of the industry's issues, stories and successes.
<input type="checkbox"/> <b>Policy Advocacy</b>	Advocate on behalf of the membership for policy changes at a local, provincial and national level	Potential alliances beyond Alberta that better enable Alberta companies to grow beyond the province. Be a leader in economic diversification initiatives related to Alberta's technology industry. Introduce investment and labour tax credits. Streamline grants.
<input type="checkbox"/> <b>Administration Infrastructure</b>	There are 3 subcommittees. Please pick one or more according to your interests:	
	<input type="checkbox"/> <b>Membership</b>	Association marketing and membership acquisition. New member products and programs
	<input type="checkbox"/> <b>Strategic Alliances</b>	Liaison with other associations and entities.
	<input type="checkbox"/> <b>Finance &amp; Audit</b>	Financial reporting and management

**In the Committee(s) you have chosen, what would you like to see Technology Alberta accomplish this year?  
What can you do to make this happen?**

# Membership Application

(Continued)



## Which industry sector group(s) would you like to be a part of?

(You must select at least one, and you can be part of more than one committee.)

Industry Sector Groups (ISGs)		Scope
<input type="checkbox"/>	<b>ICT (Information &amp; Communication Technology)</b>	<input type="checkbox"/> Wireless, mobile apps, and geomatics in partnership <input type="checkbox"/> Interactive entertaining includes video games, music and digital media <input type="checkbox"/> Cloud computing <input type="checkbox"/> Analytics <input type="checkbox"/> Enterprise and industry solutions <input type="checkbox"/> Other
<input type="checkbox"/>	<b>Nanotechnology</b>	including microelectronics
<input type="checkbox"/>	<b>Bio/Life Sciences</b>	
<input type="checkbox"/>	<b>Cleantech</b>	
<input type="checkbox"/>	<b>Energy</b>	

In the Industry sector group(s) you have chosen, what would you like to see Technology Alberta accomplish this year? What can you do to make this happen?

## Would you like to be part of a special interest group?

(Participation in these groups is optional.)

Special Interest Groups (SIGs)		Scope
<input type="checkbox"/>	<b>Peer2Peer CFO</b>	Communication between CFOs of technology companies
<input type="checkbox"/>	<b>Capitalization of the Tech Sector</b>	Help attract capital investment to Alberta and develop a program to prepare companies to receive it

Is there a new special interest group you would like to belong to? \_\_\_\_\_

Is there anything else you would like to lead or suggest to help Technology Alberta help Alberta's technology industry?

## Thank you!