

GORGE TECHNOLOGY ALLIANCE

2011 ACCOMPLISHMENTS



Member Marketing

- > Issued a weekly promotional **Member Spotlight**
- > Launched publication of Member Spotlights in the **Gorge Business Review**
- > Developed **new marketing benefits** for Sponsors

Building Connections

- > Launched **GTA Happy Hours** and **Geek Lunches** for more networking and educational opportunities
- > Held monthly **Featured Events** with topics from Electric Vehicles to Mobile Apps
- > Held **Sponsor Appreciation Lunch** at Google's The Dalles Data Center
- > Grew participation in **GTA's LinkedIn Group** by 150%
- > Represented the Gorge tech sector at a meeting with Oregon **Governor Kitzhaber** and other events, meetings and trainings within and outside of the Gorge

Business Services

- > Developed **free website hosting** for members
- > Researched members' **workforce training needs** and collaborative options to meet top priorities
- > Launched quarterly **Gorge real estate feature** in GTA newsletter
- > Issued **monthly e-newsletter** to over 450 recipients with information of interest to Gorge tech businesses
- > Submitted the GTA's **R&D Center project** for consideration during Mid-Columbia Economic Development District's annual Comprehensive Economic Development Strategy process

Youth Robotics

- > Successfully applied for **two Google grants** for our Gorge Robotics organization/ program
- > Loaned our **robotics kits** and laptops to schools and community groups in the Gorge
- > Held **Gorge Robotics Fest** with Google on Sept. 17 to showcase and promote youth robotics in the Gorge
- > Hosted three **FIRST® LEGO® League Qualifying Tournaments** with over 300 kids participating, expanded from one tournament with 100 kids in 2010

Partnerships

- > **Software Association of Oregon** partnership continued to promote Gorge tech businesses statewide
- > **Associated Technologies Council** partnership continued to provide group healthcare option
- > **Gorge Chapter of the Oregon Entrepreneurs' Network** partnership developed to provide discounted joint membership

Improving Your Organization

- > Launched a **new GTA website**
- > Developed reciprocal memberships with **all Gorge Chambers** in recognition of shared goals
- > Improved **organizational budgeting**, reporting and financial policies
- > Increased **sponsorship dollars** by 14%
- > Increased **membership numbers** by 12%