

GTA Newsletter

January 2011



In This Issue

Geek Lunch
Robotics Tournament
Volunteers Needed
Sliwa Leaving
GTA Meeting
SEO Events
GTA Members
Calendar of Events

GTA Sponsors

GOLD



SILVER

**Cloud Cap Tech
Custom Interface**

→ GTA Offers New Event: Geek Lunch!

Are you tired of being told to stop the geek talk at the table and chew your food? The GTA is sponsoring the first of what will hopefully be a regular series of lunches for local technologists. The goal is to be able to network, talk in depth about technical topics, learn something new, or just chat with people who are actually interested in those subjects that cause most of your friends' eyes to glaze over.

The topic for the first lunch will be "Smartphone App Development." Anyone who has any experience developing smartphone apps is invited to speak for about 5 minutes. You can ask questions or make comments, and hopefully it will quickly degenerate into a free flowing discussion. Arthur Babitz will kick things off with his experience developing an iPhone app for navigating Post Canyon bike trails.

Event Details:

Tuesday, February 15, 12:00pm
Hood River Inn, Riverview Room, 1108 E. Marina Dr.
\$12.50 for lunch

You must RSVP by Feb. 11. Email [Jessica](#).

Pass this along to friends and colleagues! GTA membership is not required.

SILICON

**Champion Tool Storage
Colt Listing Service
Gorge Networks
Gorge Technology
Hood River
Communications Access
Co-op
Port of Hood River
Prigel Machine &
Fabrication
Privacy Ready LLC
Providence Hospital
Sagotech Corporation
Sherman County
Springhouse Cellar**

Gorge Technology
Alliance Mission

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

We focus on "lifestyle
entrepreneurs;" individuals
who take advantage of the
area's recreational resources
and business opportunities,
combining their drive for
recreational activities with an
industry cluster that
continues to expand.

For more information,
call 541-296-2266,
email jessica@crgta.org, or
click to visit our website.

Disclaimer

*This newsletter is sponsored
by GTA. The items
contained herein are
published as submitted and
are provided for general
information purposes only.*

➔ New GTA Board Member

While the GTA Board was sad to lose Michael Brinster when he moved from Hood River to Portland with Providence, the Board was pleased to welcome **Michelle Farnham**, an Account Manager for CenturyLink, to fill the vacancy. Michelle's experience spans multiple industry sectors including software, hi-tech, real estate and wine distribution positions with recognized firms including Oracle, Symantec and Coldwell Banker. In addition to being a GTA Board member, Michelle is an Advisory Board Member of Gorge Oregon Entrepreneur Network and a member of the Gorge Angel Investment Network 3. In her spare time Michelle enjoys road cycling, hiking, gardening and spending time at her home in Trout Lake.

Many thanks to Michelle and all of our Board Members for their efforts. What did we do in 2010? Click [here](#) to view our full list of accomplishments!

➔ State Tournament Results for Gorge FLL Teams

On January 15 and 16, five teams from the Gorge traveled to Hillsboro to compete in the State FIRST LEGO League competition and two came back with awards! Congratulations to the **The Gorge Girls** from Hood River, coached by Joe Nardone, for winning second place in Robot Design and to **The Biobots** from Stevenson, coached by Ken Levy, for taking fourth place in Project for their reserach on using unpasteurized honey to treat burns! All of the teams had a great time and look forward to the Gorge qualifier later in 2011.



The Gorge Girls review their score.

Do you know a classroom or youth group that would like to borrow the GTA's robotics kits? Contact [Jessica](#) today to schedule the loan.

➔ Volunteers Sought

This information is not advice. Readers should not rely solely on this information, but should make their own inquiries before making any decisions. GTA works to maintain up-to-date information from reliable sources; however, no responsibility is accepted for any errors or omissions or results of any actions based on this information. If you have any questions regarding any of these items, contact the organizational representative of that source.

This newsletter may contain links to websites that are created and maintained by other organizations. GTA does not necessarily endorse the views expressed on these websites, nor does it guarantee the accuracy or completeness of any information presented there. Furthermore, visitors should be aware that other sites linked from this newsletter may use persistent cookies that track visitor viewing habits.

Jesus Acosta-Gonzalez with Hood River 4-H's LEGO Robotics program is in the process of planning a Lego Robotics, GPS & GIS summer camp for August 29 - September 2 at Hood River Middle School. He is looking for volunteers wanting to help (training provided) and potential partners to help offset costs. Contact Jesus at jesus.acosta@oregonstate.edu.

➔ Best of Luck to Steve Sliwa!

As one of the founding members of the GTA, Insitu's President and CEO Steve Sliwa was instrumental to the formation of the organization and has been an important supporter as the GTA has continued to grow. He [announced on Monday](#) that he'll be retiring from Insitu on April 1 after 10 years leading the company. Sliwa is looking forward to traveling with his wife Nancy and catching up on other projects while keeping White Salmon as their home base. The company expects to announce the new President and CEO shortly. The GTA appreciates all that Steve has done for the tech sector of the Gorge and wishes him best of luck!

➔ GTA Meeting Feb 22: Electric Vehicles

Join the GTA to hear about the future of electric vehicles (EV) in the Gorge. Jonathan Lewis with GTA Member [Hire Electric](#) will give a presentation about the recent solar-powered EV charging station they installed at Pacific Northwest National Lab, including a brief history of EVs and the environmental and smart grid implications of tailpipe-free driving. We also hope to have a Nissan Leaf for a demonstration from Ray Schultens Ford Nissan in The Dalles. Come learn about the Nissan and Ford EV's that are coming soon to a Gorge near you!

Event Details:

Tuesday, February 22, 6:30pm
Springhouse Cellar, 13 Railroad Ave in Hood River
Free for GTA members, \$5 for non-GTA members
Snacks provided. No-host bar.

➔ SEO Events with Discounts for GTA Members

February 22: Local University

Gear up for SEMpdx SearchFest with a pre-event seminar on the basics of Search Engine Optimization

(SEO) and in particular, LOCAL search marketing and social media. Some of the nation's leading small business marketing experts will present an intensive four-hour crash course to help you navigate the possibilities for marketing your business on the web- including Google Places, Facebook, Twitter, and more. Learn SEO tips and techniques that will lead to sustained, long-term search engine rankings (and new customers).

Where: The Ellyn Bye Studio at The Gerding Theater at The Armory, Portland

Cost: Only \$79 (\$50 off the regular ticket price) with discount code GORGETECH

Learn more here: <http://getlisted.org/portland>

February 23: SearchFest 2011

Join hundreds of your online marketing peers for the fifth annual SearchFest! Portland's largest search engine marketing conference is dedicated to search marketing education and networking.

Panelists include senior online marketers from companies like the New York Times, REI, Intel, and Oregon State University. Agency-side veterans Rand Fishkin, Ian Lurie, John Andrews and Matt McGee return to complement the experience of these in-house representatives. New 2011 panels focus on the cutting-edge areas of Local and Mobile Search, featuring presentations from Greg Sterling and Mike Blumenthal

Where: The Governor Hotel, Portland

Cost: \$349 - or 10% off with discount code GORGETECH

Learn more here: <http://www.sempdx.org/searchfest/>

GTA Members

Thank you to our RENEWING members:

- [Cascadia Techworks](#)
- Frontier Ventures

Commit yourself to the success of the Gorge's technology sector by becoming a member or sponsor of the GTA! Our regular activities - the monthly meetings, newsletter, website, business connection and support opportunities - are funded entirely from memberships and sponsorships. Joining is valuable to your business, affordable and easy using our online PayPal option [here](#).

Calendar of Events



February 2010

- **February 4:** Deadline to submit your business to pitch at the Feb 15 PubTalk. Email [Robin](#).
- **February 9:** SAO Event: Innovation at Google Enterprise. 5:30pm. Portland. [Learn more](#).
- **February 15:** GTA's Geek Lunch, 12:00pm, Hood River Inn. \$12.50. Topic: Smartphone App development. RSVP to [Jessica](#).
- **February 15:** Gorge PubTalk, 5:30pm, Sunshine Mill Winery (901 East 2nd Street, The Dalles). \$10. RSVP to [Jessica](#).
- **February 17:** Technology and Bioscience Career Fair in Portland. [Learn more](#).
- **February 22:** GTA Meeting, 6:30pm at Springhouse Cellar Winery in Hood River. Topic: Electric Vehicles.

March 2010

- **March 16:** Angel Oregon 2011, The Governor Hotel in Portland. [Learn more](#).
- **March 22:** GTA meeting. 6:30pm.

*To SUBSCRIBE to the newsletter, please contact jessica@crgta.org.
To UNSUBSCRIBE from this newsletter, please click on the "safe unsubscribe" icon below.*

To submit newsletter items, send them by the 21st of each month to jessica@crgta.org

[Forward email](#)



This email was sent to jessica@crgta.org by jessica@crgta.org | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Gorge Technology Alliance | 515 East Second Street | The Dalles | OR | 97058