

Welcome to the
2007
CRITA
Summer Conference
Boston

Summer Conference Boston Sheraton

Overview

The State of the Industry

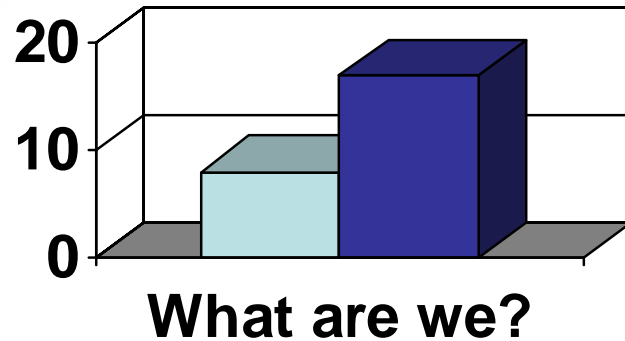
Maxine Ballen and Matthew Nemerson

Boston

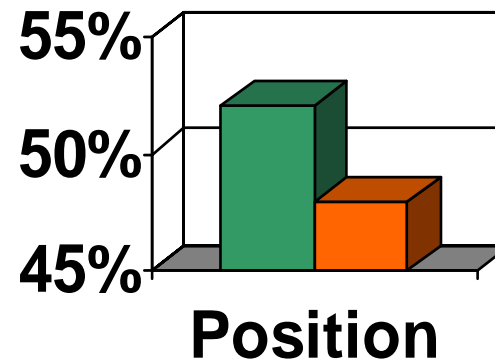
Connecticut

- Survey sent out 7/12
- By July 20 there were 26 responses

The industry's profile (n=25)



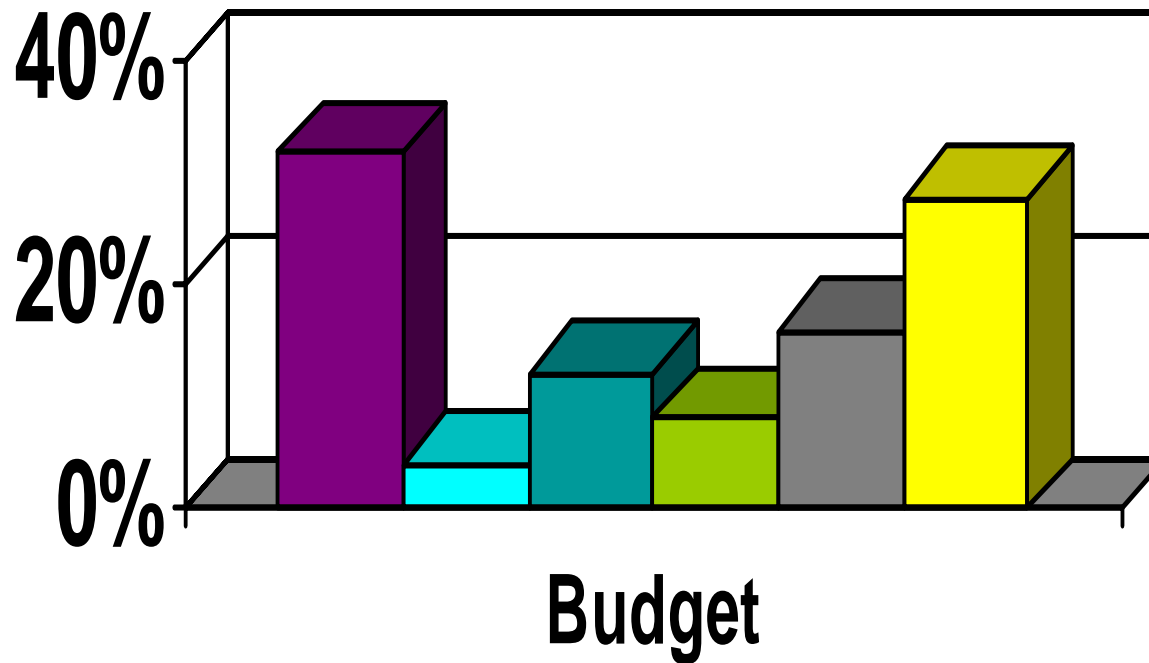
IT Council Tech Council



Monopoly Competitors

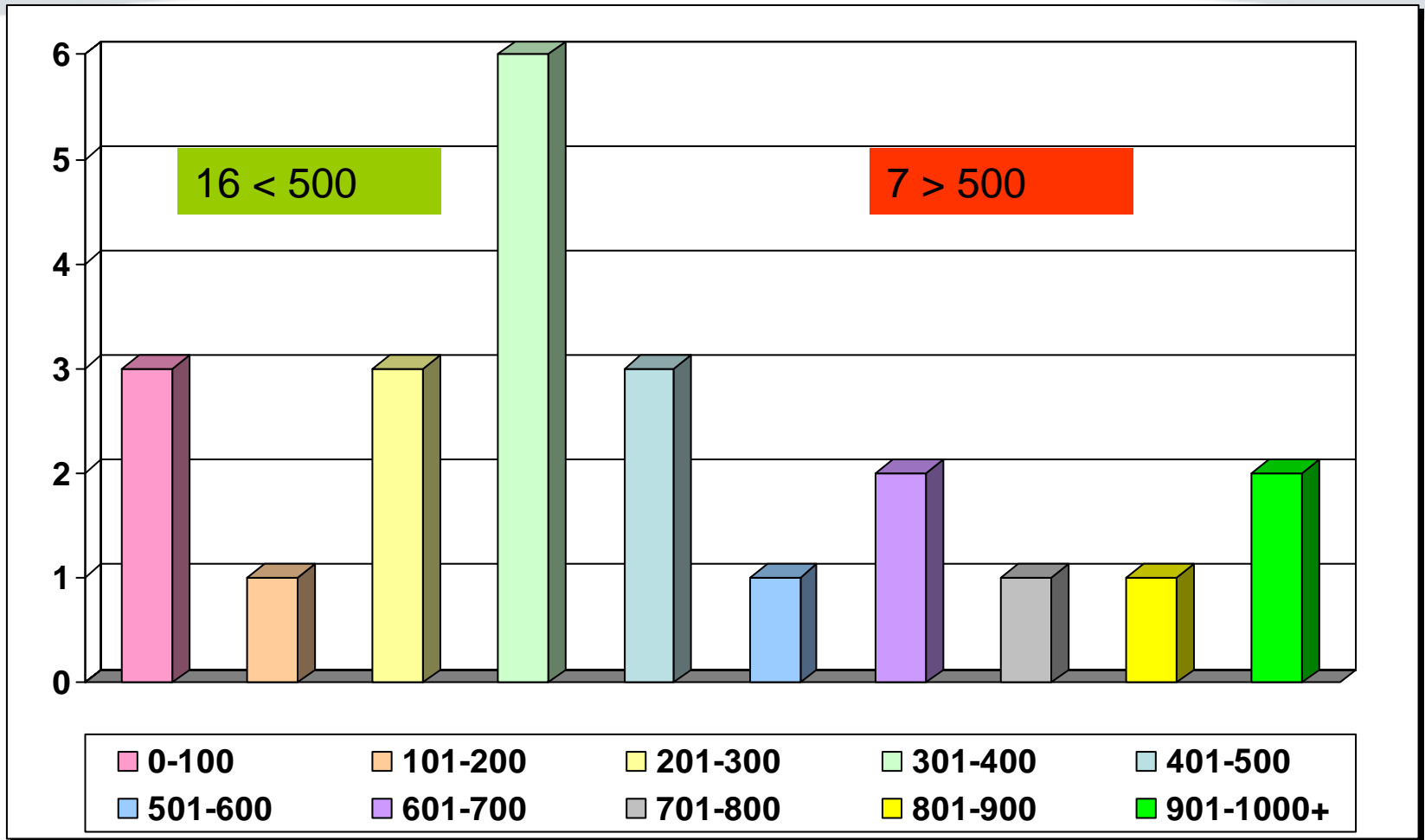
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Mean budget \$740,000

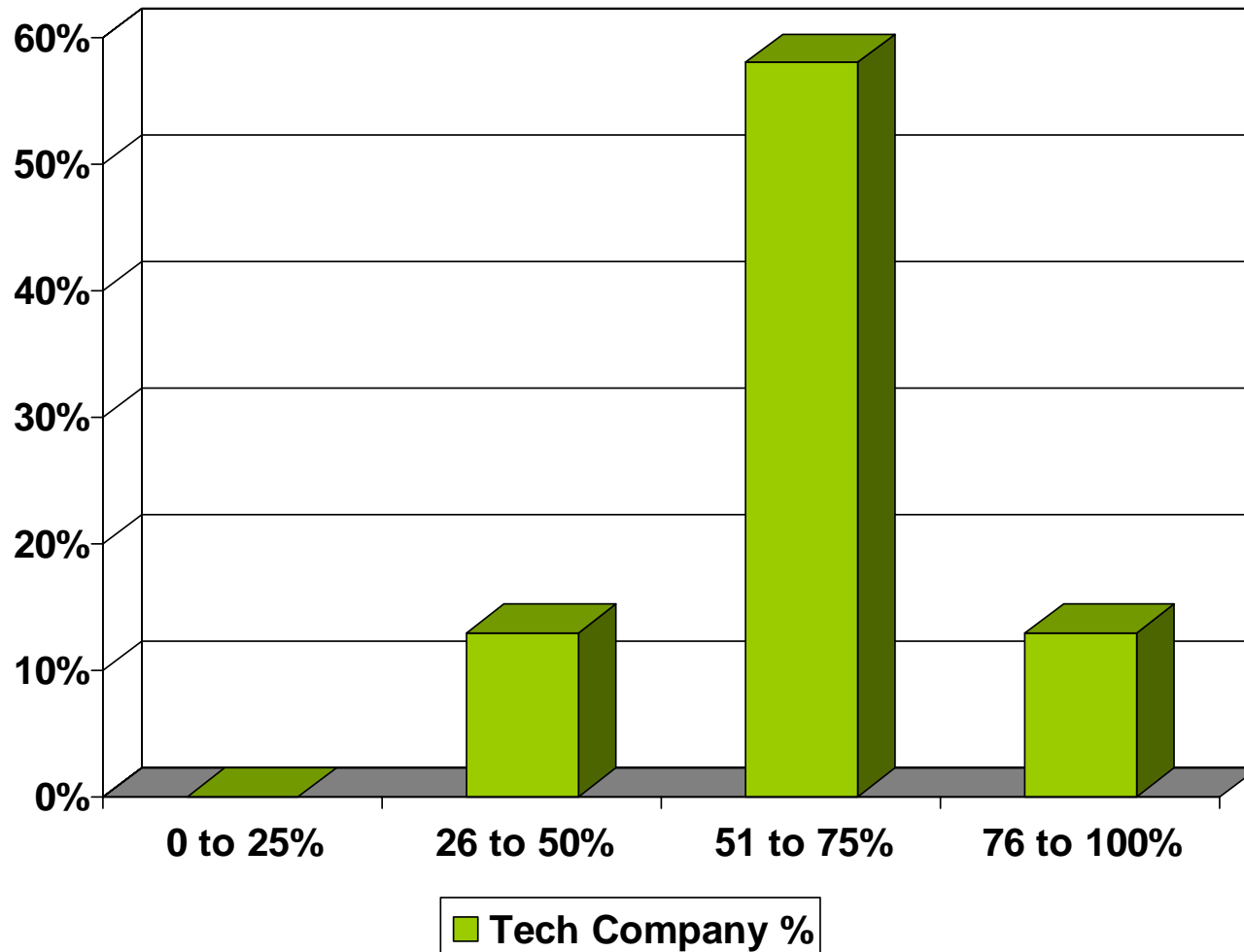


■ <\$250 ■ :\$500 ■ :\$750 ■ :\$1.0m ■ :\$1.2m ■ >\$1.2m

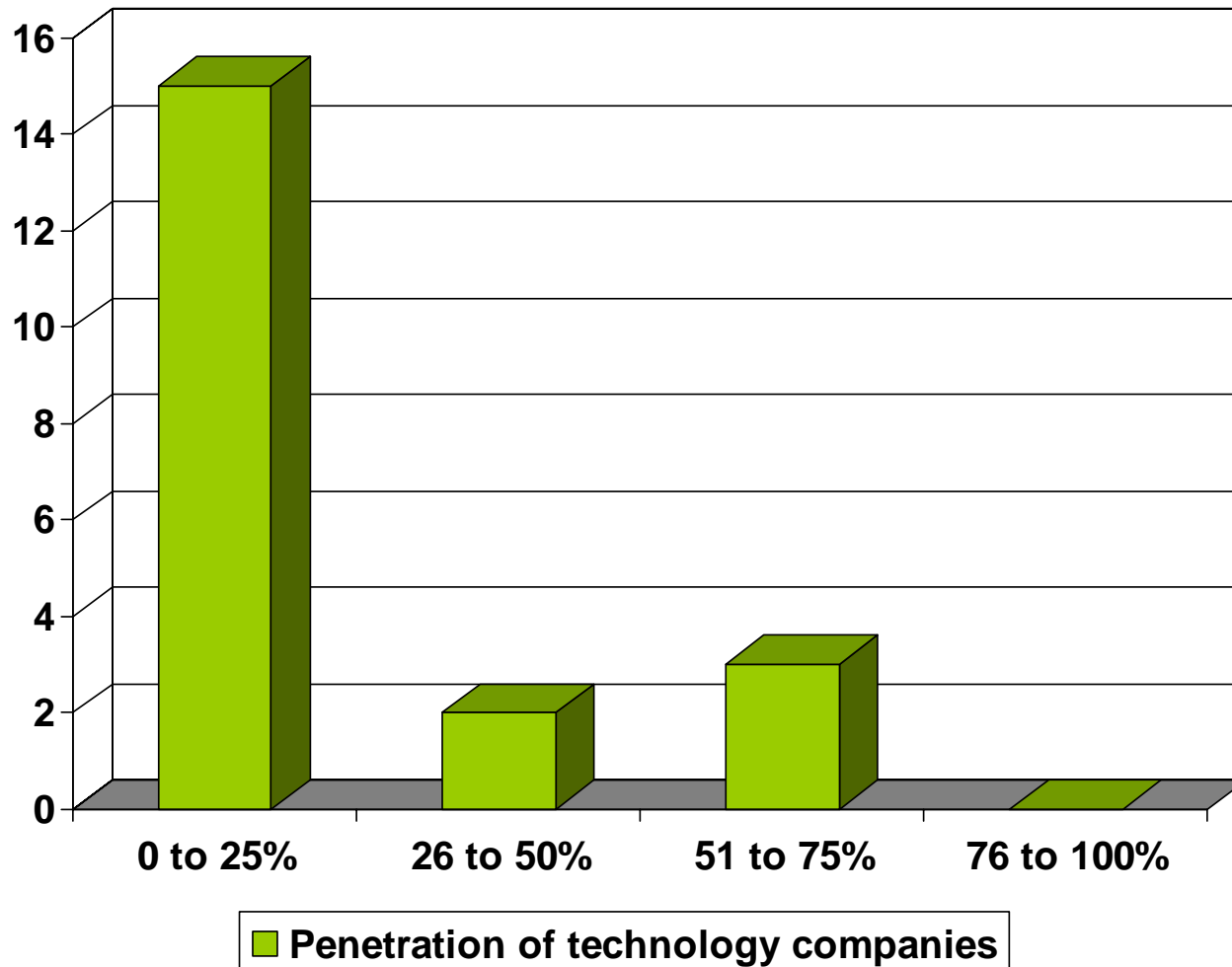
Our organizations tend to have fewer than 500 members



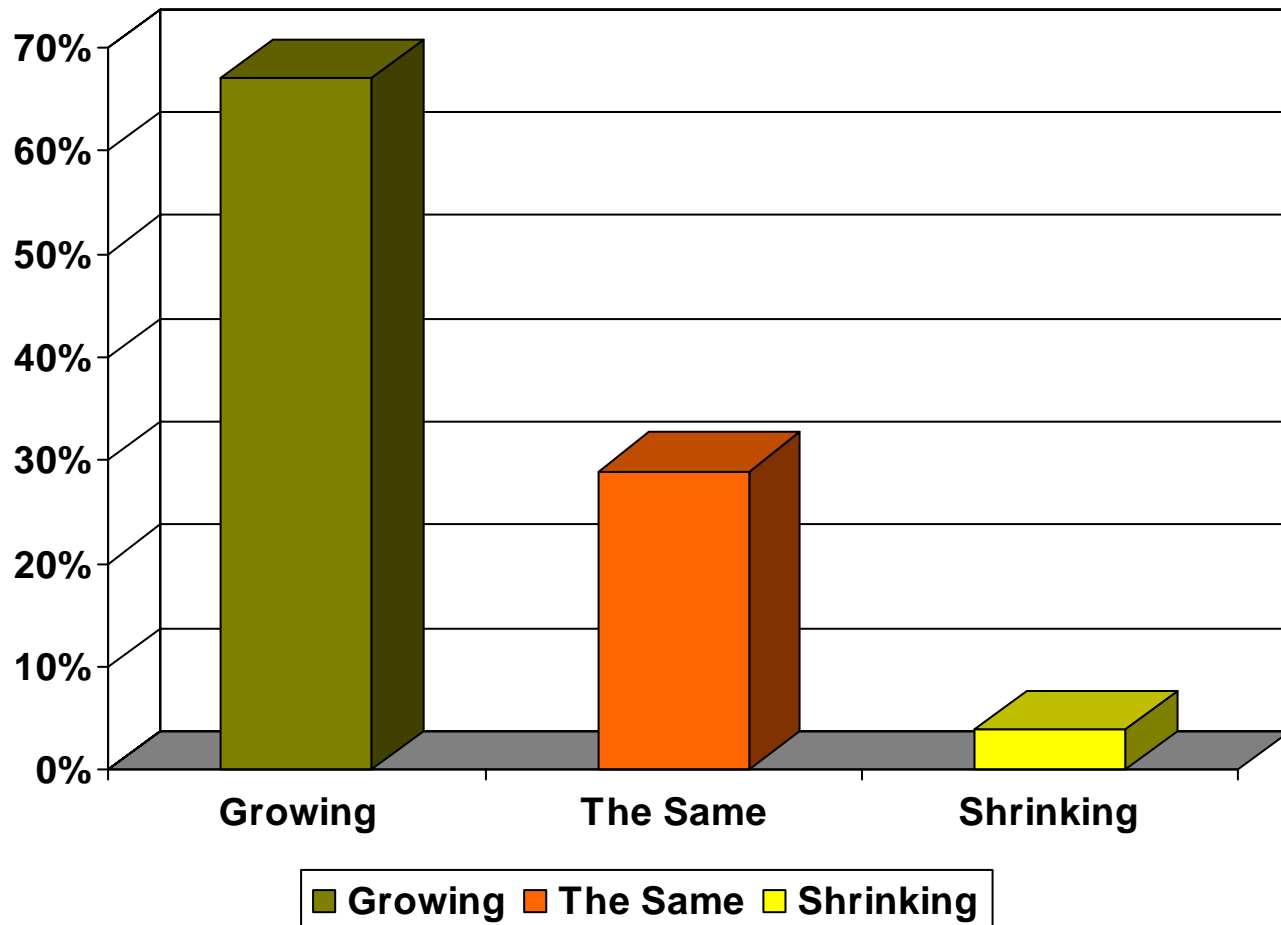
A majority of our members are technology firms



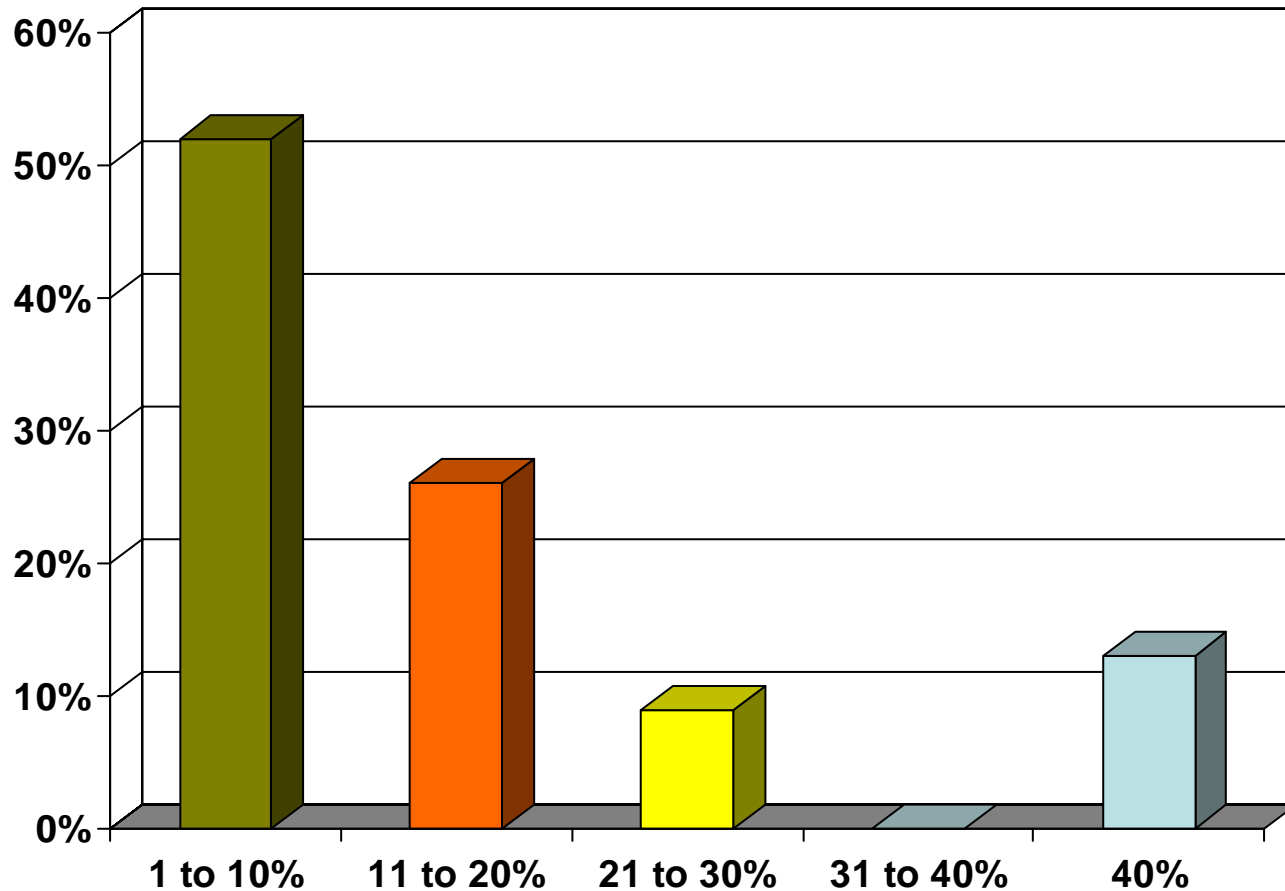
We estimate that we have fewer than 25% of possible members



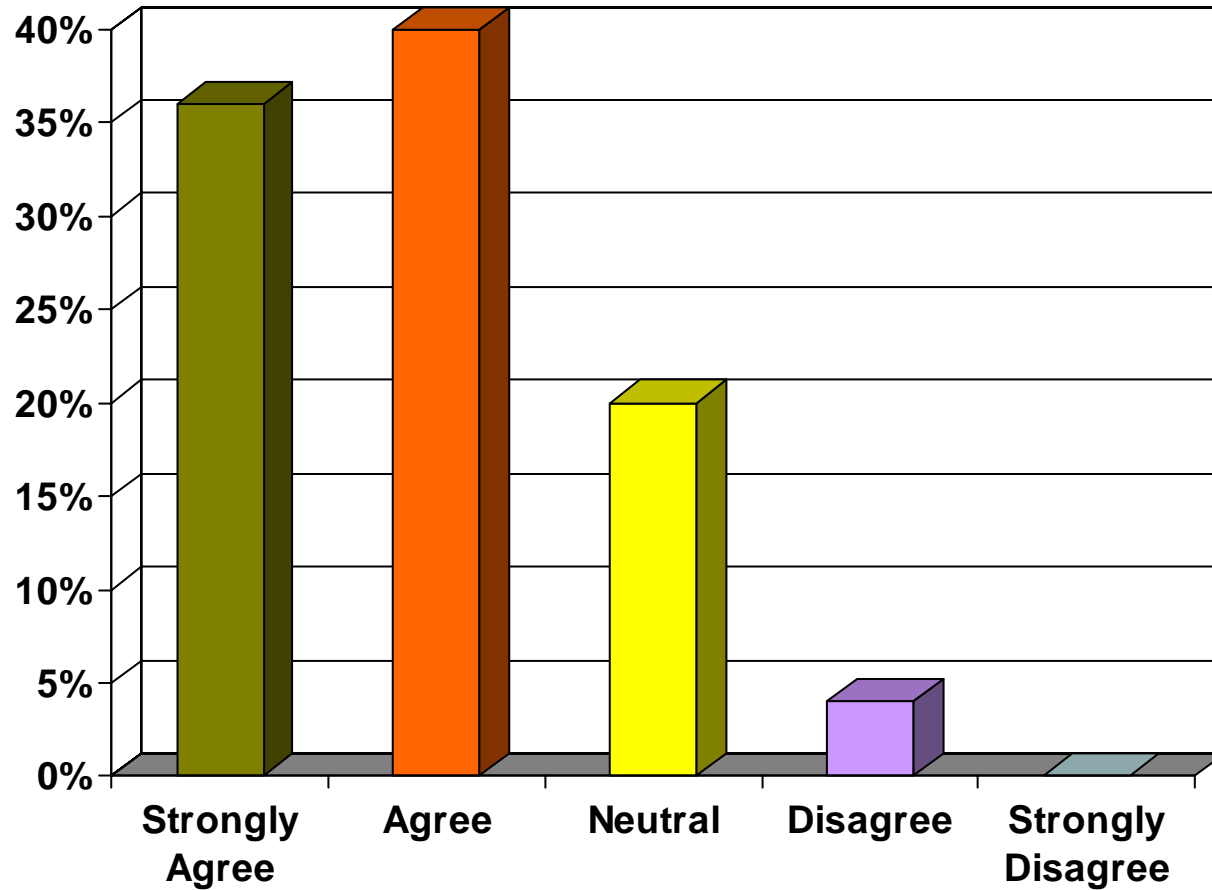
But, our budgets are growing...



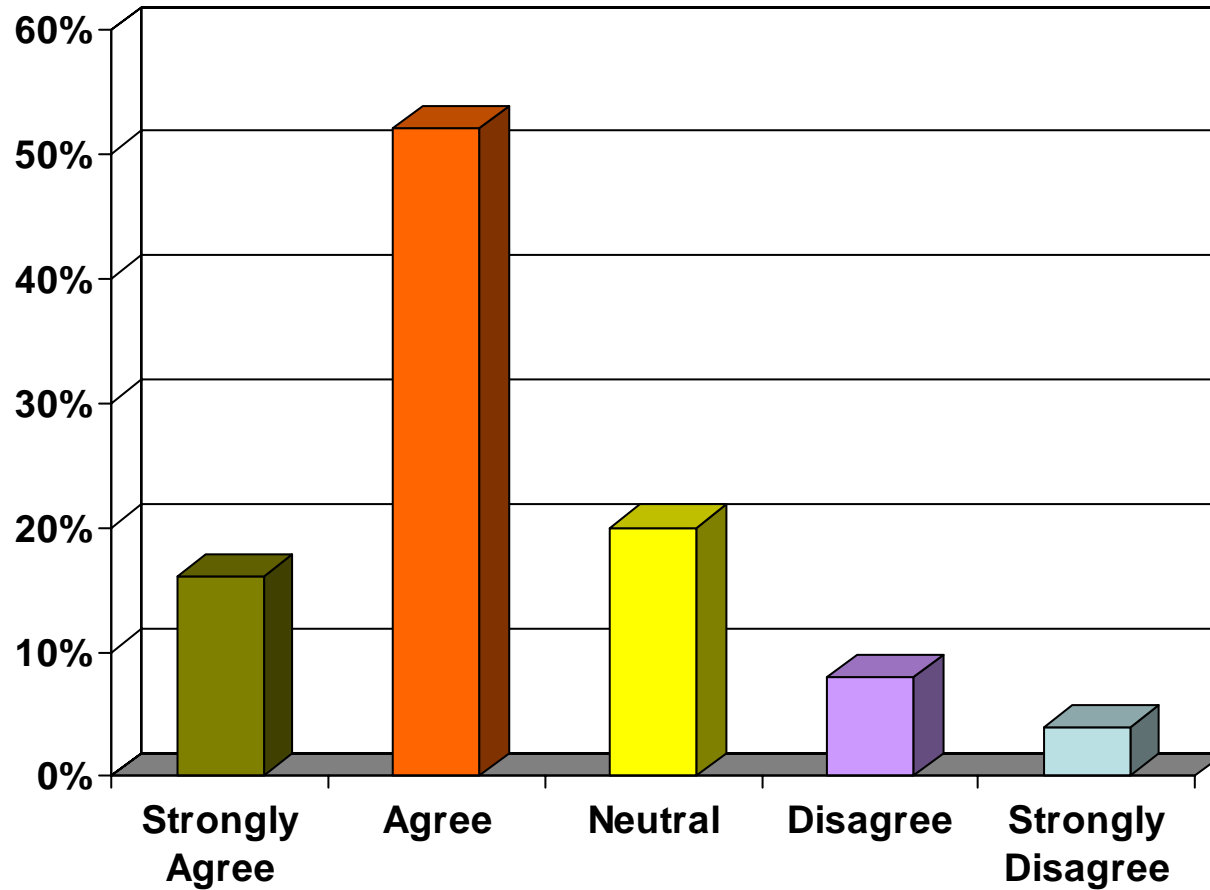
And the percentage of top 10 dues payers is less than 20% of our revenues in most cases...



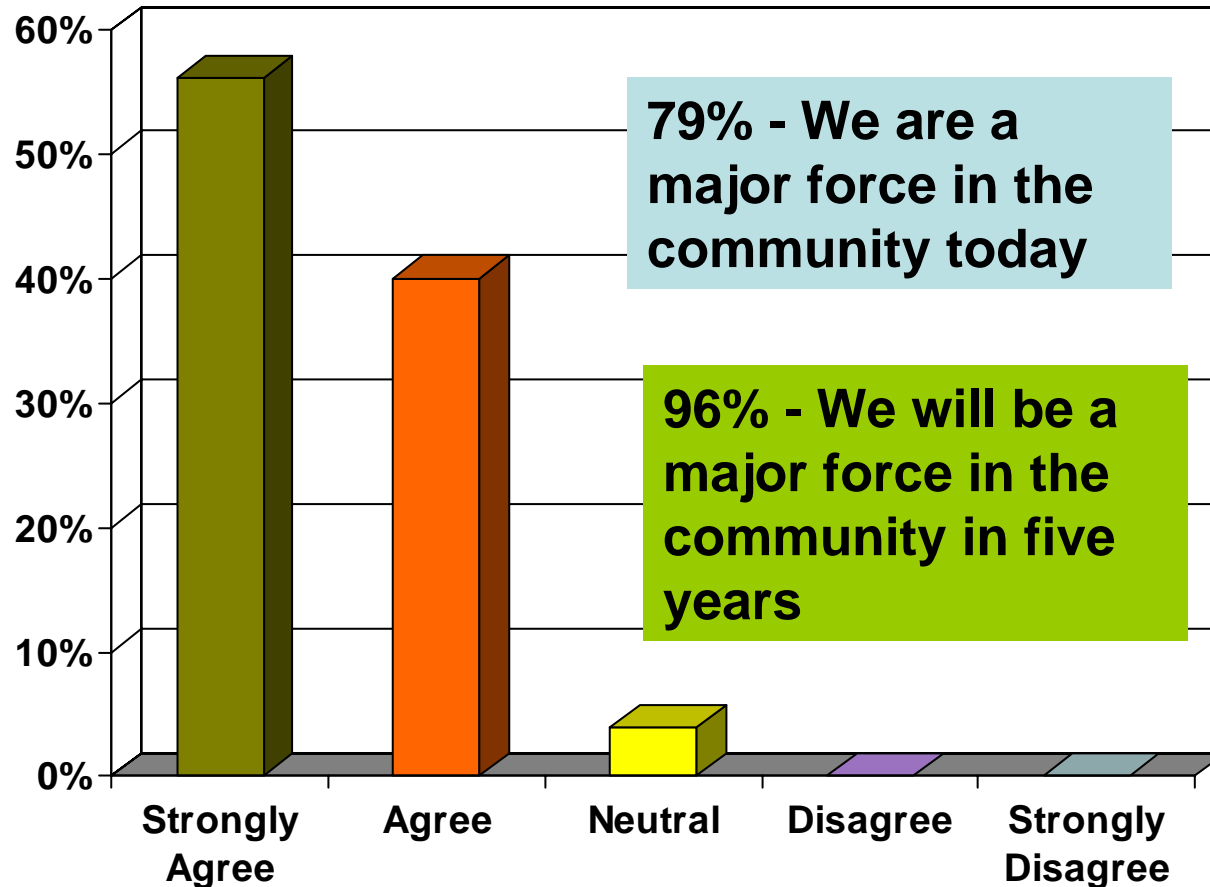
We are bullish on our ability to present a clear value proposition to our members...



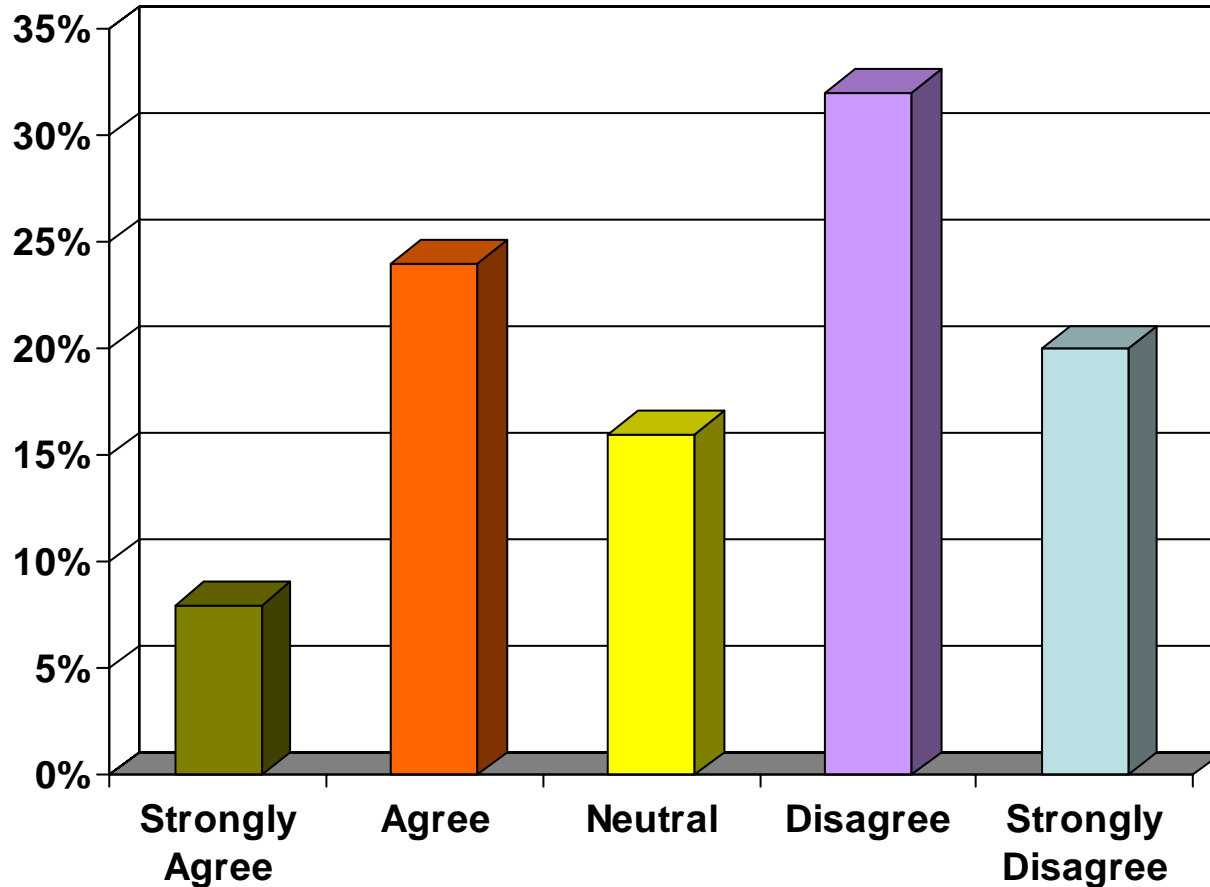
We are confident the press will call us first about local technology issues...



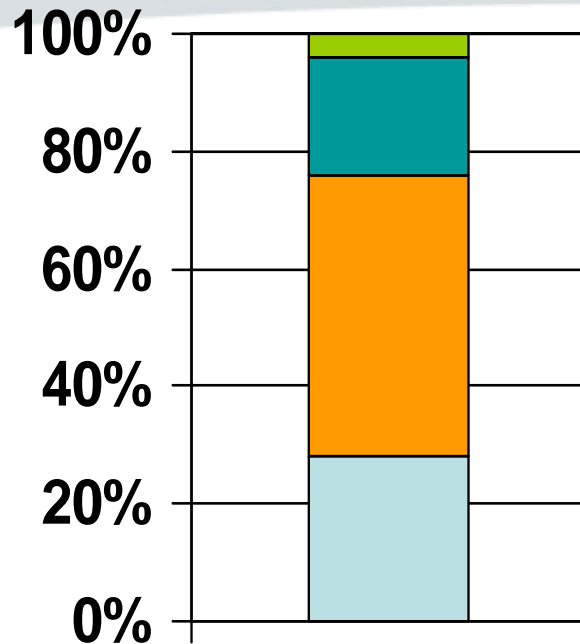
We have no doubt we are now and *will continue to be a major force in our communities five years from today...*



Our board succession is a bit uncertain...do we know who our next 2 or 3 chairs will be [50/50]?



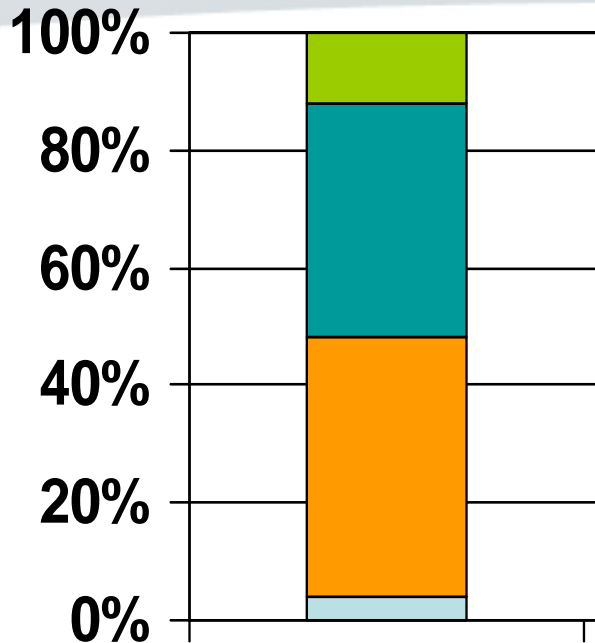
Good events, happy sponsors but not sure if government really listens to us...



**Events
Getting
Stronger**

Strongly Agree Agree Neutral Disagree Strongly Disagree

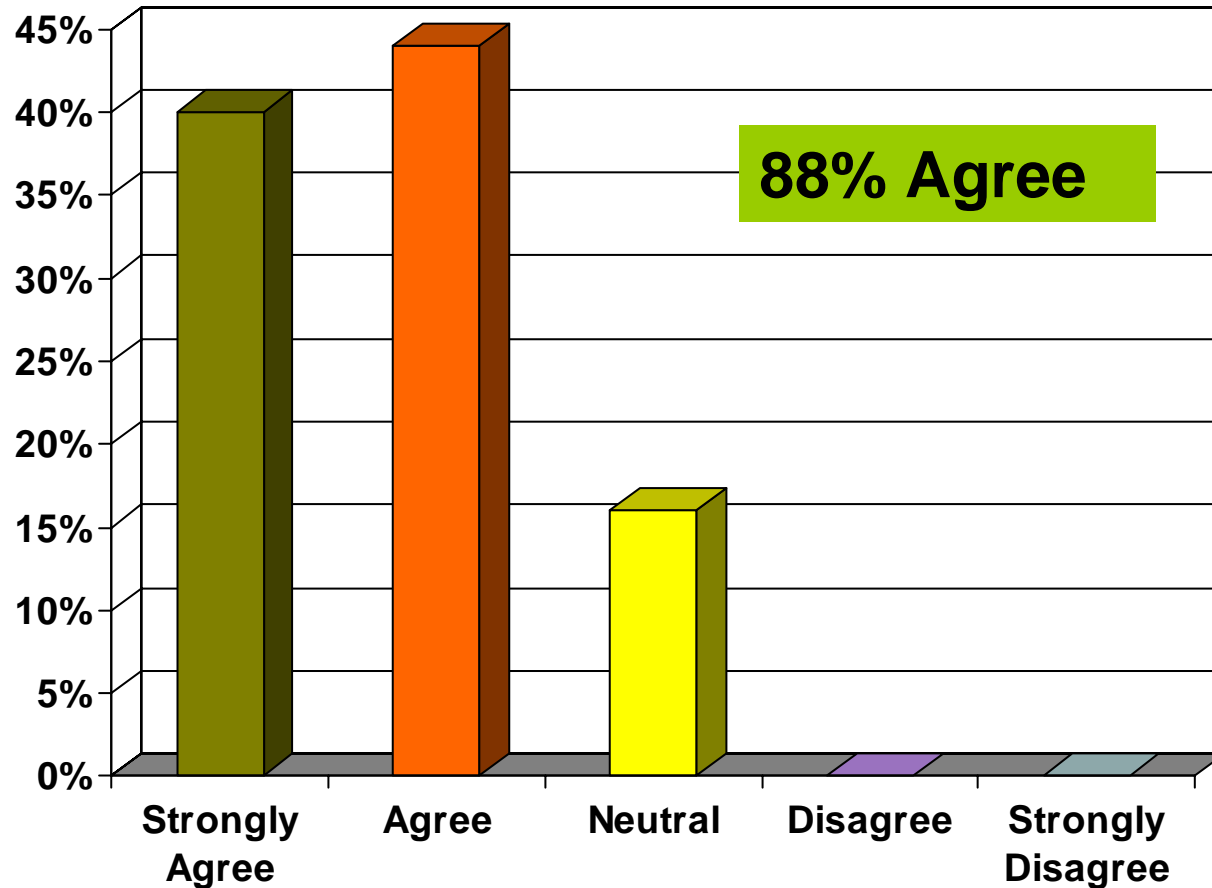
Comfortable with our value proposition for members, but not sure for start-ups...



No trouble
getting
members

Strongly Agree Agree Neutral Disagree Strongly Disagree

There will always be a need for a stand alone Association such as us in our region...



Biggest concern about future?

1. Resources (8)
2. Growth while keeping focus on value (5)
3. Large enough reserves
4. Perception of region
5. Sponsor and event fatigue
6. Need for consolidation of organizations
7. Fragmentation of industry
8. Competition from state agencies

One thing I would do to be stronger?

1. Consolidate with other groups (4)
2. Better networking (3)
3. Additional marketing and press (3)
4. More Staff (2)
5. Better finances (2)
6. Deal with board (2)
7. More members (2)
8. More political clout
9. Work with CRITA peers
10. More government grants

New ideas for this year...

1. Tech Blog (2)
2. IT leaders work with colleges (2)
3. Add a new staff person
4. CEO group
5. CRITA public policy
6. Focus on Web site and brand
7. IT show cases around state
8. Membership drive
9. More statewide
10. Regional Angel network
11. Trade mission
12. Women's event

Most important thing CRITA can do for me?

1. Best practices (10)
2. Joint programs such as public policy, affinity programs and trade missions (3)
3. New ideas (4)
4. P2P (2)
5. Regional networks (2)
6. Help me deal with my board

Thoughts

- Trade missions to add value
- Sponsorships versus dues
- Start-ups vs. legacy industries
- Role of IT and software
- Focusing on clusters
- Competition with other associations
 - More important to create critical mass of leadership than just to grow
 - Groups are focused and that makes cooperation harder
 - Creating peer groups is harder
- IPOs looking to AIM market in London
- Ottawa - Slow down in start-ups
 - Need more VC
 - Not good at re-skilling (older tech workers from old industries under-employed)
 - Immigration policy issues
- West Coast of Canada
 - Life Sciences vs. other tech
 - Attractive to foreign workers
 - Demand for 9K workers (customer facing esp.)
- Technology is an enabler for ALL other industries > why is technology important to the economy? Need to make the case to government and press.
- Regions of fast growth have issues too
 - Quality of workforce
 - Can enhance role of associations connected to the growth
- Impact of acquisitions on the regional economy and our organizations
- Benchmarks - Tend to look at contiguous regions for comparison of performance
- Shortage of very early stage money
- Grow the database – become a conduit for communicating info from one group to our “community”
- Workers > STEM > need for training and education

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- Workers > STEM > need for training and education
- Take aggressive role with state and federal legislators that technology is the solution and will bring in funds
- Use the strength of our numbers to “solve” issues
- Membership is everything > not grants and press