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2004 – 2005 ANNUAL REVIEW



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THE VOICE OF BC'S TECHNOLOGY INDUSTRIES

BCTIA
British Columbia / Technology Industries Association



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BC TIA TEAM



Left to Right: Ken Gikunda, Karen Buchanan, Cindy Pearson,
Shana Korotash and Rob Cruickshank

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A MESSAGE FROM THE CHAIR

The past year has been an exciting time for the BC technology community. We've witnessed the resurgence of an industry driven by great minds in multiple technology sectors who are working away in basements, garages, offices, and labs, diligently propelling us forward towards a strong industrial future. The BC TIA is proud to be at the forefront of this effort in helping to build a world-class technology community. We recognize that in building such a technology industry, the focus is as much about community as it is about technology, and a community is all about its people.

Community is at the heart of everything the BC TIA has been doing, from our new branding and marketing campaigns to the development and delivery of our programs and services. As we move into the future, we will continue to focus on galvanizing the voice of the technology community through collaborative partnerships and messaging which re-enforces and recognizes technology sector contributions provincially, nationally, and internationally.

Our focus on people and being the voice of the technology community has inspired our new team, complete with a new President, Mr. Rob Cruickshank, and a new Vice-President, Ms. Cindy Pearson. Rob and Cindy bring a wealth of complementary experience and community involvement to the BC TIA. Both provide a very pragmatic approach to the challenges and issues facing technology companies today and into the future.

BUILDING PEOPLE

Our focus on people can be seen in a number of initiatives that we launched in 2005, most notably the BC Technology Scholarship Fund, which will be used to train workers across the province in any technology discipline. If the technology community can collectively assist in the development of even a few future technology leaders each year, we will impact the growth our industry immensely. In leading by example, our commitment shows other stakeholders that we believe education is imperative to our success, and will encourage their continued collaboration with us to foster this success.

ATTRACTING PEOPLE

In addition to cultivating local talent, we need to attract good people. The BC TIA will continue to use its position and strength as the voice of BC's technology industries to advocate for government policies that attract the highly skilled talent needed to support our industry.

RETAINING PEOPLE

Cultivating and attracting good people is not effective unless we can retain our talent. To this end, the BC TIA continues to work with all levels of government to ensure a fair taxation structure, both personal and corporate, that provides the incentives for people to build profitable companies in the province. To enhance these efforts, we will continue to research and inform members on the best practices for recruitment and retention being used in other high-growth environments.

CONVERGENCE

Innovation occurs when there is a convergence of ideas and technologies—where one technology sector dovetails with another to create a completely new field of opportunity. Two great examples of this are BC's burgeoning medical devices and bioinformatics sectors, where life sciences meets the traditional information and communications technology sectors to create new opportunities and improve healthcare. In bringing together a multi-sector community, the BC TIA helps to create an environment where new ideas and opportunities can flourish.

Of course, the BC TIA can't make these initiatives happen alone. I'd like to thank the BC TIA team, my fellow Board members, and the countless volunteers and sponsors that make it happen and keep it happening throughout the year. It truly is "all about the people."

A handwritten signature in black ink that reads "Alistair Duncan". The signature is written in a cursive, flowing style.

Alistair Duncan

BC TIA Chair



A MESSAGE FROM THE PRESIDENT

It gives me great pleasure to join such a strong and vibrant organization.

The BC TIA has a longstanding reputation of successfully addressing the common issues and challenges of the technology industries in BC. This solid reputation is due in large part to the hard work and dedication of my predecessor, George Hunter, the BC TIA Board of Directors, and the dedicated BC TIA team.

The BC TIA will continue to be vigilant in identifying and addressing issues that are common to all provincial technology sectors and ensuring that all continue on a path of prosperity.

The changes and initiatives introduced by the BC TIA over the past year have received an outstanding endorsement from our community. We have experienced significant membership growth and have been the recipient of generous support through increased sponsorship. This increased level of engagement has been responsible for the BC TIA exceeding its goals and expectations.

We believe this vote of confidence means that our technology companies recognize the importance of the BC TIA and value the work we do. On behalf of the BC TIA and our Board of Directors, I would like to sincerely thank our member companies and the broader technology community for their continued support.

Over the past year, the BC TIA has worked to strengthen the voice of BC's technology industries through collaborative partnerships and initiatives. Continuing these efforts will further strengthen our recognition as a significant contributor to the province's overall economic prosperity.

British Columbia is, and will continue to be, a recognized leader in the development and commercialization of innovative technologies. The unbridled spirit of our province coupled with the ingenuity of our technology leaders makes BC the unique, successful environment it is today.

I look forward to working with the association and its members to further the success of BC's technology industries, and the opportunities that we will create together.

A handwritten signature in black ink, appearing to read 'Rob Cruickshank'. The signature is fluid and cursive, with a large initial 'R' and 'C'.

Rob Cruickshank

BC TIA President

2004 – 2005 HIGHLIGHTS

REDUCING COSTS FOR MEMBER COMPANIES: THE NEW BC TIA HEALTH BENEFITS PROGRAM

Improving access to health benefits for emerging technology companies means better access to healthcare for technology employees, resulting in higher retention and satisfaction. With the rising costs of health care, many benefit programs are prohibitive to smaller companies. By partnering with Morneau Sobeco, the BC TIA has been able to offer a pooled Health Benefits Program for technology companies of all sizes and sectors.

INSURANCE SERVICES FOR KNOWLEDGE-BASED COMPANIES

Many BC technology companies had expressed difficulties in finding adequate and affordable insurance programs, such as professional liability (errors & omissions) and directors & officers.

In response, the BC TIA formed an exclusive partnership with IQ-I Insurance, a specialist serving knowledge-based industries, to deliver effective and affordable insurance solutions for members.

To date, a number of BC TIA members, both large and small, have taken advantage of the program and reduced costs, or have obtained insurance if they were previously unprotected.

BUILDING FUTURE LEADERS: THE BC TECHNOLOGY SCHOLARSHIP FUND

Because a talented workforce is the cornerstone of a successful and progressive industry, the BC TIA launched the BC Technology Scholarship Fund with an initial commitment of \$10,000.

The BC Technology Scholarship Fund will create an annual scholarship to assist BC students studying in technology-related disciplines at post-secondary institutions in the province.

When the Scholarship was announced at the BC TIA Technology Impact Awards Gala Dinner, several local companies immediately endorsed the program through significant financial contributions. By the end of the evening, \$52,000 in commitments had been generated.

The BC TIA has also invited other regional and sector-specific industry associations to partner in this initiative.

Thanks to the generosity of the BC technology community, it is expected that the first scholarships will be awarded at the 2006 Technology Impact Awards Dinner.

SUPPORTING EMERGING CLUSTERS: THE POWER TECHNOLOGY ALLIANCE

The Power Technology Alliance is an industry-led organization launched to establish BC as a world leader in the power technology sector.

The BC TIA is supporting the Alliance to create and deliver programs and initiatives designed to attract investment, grow existing companies, foster new start-ups, and encourage new companies to establish or relocate in BC.

BC is currently home to over 65 companies in the power technology sector, accounting for in excess of \$700 million in revenues. The industry is well positioned to capitalize on the US \$170 billion global market.

CONNECTING THE COMMUNITY: PEER2PEER ROUNDTABLES

Designed to bring together like-minded professionals with common issues, the BC TIA has been working to build its Peer2Peer networking program.

Most notably, the BC TIA has been working closely with the HR Tech Group to build a community for Human Resources professionals and with AceTech to support the delivery of mentor programs for technology CEOs.

The BC TIA has also launched two new Peer2Peer Roundtables, the CTO Roundtable for technology strategists and the First Revenue Group, a group designed for senior marketing and business development professionals within start-ups.

PROMOTING COMMUNITY INVOLVEMENT: SOCIAL RESPONSIBILITY

The BC TIA supports socially responsible community associations and events, including:

- The BC Technology Social Venture Partners (BCT SVP)
- The Children's Hospital Foundation: The BC TIA Fall Classic Golf Tournament
- Covenant House: The BC TIA Winter Carnival
- The Science Fair Foundation: The PMC Sierra Fun Run



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GENERATING AN INTERNATIONAL PRESENCE: GLOBAL LINKAGES, MEETINGS, AND EVENTS

The BC TIA has partnered with a number of organizations locally and around the world to deliver a variety of programs and services, achieving a heightened level of visibility with a broad audience. These connections and activities include:

- CanadaIT and Biotech Financing Forum
- Angel Forum
- SMB World
- TSX Venture Exchange
- Enterprise Ireland
- NTT DoCoMo
- Philips International
- JETRO Vancouver
- Industry Canada
- Export Development Canada
- BC Economic Forum
- Canada Health Infoway
- MASSIVE 2005

BUILDING THE BC TIA BRAND: "IT'S ALL ABOUT THE PEOPLE"

In building a stronger, more focused promotional strategy, the BC TIA has devoted substantial time and effort to re-developing our brand, visual image, and marketing materials.

The focus of our efforts is recognition that a technology community is all about the people that create, deliver, and support technology. With a focus to build, attract, and retain good people, the technology and the investment needed to move it forward will ultimately arise.

Working with our local marketing partners, the BC TIA has developed significant new marketing components including a revamped website, new advertising, new electronic communications, and a variety of print materials.

The result of these concerted efforts is that BCTIA has seen a new energy and enthusiasm in our existing members, a 20% increase in our membership, and a dramatic increase in event attendance.

PROMOTING TECHNOLOGY, COMPANIES, AND PEOPLE MAKING AN IMPACT: THE TECHNOLOGY IMPACT AWARDS (TIA'S)



To provide BC technology companies with greater recognition and exposure within the BC community and abroad, the BC TIA re-branded its annual awards program into the Technology Impact Awards (TIA's). Founded in 1994, the TIA's are devoted to promoting and celebrating innovation and high-tech excellence in the province of British Columbia.

Core to the TIA's re-branding effort has been an extensive promotion plan designed to generate interest and awareness for the technologies, companies, and individuals within BC that are making an impact.

2005 Technology Impact Award Highlights:

- Over 800 attendees at the Awards Dinner
- 58 applications with 6 finalists having roots in BC post-secondary institutions and 3 finalists from Vancouver Island
- \$52,000 in unsolicited donations for the BC Technology Scholarship Fund
- 300 million branding impressions for award winners
- New IMPACT handbook and IMPACT Seminar Series created to showcase winners and finalists

To download the 2005 IMPACT handbook or learn more about the 2006 Awards Program, visit: www.bctia.org/awards

2005 WINNERS

Company of the Year:
MacDonald, Dettwiler & Associates

BC TIA Person of the Year:
Amos Michelson

The Bill Thompson Award:
Dr. Donald Rix

OTHER WINNERS

- Abebooks.com
- Apparent Networks Inc.
- Ascalade Communications Inc.
- Creo Inc.
- Dyaptive Systems Inc.
- PureEdge Solutions
- Westport Innovations



PROGRAMS & SERVICES

As the largest and most influential technology association in the province, the BC TIA provides the LEADERSHIP, CONNECTION, and ACTION needed to foster the continued growth and success of BC's technology industries.

- **LEADERSHIP**

Working with all levels of government and industry stakeholders including regional and sector-specific organizations

- **CONNECTION**

Connecting the technology community through ongoing events and regular communications

- **ACTION**

Delivering programs and services that drive advocacy and build a stronger technology community



LEADERSHIP

ADVOCACY AND LOBBYING

The BC TIA is continuously working to ensure the development and sustainability of a dynamic, cost-effective environment that fosters R&D growth and commercialization, a competitive business climate, and an education system that produces the world's best and brightest knowledge workers.

The BC TIA represents a strong, unified voice that works with all levels of government on issues common to BC's technology industries, including:

- Corporate and personal taxation
- Access to capital
- Attraction and retention of skilled labour

COLLABORATION

The BC TIA is a natural hub for bringing together key stakeholders for effective strategic planning and action.

THE INTEGRATED TECHNOLOGY INITIATIVE (ITI)

The Integrated Technology Initiative is a collaborative, cross-cluster project chaired by the BC TIA.

The ITI Leadership Group, comprised of representatives from BC's key technology and business sectors, works together to identify the common actions and execute on the necessary initiatives to accelerate the growth, competitiveness, and prosperity of BC's technology industries.

STRONGER INTRA-PROVINCIAL PARTNERSHIPS

To fulfill its provincial mandate, the BC TIA has formed strategic partnerships with the Okanagan Science and Technology Council (OSTEC) and the Vancouver Island Advanced Technology Centre (VIATeC) to share ideas and program resources while working together to promote the overall growth of BC's technology industries.

A NATIONAL COMMON VOICE: THE ICT FEDERATION

The BC TIA is one of the founding members of the ICT Federation, a unique national technology association partnership that transcends regional boundaries to promote a prosperous Canadian Information and Communications Technology (ICT) industry.

By fostering greater communication and cooperation on technology issues between the diverse regions of Canada, technology companies can have a greater impact, speaking with a unified voice to promote common goals.

PARTNERSHIP OPPORTUNITIES

Working with other organizations, as well as national and international bodies, to introduce BC companies to new markets and opportunities.

FACILITATING INTRODUCTIONS

The BC TIA works to leverage its focal point for BC technology industries by facilitating introductions between BC technology companies, large visiting organizations, and trade delegations. These events are delivered both on an ad-hoc informal basis and formally through programs such as the Tech Forum Speaker Series.

CONNECTION

INFORMATIVE EVENTS

Linking industry leaders, potential partners, media, and investors through almost 70 events each year.

TECH FORUM SPEAKER SERIES

Tech Forum Speaker Series is a monthly luncheon event attended by senior representatives of the technology and business community. Industry leaders and experts are invited to discuss a variety of issues relevant and important to the technology industry. Networking and relationship building is an added benefit of this program. Event attendance for the Tech Forums Speaker Series has seen an increase of 200% in the past year.

HUMAN CAPITAL SYMPOSIUM

The Human Capital Symposium is an annual full-day conference focused on providing leaders of technology companies with the tools and information needed to develop, attract, and retain their most valuable assets—people.

IMPACT SPEAKER SERIES

This new program is designed to highlight the breadth and depth of high-tech excellence and innovation in BC. This monthly series consists of 8 breakfast events featuring finalists and winners of the Annual Technology Impact Awards (TIAs).

PEER MENTORING

Bringing professionals together to share knowledge and experience of relevance to all.

HR TECH GROUP (HRTG)

Open to human resource practitioners of BC technology companies, this group is committed to the ongoing education and professional development of HR practitioners. Regular educational sessions and meetings focus on providing current and relevant information needed to facilitate the ongoing growth, attraction, and retention of the highly-skilled workforce needed to support our technology companies in BC. HRTG delivers a highly regarded annual compensation survey of high-tech companies in BC and features benchmarking on over 100 jobs. HR Tech Group programs qualify for CHRP credits.

PEER2PEER ROUNDTABLES

Available to BC TIA members only, Peer2Peer Roundtables consist of like-minded professionals representing a variety of technology companies that meet on a regular basis to discuss best practices, business-specific issues, and topics of concern to their specific discipline or industry.

Peer2Peer Roundtables provide a confidential, non-threatening forum where peers engage in valuable conversation and openly share their expertise and knowledge. Peer2Peer Roundtables include:

- CTO
- CFO
- First Revenue Group

ACTION

EDUCATION AND TRAINING

Partnering to deliver programs that improve leadership development and market readiness.

MARKET READINESS PROGRAM – ROCKET BUILDERS

The BC TIA and Rocket Builders are offering a Market Readiness Program for technology companies, designed to assist senior sales and marketing executives generate revenue. This long-term commercialization mentoring program, which targets information technology and communication companies in Vancouver, provides seminars, workshops, coaching, and access to domain expertise to assist companies with market planning and execution.

MARKET ACCELERATION PROGRAM – IDC CANADA (MAP)

Delivered through IT research experts, IDC Canada is designed for Canadian headquartered hardware, software, IT services, and telecommunications vendors looking to bridge the gap between innovation and commercialization. MAP supports market executives, product managers, and business development and alliance professionals in their efforts to increase efficiencies, promote funding efforts, and better leverage marketing strategies.

RECOGNITION AND PROMOTION

Highlighting and promoting leading BC technologies, companies, and people through partnerships with key organizations and stakeholders.

THE TECHNOLOGY IMPACT AWARDS (TIAS)

The Annual Technology Impact Awards Gala is the largest celebration in BC where members of the technology and business community come together to promote and celebrate high-tech innovation.

The TIAs consist of three distinct award categories: Company, Technology, and Personal Recognition. Technology companies of all sectors and sizes from across the province gain visibility and exposure through their participation.

The TIAs connect industry leaders, government dignitaries, technology entrepreneurs, and the business community to support the development of the industry by promoting BC companies of all sizes involved in cutting edge technologies.

BUSINESS SERVICES

Delivering services to meet the unique business needs of the technology sector.

BC TIA GROUP INSURANCE PLAN

Through our partnership with Morneau Sobeco, members have exclusive access to group benefits, including life, accidental death and dismemberment, short- and long-term disability, extended health care, vision care, and dental care. The Group Insurance Plan enables member companies of all sizes to reduce the cost of their group benefits program and increase their negotiating power, while maintaining autonomy in the design of a custom plan.

CALL-FUSION

Call-Fusion offers communications savings on voice and web conferencing services.

IQ-I SPECIALIZED INSURANCE PROGRAM

Available exclusively through the BC TIA, IQ-I specializes in knowledge-based industries and offers a broad range of insurance coverage, including professional liability (errors & omissions), directors & officers, property, crime, and transit/cargo.

PRIMUS TELECOMMUNICATIONS CANADA

Primus provides a customized package of leading telecommunications services, such as discounted rates on long distance, toll-free, data storage, Internet, Web hosting, and Web services.

SPORG

SPORG is an Internet-based service that facilitates registrations, payments, and donations online. SPORG's business-to-business solution allows event organizers, not-for-profit organizations, and businesses to quickly and economically integrate online registration and credit card processing with existing infrastructure.





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ABOUT THE BC TECHNOLOGY INDUSTRIES ASSOCIATION

THE VOICE OF BC'S TECHNOLOGY INDUSTRIES

The BC Technology Industries Association (BC TIA) is a nonprofit, member-funded organization that represents the technology industry of British Columbia. Our diverse membership encompasses organizations in all sectors of technology, ranging from BC's most prominent technology companies to early-stage and SMEs. As the largest and most influential technology association in the province, we provide the leadership, connection, and action needed to foster the continued growth and success of the technology industry in BC.

The BC TIA works to develop a positive business environment where existing technology companies will continue to succeed and new technology companies can grow. Through the establishment of ongoing collaborative and partnership activities, the Association:

- Provides advocacy and exerts political influence on behalf of the BC technology industry
- Delivers industry-focused events and seminars
- Creates public awareness and positive media relations
- Provides professional development and peer mentoring forums
- Offers cost-saving business services and programs
- Disseminates industry information through a broad range of communications

The BC TIA was officially incorporated in 1993 after the amalgamation of the Electronic Manufacturers' Association of British Columbia (EMABC) and the Information Technology Association of Canada, BC Chapter (ITAC-BC). The BC TIA has served the province's technology industry for over a decade and is recognized locally, provincially, and nationally as the voice of BC's technology industry.



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