

2009 – 2010 ANNUAL REVIEW

ENABLING THE GROWTH OF TECH IN BC



**WE HAVE LIVED UP TO
OUR BRAND PROMISE
“ENABLING THE GROWTH
OF TECH IN BC”.**

**– PAUL GORTON
CHAIRMAN**



MESSAGE FROM THE CHAIR & THE PRESIDENT

The past two years have made all of us focus on what is most important for our companies and for our industry. The actions of the BCTIA have been no exception. We have lived up to our brand promise “Enabling the Growth of Tech in BC” through every program and initiative undertaken by our organization.

Our Advanced Technology paper, included as part of the BC Business Council’s Outlook 2020 project, and our submission to the Federal Digital Economy Consultations kept BC’s technology industry top-of-mind for our governments and stakeholders and secured the BCTIA as the ‘go to’ organization on issues of importance to our industry. These established relationships allow the BCTIA voice to be heard when reminding our governments to do their part in ensuring the economic success of BC’s technology industry.

The BCTIA continued to focus on the delivery of services and programs that affect the growth and success of our technology companies with more than 40 education and networking events and access to new cost-saving business services this past year.

Vancouver received unprecedented global attention as the host of the Olympics and Paralympics Winter Games in February 2010 and the BCTIA shared that

spotlight through the delivery of our business outreach program called PODIUM. PODIUM promoted and connected our companies and their leaders to the world.

The launch of Centre4Growth, venture services that connect entrepreneurs with coaches, education, market intelligence, and business development opportunities, will have a direct effect on the growth of our companies.

Looking into next year, the BCTIA will remain focused and committed to serving our community as an enabling organization. Centre4Growth will be the catalyst used to help our entrepreneurs develop their bench strength and access the resources needed to enter new markets and grow their companies.

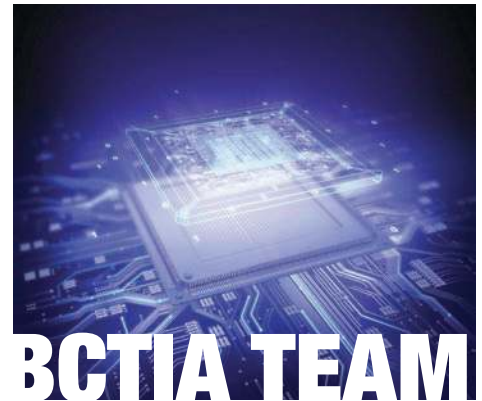
BCTIA will continue to nurture collaborative relationships with industry and community partners such as ACETECH, BCIC, Wavefront Accelerator Centre, the Discovery Foundation, and other organizations that are committed to promoting and advancing BC’s technology industry.

We thank our members for their support over the past year. Your commitment to the BCTIA allows us to live up to our mandate to enable the growth of the BC technology industry and to serve as its voice.



**WE THANK OUR MEMBERS
FOR THEIR SUPPORT
OVER THE PAST YEAR**

**– PASCAL SPOTHELTER
PRESIDENT**



BOARD OF DIRECTORS & BCTIA TEAM

BCTIA TEAM

Pascal Spothelfer
President & CEO

Cindy Pearson
Vice-President & COO

Rebecca Clark
Programs & Events Coordinator

Lucille Hsu
Marketing
Communications Specialist

Tina Schomburg
Administration,
Membership Coordinator

Caylee Stewart
Administrative Assistant

Katelyn Boon
Centre 4 Growth Coordinator

2009/2010 BOARD OF DIRECTORS

Garth Albright
CFO
Monexa Technologies

Art Aylesworth
President
Osprey Management

Michael Bain
VP Sales
SAP

Karam Bayrakal
Partner
Fasken Martineau

John Caputo
President
Saturn Capital Corp.

Robin Ciceri
President
The Research Universities'
Council of BC

David Climie
Vice President Corporate
Marketing and Investor
Relations
PMC-Sierra Ltd

Kelly Edmison
President/CEO
PenderFund Capital
Management Ltd.

Robert Eisses
Independent

Paul Gorton
Co-Founder
Park Networks Incorporated

Brent Holliday
Vice President
Technology Practice
Capital West Partners

Caroline Jellinck
Partner
Odgers Berndtson

Barry Jinks
President/CEO
Colligo Networks

Andrea Johnston
Director of Finance and
Business Improvement
BC Transmission Corp

Moe Kermani
CEO
Bycast Inc.

Sukesh Kumar
Partner
KPMG LLP

Paul Lindahl
President
NGRAIN Corporation

John Madigan
President
JSM Capital Inc.

Lee Malleau
CEO
Vancouver Economic
Development Commission

Andrew Marchant
Partner
Accenture

Richard McKellar
Managing Director
Chrysalix Energy

Rod O'Reilly
General Manager
McKesson Medical Imaging
Company

Lui Petrollini
Partner
Ernst & Young LLP

Jonathan Rhone
CEO
Nexterra Systems Corp.

Howard Riback
General Partner and CFO
Ventures West Capital

Kelvin Saldern
Executive Director
Kootenay Association for
Science and Technology (KAST)

Kevin Salvadori
Executive VP Business
Transformation & Technology
Operations
TELUS

Cheryl Slusarchuk
Partner
McCarthy Tetrault LLP

Jonathan Wilkinson
SVP Business Development
Nexterra Systems Corp.

Penny Wilson
Independent

Greg Wolfe
Independent

ABOUT THE BCTIA

WHO WE ARE

The BC Technology Industry Association is an industry-funded organization supporting the growth of British Columbia's strong knowledge economy. Our membership of 2700+ member companies, employs over 60,000 workers and represents companies of all sizes and sectors.

As the voice of the technology industry, the BCTIA is committed to the ongoing growth, sustainability and prosperity of the technology industry and the transformation of British Columbia to a knowledge-based economy. BCTIA delivers a broad range of programs and services that provide members with opportunities to connect, learn and promote their businesses in BC.

WHAT WE DO

We support our members and unify our partners to drive growth for British Columbia's economy with technology and innovation as core contributors. We facilitate partnerships, policies and programs to develop a positive business environment where technology companies will grow and prosper.

The BC Technology Industry Association:

- Provides advocacy and exerts political influence on behalf of the industry
- Delivers industry-focused programs and events
- Creates public awareness through a broad range of communications
- Provides professional development and peer networking forums
- Offers cost-saving business services to reduce expenses

OUR MISSION

Through the delivery of programs, services and communications, and through ongoing advocacy and lobbying efforts, we strive to create an environment that attracts talent and investment and fosters the continued growth of BC's technology industry.

OUR VISION

In 20 years, technology is a top three industry sector in BC and the BCTIA represents it.

www.bctia.org

Suite 900-1188 W. Georgia Street,
Vancouver, BC V6E 4A2
T 604.683.6159

STRONG VOICE ON MANY FRONTS

The BCTIA has been a committed advocate for BC's tech industry for more than 16 years and as the voice of the industry has championed significant initiatives such as the introduction of the Provincial SR&ED program and the BC Renaissance Fund.

2009-2010 was no exception to the rule. Here are a few of the initiatives we have worked on this past year: BCTIA worked hard to secure the funding to make our newest initiative Centre4Growth (C4G) a reality. C4G will deliver venture services to BC tech entrepreneurs, providing much needed services and coaching to technology entrepreneurs and their management teams.

As a strong advocate for the elimination of Section 116 of the Federal Tax Code, we are pleased to report Section 116 will be eliminated, and as such will assist our companies in the attraction of foreign investment. BCTIA is pleased to be an active member of the Advisory Board for The Year of Science, a program to raise awareness and encourage BC's youth to embrace science and technology as a career choice.

In the year ahead, BCTIA will focus our efforts on the upcoming Federal Research and Innovation funding review (which affects programs such as SR&ED) and addressing the negative effects of the recent changes to the Employee Stock Option Taxation rules.

www.bctia.org/Advocacy

PODIUM

The Best of BC Innovation

Leveraging the global media attention and worldwide attraction of visitors to the 2010 Olympics and Paralympics Winter Games, BCTIA designed and implemented PODIUM: a business outreach program to connect our industry to the world.

The PODIUM e-Book, is a digital guide profiling over 140 BC technology companies and was distributed to over 20,000 international contacts and 10,000 media contacts during the games.

PODIUM Exchange, a joint initiative with BCIC and the Province of BC, brought over 200 senior representatives from BC's tech and international business community together to expand their network and develop new business opportunities.

XCELERATE

Growing tech companies stronger, smarter.

The launch of the Discovery Foundation Xcelerate Program included the first ever Xcelerate Forum. This day-long forum helped entrepreneurs improve their corporate strategies and operations through one-on-one conversations with professional experts and industry coaches. 15 entrepreneurs were selected to participate, along with their management teams. Participants had access to 18 experts including guest Xcelerate panelists: Brett Wilson of CBC's Dragon's Den and Amos Michelson former CEO of Creo.

TECHTALENTBC LABOUR STUDY

The TechTalentBC labour study was conducted once again this year to identify specific and immediate demands for technology talent and recommended actions to address these needs. The web-based survey gathered input from senior executives and HR professionals that represent over 14,000 employees across the province. The findings suggested BC's tech sector will rebound in 2010 and a talent shortage is to be expected in the 12-18 month timeframe. Highlights were shared at an executive briefing with senior business and technology leaders in February 2010. A panel of industry experts presented strategies for building a strong team and attracting new talent amidst a competitive labour market. BCTIA will continue to work with industry and government to develop programs to attract and retain the talented individuals needed to fuel the growth of the technology sector.

www.bctia.org/knowledge



**THE JUNE 2009 TECHNOLOGY
IMPACT AWARDS ATTRACTED
OVER 600 ATTENDEES.**

PEER2PEER GROUPS

Informal and interactive, C-Suite, CTO, Product Management and the newly added Sales and Marketing Peer Groups met monthly to discuss issues important to their job responsibilities, share expertise and knowledge, and offer advice and leadership.

BC TECHNOLOGY SCHOLARSHIP PROGRAM

Four students from Victoria, Quesnel and Vancouver were presented with a combined \$8,000 in scholarship grants at the 2009 Technology Impact Awards.

With over \$250K raised to date through industry donations, this scholarship is used to fuel our talent network. This BCTIA initiative is designed to support BC secondary and post-secondary students pursuing careers in technology-related fields. A total of twenty-six grants have been awarded to date.

EDUCATING & CONNECTING

Over the past year, BCTIA has delivered more than 40 programs and events that have connected thousands of technology and business professionals.

TECHFORUM SPEAKER SERIES

The TechForum luncheon series continues to be the premier event for the industry, connecting industry leaders and providing information on issues of relevance and significance to BC's technology industry. Guest speakers included David Mitchell, vice president and Gartner Fellow in Gartner Research, CEO of Ballard Power Systems John Sheridan and CEO of Zeugma Systems, Andrew Harries.

TECHNOLOGY IMPACT AWARDS

The Technology Impact Awards is the largest and most inclusive technology event in the province, involving all sizes and sectors of the BC technology industry. The awards are synonymous with business excellence in British Columbia, shining a spotlight on the people and innovation that continue to fuel the growth and prosperity of the industry. The June 2009 Technology Impact Awards attracted over 600 attendees.

IMPACT SPEAKER SERIES

Winners and finalists of the 2009 Technology Impact Awards shared their success stories -inspiring and connecting with industry peers, potential advisors and investors.

LOOKING AHEAD

TECHBREW

A new mega-mixer for the business and entrepreneurial community to meet, talk and make new connections in a casual setting. Attendees can expect to be introduced to cutting-edge technologies and expand their network with influential decision-makers and innovators.

TECHFORUM - VOICES OF EXPERIENCE

Leading a year of inspiration, the new season of the TechForum series will showcase successful BC entrepreneurs who have built world renowned companies in a variety of industries. Our goal is that through their stories our community will be inspired to reach beyond their limits, think big and go global.

www.bctia.org/events

CENTRE4GROWTH

After a year of discussions and sharing our vision with government and industry partners, BCTIA launched a Venture Services program for tech entrepreneurs called Centre4Growth (C4G).

C4G aims to provide the required tools, resources and practical advice for entrepreneurs and their management teams to accelerate the growth of their technology companies.

The core of the Centre4Growth program is access to one-on-one coaching by seasoned tech executives called CEOs in Residence. Entrepreneurs receive coaching as well as referrals into other C4G services to assist their companies.

Centre4Growth services are available to all entrepreneurs across the province, regardless of sector. Vancouver will serve as the network hub with CEOs in Residence physically located in Vancouver, Victoria and Kelowna.

Most of the services are delivered at no cost and include:

Executive education through workshops, as part of the Xcelerate program;

International business linkages through participation in trade missions, international conferences and other third-party events in the Business Connect program;

Access to virtual resources through the Knowledge Centre;

Affordable access to market research and intelligence through Business Intelligence Services

www.centre4growth.com



SPONSORS & PARTNERS

The generosity of the following organizations enables the ongoing delivery of member services and industry-building initiatives.

FUNDING PARTNERS

- Discovery Parks
- E-Cubed Media Synthesis
- Vancouver Economic Development Commission

SPONSORS & PARTNERS

ACETECH
BC Hydro
BC Transmission Corp.
BCBusiness Magazine
BCIC
BCIT
BFL Canada
Blake, Cassels & Graydon LLP
Bull, Housser & Tupper LLP
Business in Vancouver
CIBC
Clark Wilson LLP
CNSX
Dave Roels Photography
Deloitte
Discovery Foundation
Discovery Parks Trust
Ernst & Young LLP
Evolution
Farris, Vaughan,
Wills & Murphy LLP
Fasken Martineau LLP
Holloway Schulz & Partners
IBM
Information and Communica-
tions Technology Council

KPMG LLP
Marketwire
McCarthy Tetrault
Media FX Group
MDA
Mission Hill Family Estate
Morneau Sobeco
Odgers Berndtson
Oracle
PricewaterhouseCoopers
QuickMobile
ResponseTek Networks
RBC
Robert Half Technology
Segal Graduate
School of Business
SFU Business
T-Net
Techvibes
TELUS
Thomson Reuters
TSX Venture Exchange
Vision Critical
Wavefront
Webnames.ca