Washington Technology Industry Association and TechAmerica Join Forces To Serve the Tech Industry

Agreement Makes the WTIA Exclusive Partner for TechAmerica in Washington State

SEATTLE – September 28, 2009 – The Washington Technology Industry Association (WTIA) and TechAmerica today announced an agreement expanding the member benefits available to companies in both associations while establishing the WTIA as TechAmerica's exclusive management and marketing partner in Washington State.

"This is a great day for the technology industry in Washington," said Ken Myer, president and CEO of the WTIA. "By joining forces with TechAmerica, we're providing our members with access to national programs and influence. We're also broadening the composition of our membership to include more companies in the electronics and device segments of the industry, complementing our existing strength in software, digital media and telecom. It's fair to say that the WTIA now represents the full spectrum of the technology industry in the state."

Under the agreement, which takes effect immediately, the WTIA will support TechAmerica members and programs locally and market joint membership in TechAmerica and the WTIA to technology companies across the state. The WTIA will deliver TechAmerica's full range of business programs and national, international and grassroots policy together with WTIA offerings designed to share industry expertise, foster collaboration, and deliver key business services. TechAmerica will transfer its Washington State council programs and staff to the WTIA.

Current TechAmerica members located in Washington State will automatically become members of the WTIA and are eligible for membership benefits such as discounted services from WTIA member companies, special rates for WTIA events, free job postings on the WTIA Job Center and access to services such as the WTIA group health program. Existing WTIA members can join TechAmerica immediately for a pro-rated fee, thereby gaining access to TechAmerica's federal lobbying support, state advocacy in capitals across the country, business development programs and discounted business services and member pricing for national TechAmerica events. Existing members of both groups will be eligible for specially priced dual memberships when their current enrollments expire. WTIA and TechAmerica members will continue to have the option of a WTIA-only membership.

"The WTIA has established itself as the go-to technology association in Washington, so a partnership between our two organizations makes eminent sense," said Chris Hansen, Chief Executive Officer of

TechAmerica. “The WTIA and TechAmerica share a goal of creating a favorable climate for technology innovation. We both emphasize service to our members in addition to representing the interests of our members in matters of legislation and regulation. We’re looking forward to a long and fruitful partnership. Just as TechAmerica has consolidated the technology association space at a national level, this agreement allows both organizations to pool resources in the best interest of serving the industry in Washington.”

The arrangement brings together two of the oldest and most respected technology trade associations in the Northwest. TechAmerica Washington, previously known as AeA, was established in 1956 to represent the interests of the electronics industry. The WTIA, previously known as the Washington Software Association, opened its doors in 1984, just as the state was becoming an epicenter of software development.

The first joint WTIA-TechAmerica event will be an Oktoberfest Celebration on October 7, 2009 at the RedHook Brewery in Woodinville, WA. More information about the event can be found at http://www.washingtontechnology.org/pages/events/events_events_wsaevent.asp?id=0910OKFT.

Click here to access the Q&A document.

About the Washington Technology Industry Association

The Washington Technology Industry Association, founded in 1984, is the largest statewide association of technology companies, IT departments and individual technology professionals in North America. With more than 1,000 member companies representing more than 100,000 employees in Washington State, the association is a catalyst for sharing expertise, fostering collaboration, delivering key business services and advancing the value and global impact of technology companies doing business in Washington. The association’s global partners are Davis Wright Tremaine LLP, Microsoft, Regence BlueShield, Vertafore and Wells Fargo Insurance Services. The association’s funding partners are AH&T Insurance, F5 Networks, Moss Adams and RealNetworks. For more information, go to www.washingtontechnology.org.

About TechAmerica

TechAmerica is the leading voice for the U.S. technology industry, which is the driving force behind productivity growth and jobs creation in the United States and the foundation of the global innovation economy. Representing approximately 1,500 member companies of all sizes from the public and commercial sectors of the economy, TechAmerica is the industry’s largest advocacy organization and is dedicated to helping members’ top and bottom lines. It is also the technology industry's only grassroots-to-global advocacy network, with offices in state capitals around the United States, Washington, D.C., Europe (Brussels) and Asia (Beijing). TechAmerica was formed by the merger of AeA (formerly the American Electronics Association), the Cyber Security Industry Alliance (CSIA), the Information Technology Association of America (ITAA) and the Government Electronics & Information Technology Association (GEIA). Learn more at www.techamerica.org.

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Media Contact:
Kevin Pedraja
Sterling Communications for WTIA
206-388-5758
kpedraja@sterlingpr.com