



FOR IMMEDIATE RELEASE

WSA Broadens Reach of Technology Association, Expands Programs to IT Professionals

SEATTLE – (June 6, 2007) – The WSA, the state’s oldest and largest technology trade organization with more than 1,000 member companies, today unveiled its newest membership category designed specifically for information technology (IT) departments that serve both the commercial and government sectors.

Solidifying its role as the premier association for Washington’s technology industry, the WSA created the new membership category to help IT professionals network, enhance their skills and stay up-to-date on industry trends.

“The WSA is uniquely positioned to provide resources and programs that are of value to IT departments who are tackling many of the same issues as our current members,” said Ken Myer, President and CEO of the WSA. “Whether it’s developing technical skills, staying current on industry trends or leveraging the buying power of an association, IT departments can now take advantage of these services through the WSA” said Myer.

The WSA keeps its members updated on industry trends, and offers a host of networking and education events. In addition, the association provides legislative advocacy and offers its members access to a variety of discounted business services.

Pia Jorgensen, Chief Technology Officer for Washington Mutual, is a key supporter of the WSA’s outreach to IT departments.

“It’s great to see that IT professionals now have a community they can join that’s targeted to their needs,” said Jorgensen. “The WSA has plenty of benefits to offer local IT departments, from events that allow them to meet and learn from their peers to discounted programs to help them build needed skills.”

In addition to announcing the new IT Department membership class, the WSA has forged relationships with the Seattle Chapter of the Society of Information Management and Woods Creek Consulting who both specialize in serving the needs of senior IT executives.

“Seattle SIM is a volunteer community of senior level IT executives, providing resources and programs designed to keep its members up to speed on Information Management issues,” said John Howland, President of Seattle SIM. “We look forward to working with the WSA in the coming months to develop a partnership that will strengthen our collective ability to address the diverse needs of the IT community.”

“We’re excited to see WSA embrace commercial and government IT professionals as part of their member community,” said Nancy Truitt Pierce, President of Woods Creek

Consulting. “We work with dozens of CIO’s who’ve been looking for the right place for their employees to network with peers and stay current on technology trends and best practices.”

The WSA currently offers four other membership categories: industry, associate, individual and student. The association announced its newest category during a monthly dinner meeting at the Westin Hotel in Seattle.

About the WSA

Founded in 1984, WSA is Washington’s technology association with over 1,000 member companies representing more than 100,000 software, Internet, telecommunications and technology company employees. The WSA is a catalyst for industry connections and provides members with key business services. As a voice for Washington’s technology industry, the WSA leads the advocacy of issues necessary to grow Washington state’s impact as a leader in the digital economy. WSA’s Global sponsors are Davis Wright Tremaine LLP, Laird Norton Tyee, Microsoft, Regence BlueShield, The Hartford, and Wells Fargo Insurance Services. WSA’s Funding sponsors are AH&T Insurance, Comerica, and Google. For more information, please see www.wsa.org.

About the Seattle Chapter of the Society for Information Management (SeaSIM)

Established in 1987, the Seattle Chapter of SIM has 90 members and is associated with SIM International an organization for top information executives. It helps business leaders develop their management techniques for the strategic use of information and computing technology. For more information, please see www.seasim.org

About Woods Creek Consulting

Woods Creek Consulting Company is a regional consulting group that specializes in organizational effectiveness services for early to mid- stage companies. Our offerings include strategic and operational planning, organizational assessment and design, CEO coaching, executive team and board effectiveness, and peer learning networks, and merger integration support. Woods Creek hosts the Technology Executive’s Peer Group (TXPEG) and the Technology Executive Leadership Academy (TELA). For more information, please see www.woodscreek.com

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