



**FOR IMMEDIATE RELEASE**

## **A New Name for a New Era: WSA is now Washington Technology Industry Association**

---

*Name change reflects the organization's broadened scope*

**SEATTLE – (Feb. 8, 2008)** – The Washington Technology Industry Association – the largest statewide association of technology companies, IT departments and individual technology professionals in North America – unveiled its new name yesterday during its 13th annual Industry Achievement Awards.

The association changed its name from WSA to better represent its broadened membership base.

“Since our start 24 years ago, we’ve grown from an association that served the needs of a burgeoning software industry to one that represents more than 1,000 companies and more than 100,000 employees across a broad spectrum of technology businesses,” said Ken Myer, president and CEO of the Washington Technology Industry Association. “It’s time our name matched our membership.”

The new name and logo aren’t the association’s only changes during the past year. Along with opening a new satellite office in Shenzhen, China, the association has also welcomed IT professionals from any business to join its membership base, as well as partnered more closely with others in the technology community, including the Technology Alliance.

“The association’s new name reflects what the organization has become over its many years,” said Susannah Malarkey, executive director of Technology Alliance and a member of the Washington Technology Industry Association’s board of directors. “We consider them a great partner as they serve their members in handling day-to-day issues, while we focus on ensuring that Washington continues, in the long term, to be a global center for the technology economy.”

The association also announced the availability of additional discounted services for its membership, including a 401K plan, audio/web conferencing services, discounts on Dell hardware, HR “in a box” programs and access to an employment listing service for China.

In addition, the association’s board members now represent the broader scope of today’s technology industry: Paul Thelen of Big Fish Games and Carla Stratfold of Real Networks both work for game/media companies; Brian Webster is president and CEO of Physio-Control Inc., a medical device company; and Pia Jorgensen, a CTO for Washington Mutual, helps represent IT professionals.

Even the association's events are evolving – it now offers every-other-month networking opportunities at local restaurants throughout the Puget Sound. Last fall, the association also hosted a CIO Forum that brought together more than 70 CIOs to hear the results of a national survey about issues that affect their specific field.

“While we’re announcing plenty of changes this year, our main focus remains the same,” Myer said. “Whether it’s through events that connect our members, discounted services that lower the cost of doing business or government advocacy, we measure our success on making a real difference to the people and companies within our technology industry.”

### **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, The Hartford and Wells Fargo Insurance Services. The association’s funding partners are AH&T Insurance, Blink Interactive, Inc., Comerica Bank and RealNetworks. For more information, go to [www.washingtontechnology.org](http://www.washingtontechnology.org).

###

### **Contact:**

Autumn Monahan  
MWW Group for Washington Technology Industry Association  
206-505-8350  
amonahan@mww.com