



STRATEGIC PLAN 2017

Vision statement:

We champion and serve the technology community across North Texas.

Mission statement

Tech Titans will stimulate research and innovation, advocate for pro-technology legislation, nurture the future technology workforce, create business networking and learning opportunities, and recognize excellence in our technology community.

Tech Titans creed:

The members of Tech Titans believe a passionate pursuit of technology creates the innovation and productivity that benefit the lives of north Texans today and tomorrow.

Tech Titans Top Goals for 2017

Legislative Advocacy

Tech Titans will execute a successful state legislative agenda and increase federal advocacy by implementing a leadership trip to Washington DC in 2017.

Engaging Technology Enabled Companies

Expand Tech Titans Gala Awards nominations to increase technology-enabled company nominations by 25% over 2016 results.

Partner with 4 non-technology industry or professional associations to solicit Gala nominations or produce Forum events

Forums Expansion

Produce at least 30 informative and insightful Forum programs that address top technology trends, promotes innovation, connects companies with customers, and creates an incomparable environment for networking in North Texas.

Determine by the end of Q1 on the addition or deletion of any Forums for 2017

Each forum will seek to have at least one event during the year at a location or venue outside of the traditional Tech Titans locations to ensure geographic diversity as well as engagement and collaboration with new audiences.

Leadership Engagement

100% of all TT Board members will commit to and engage during 2017 to broaden the base of the organization

Each Board member will help solicit at least one company for membership during the year and 5 co-workers/colleagues to engage in Tech Titans

STEM Workforce

Raise the awareness of DFW area junior high and/or high school students and administrators with respect to technology industry sectors, employers and specific STEM career opportunities in North Texas by touching 3,000 students and administrators by the end of Q42017 through implementation of the active STEM Workforce Eco-system designed and built in Q42016.

Innovation & Entrepreneurship

Develop at least 2 Reverse Pitch, Venture Forum or TechQuests events for large and mid-cap segments of the Tech Titans membership

TEAM STRATEGIC PLANS FOR 2017

CHAIRMAN OF THE BOARD

Rich McBee, Mitel

EXECUTIVE COMMITTEE AND TEAMS & FORUMS

ADVOCACY

1st Vice Chairman: Barbara Baffer, Ericsson

Vice Chair: Jim McGee, Huawei

Staff Liaison: Bill Sproull, Molly Ulmer

Purpose:

Advocate public policy that helps build north Texas into a preeminent center of technology innovation and positions Tech Titans as the opinion leader and voice of our industry.

2017 Goals:

- 1). Advocate Tech Titans Legislative Agenda at the state and federal level.
- 2). Increase industry awareness of state legislative issues through bi-monthly email alert during the state legislative session.
- 3). Engage industry professionals to participate in a visit to both the state and US capitols to meet with and promote the technology industry to elected officials.

FORUMS COUNCIL

Vice Chair: open

Staff Liaison: Paul Bendel

Purpose:

Comprised of at least one Tri-Chair from each of the forum committees, the council will serve as a sounding board for best practices and an oversight committee for all Tech Titans Forums.

2017 Goals:

1. Manage all matters of importance to the operations, overall organizational strategy and contribute to the overall health of all forums.

2. Work with all forums to avoid duplication of programming and to promote collaborative programs among forums.
3. Assist in the identification and development of new forums.
4. Work with the forums to produce content and curriculum for the Tech Titans Stem Initiative.

GALA

Vice Chair: Deborah Sawyer, ZRG Partners

Staff Liaison: Paul Bendel, Taylor Lopez

Purpose:

Recognize the achievements and accomplishments of individuals, technology companies and technology enabled companies in North Texas through the recruitment of nominations and presentation of the 17th Annual Tech Titans Awards.

2017 Goals:

1. Produce the 17th Annual Gala on August 25th.
2. Work with the board, member companies and the technology community to secure quality nominations for each award category.
3. Work with companies to secure quality nominations from tech enabled companies.
4. Work with the board and member companies to secure sponsors for the gala.
5. Promote and market nominations and gala attendance through media platforms, such as email, direct mail, social media, news releases, and through PR firms.
6. Expand Tech Titans Gala Awards nominations to increase technology-enabled company nominations by 25% over 2016 results.

INNOVATION

Vice Chair: ShaChelle Manning, Pioneer Natural Resources

Staff Liaison: Mike Skelton

Purpose:

Advance DFW's innovation culture by providing entrepreneurs, corporations and universities with information, tools and connections.

2017 Goals:

1. Conduct bi-monthly Innovation Team meetings with or without Next Big Thing Speakers
2. Conduct one Reverse Pitch event.
3. Conduct one Venture Forum event (regular start-up pitches to VCs)
4. Be opportunistic regarding conducting a Champion Circle member Tech Quest – canvas current Champion Circle member and if anyone is interested do it for them.
5. Be opportunistic regarding conducting a Champion Circle member Innovation Partner Program (Seeker company not publicized; local start-up & early stage companies only)

MARKETING

Vice Chair: Pam Watkins, M/C/C

Staff Liaison: Amy Alexander

Purpose:

Position the organization as THE technology hotbed of ideas for the North Texas region by increasing visibility, delivering service, inspiring Innovation and ensuring relevancy.

2017 Goals:

1. Partner with other professional organizations/ people centers to cooperatively extend knowledge of the benefits of Tech Titans.
2. Tech Titans Awards gala—increase interest, nominations and attendance
3. Enterprise campaign—concentrate membership for dissemination within member companies

PROGRAMS

Vice Chair: Caroline Gagliardi, PricewaterhouseCoopers

Staff Liaison: Paul Bendel

Purpose:**Tech Industry Luncheon**

Produce the Tech Industry Luncheons and other events that highlight the technology industry, enlighten and educate the technology community or impact the technology industry for the greater good.

2017 Goals:

1. Utilize the luncheons to provide members and guests an opportunity to develop business and professional relationships, network, and conduct business.
2. Produce events that are relevant and of interest to our changing membership, thereby building on the Tech Titans brand as the preeminent technology trade association of North Texas.
3. Continually review programs and events to ensure they are engaging our members in Tech Titans.
4. Explore opportunities for adding new programs.
5. Create new incentives for increasing table sales.
6. Support and promote the Tech Titans Annual Golf Tournament.
7. Support and promote the Tech Titans Forums.

Golf Tournament

Tri-Chairs Shane Hogan, Alliance Data
Steve Flad, HumCAP
Rock Hicks, CTBS

Staff Liaison: Paul Bendel, Taylor Lopez

Purpose:

Organize and host the Tech Titans Annual Golf Tournament to achieve set goals, create a value-added experience for our members and sponsors, encourage stronger corporate sponsorships and participation, and to generate non-dues revenue for the organization.

2017 Goals:

1. Create a value-added tournament that provides sponsors and players with opportunities for networking and building business connections in the technology industry.
2. Continue to increase year-over-year net revenue by selling all major sponsorship categories with an emphasis on procuring a title sponsor.
3. Create additional features for player engagement that improve the quality of the experience through buy-a-drive contests, putting contests, and other entertaining opportunities.
4. Create a marketing plan to showcase the tournament, recruit sponsors and attract a full field of players.
5. Diversify sponsor verticals, so sponsorships are not concentrated in 1 or 2 specific industries such as data centers or other technology company providers to ensure quality business opportunities.

6. The committee will utilize the tournament to market and promote the Tech Titan STEM Initiative program to potential sponsors and players.

TALENT

Vice Chair: Bob Hill, On Point Ideation

Staff Liaison: Dave Galley

Purpose:

To identify and develop Tech Titans Workforce Career Pathway programs, thereby supporting and enhancing **Career Awareness, Career Exploration, Career Concentration** and **Career Preparation** of the future STEM Workforce necessary for the success of current and future industry requirements in the DFW Metroplex.

2017 Goals:

1. Engaging at least 15 board member companies in the STEM Workforce Talent Team effort through their fulfillment of at least one "Ask" category below by the end of Q42017.
 - a. Investment
 - b. Volunteer Time
 - c. IP/Subject Matter Expertise
 - d. Advocacy
 - e. Company Resources
 - f. Letters of Support
2. Utilizing the support of the Technology Forums by working with each forum to deliver an introductory presentation for their subject matter area to be used by the STEM Workforce Talent Team by the end of Q42017. (Exception: HR Forum)
3. Executing at least 3 "Ask" projects/events in each of the six partner ISDs identified in the 2016 plan.
4. Developing templated standards for at least six distinct deliverables.
5. Utilizing at least 500 volunteer hours from the Talent Team sources and industry partner sources.
6. Deriving employee volunteers from at least 25 distinct companies.
7. Raising at least \$200,000 to fund the direct project cost and the required eco-system investments.

BUDGET/FINANCE

Vice Chair: Vance McCollough, Crowe Horwath

Staff Liaison: Bill Sproull, Diana Gorman

Purpose:

To provide oversight and responsibility for the budgetary and financial condition of the Chamber.

2017 Goals:

1. Help management work toward exceeding budgeted net income, and help prepare and review the 2018 budget.
2. Prepare the monthly B&F presentation to the Board on a timely basis.
3. Provide input on HR, employee benefits and other policies.
4. Serve as the audit committee for the 2016 audit.
5. Provide guidance and support for a potential capital campaign for a new office location.

FORUMS:

Business Intelligence/Analytics

Tri-Chairs: Lori Adams, Integrated Services, Inc.
Brian White, Teoco

Staff Liaison: Paul Bendel

Purpose:

The Business Intelligence/Analytics Forum will bring together functional and technical experts to advance the knowledge and understanding of how data is used, identify solutions and use cases, and encourage the growth of the business intelligence and analytics community in North Texas.

2017 Goals:

1. Create programs and events focused on critical content by subject matter experts that will attract an audience of business professionals from technology and tech enabled companies.
2. Continue to build brand awareness of Tech Titans and the Business Intelligence/Analytics Forum through communication, social media, personal contact, and an industry presence at the events.
3. Increase committee membership through the recruitment of industry professionals from tech and tech enabled companies.
4. Seek opportunities to collaborate with other forums on programs of mutual interest to members.
5. Seek opportunities to collaborate with groups outside of Tech Titans to produce programs of interest.
6. Work with the Talent Team to produce content and curriculum that encourages students in area school districts to enroll in STEM education courses.
7. Explore methods to increase geographic footprint of Tech Titans through the efforts of the BI&A Forum.
8. Explore changing the name of the forum to better reflect the trends and technology of the business analytics industry.

Cloud

Tri-Chairs: Curt Holcomb, JLL
David Liggitt, datacenterHawk
Robert Henson, Cyrus One

Staff Liaison: John Jacobs

Purpose:

To convene the users and providers of data center space and services in order to inform and educate its members on data center market dynamics, technology trends, best practices, legal issues and other data center and Cloud computing matters and to stimulate business opportunities for its members.

2017 Goals:

1. Create programs and events focused on critical content by subject matter experts that will attract an audience of business professionals from technology and tech enabled companies.
2. Continue to build brand awareness of Tech Titans and the Cloud Computing Forum through communication, social media, personal contact, and an industry presence at the events.
3. Increase committee membership through the recruitment of industry professionals from tech and tech enabled companies.

4. Seek opportunities to collaborate with other forums on programs of mutual interest to members.
5. Seek opportunities to collaborate with groups outside of Tech Titans to produce programs of interest.
6. Work with the Talent Team to produce content and curriculum that encourages students in area school districts to enroll in STEM education courses.
7. Explore methods to increase geographic footprint of TechTitans through the efforts of the Cloud Forum.

Cyber Security

Tri-Chairs: Kevin Wheeler, InfoDefense

Staff Liaison: Drew Snow

Purpose:

Educate members and non-members on various aspects of cyber security, along with how to prevent attacks.

2017 Goals:

Produce 5 events throughout the year. February; late March or early April, June at the TIA conference, September and late October or early November

Design & Manufacturing

Tri-Chairs: Gary Tanel, QGC
Adam Ley, ASSET InterTech
Roger Hall, Qorvo

Staff Liaison: John Jacobs

Purpose:

Provide Members & prospective members with hardware design & manufacturing information and a local network of technology professionals that will help improve their products.

2017 Goals

1. Create programs and events focused on critical content by subject matter experts that will attract an audience of business professionals from technology and tech enabled companies
2. Continue to build brand awareness of Tech Titans and the Design & Mfg Forum through communication, social media, personal contact, and an industry presence at the events.
3. Increase committee membership through the recruitment of industry professionals from tech and tech enabled companies.
4. Seek opportunities to collaborate with other forums on programs of mutual interest to members.
5. Seek opportunities to collaborate with groups outside of Tech Titans to produce programs of interest.
6. Work with the Talent Team to produce content and curriculum that encourages students in area school districts to enroll in STEM education courses.
7. Explore methods to increase geographic footprint of TechTitans through the efforts of the Forum.

Drone Technology

Tri-Chairs: Ron Poynter, OnPoynt

Staff Liaisons: John Jacobs

Purpose:

To connect Members and provide them with an understanding of the commercial uses of drone technology.

2017 Goals:

1. Create programs and events focused on critical content by subject matter experts that will attract an audience of business professionals from technology and tech enabled companies
2. Continue to build brand awareness of Tech Titans and the Drone Forum through communication, social media, personal contact, and an industry presence at the events.
3. Increase committee membership through the recruitment of industry professionals from tech and tech enabled companies.
4. Seek opportunities to collaborate with other forums on programs of mutual interest to members.
5. Seek opportunities to collaborate with groups outside of Tech Titans to produce programs of interest.
6. Work with the Talent Team to produce content and curriculum that encourages students in area school districts to enroll in STEM education courses.
7. Explore methods to increase geographic footprint of Tech Titans through the efforts of the Drone Forum.

Health Tech

Tri-Chairs: Andrew Olowu, Axxess
Marc Gelinas, Slalom Consulting
Stacie Hyatt, Stacie Hyatt Consulting

Staff Liaison: Paul Bendel

Purpose:

The Health Technology Forum brings together passionate professionals in all stages of health technology development, commercialization and use in North Texas, encouraging networking, development, knowledge creation, funding, partnership, growth and promotion of such technologies.

2017 Goals:

1. Produce 4 programs and events that identify best practices, share ideas, exchange information and identify solutions that promote the understanding of health technology issues and trends, or the use and implementation of health technology and other related topics.
2. Increase attendance at events and activities by 20% over the attendance of 144 at 2016 events.
3. Work with member companies and similar organizations to double the size of the forum committee from its current base of 8 full-time members.
4. Pursue at least one collaborative event with another Tech Titans forum or outside organization as part of the 4 basic programs planned for 2017.
5. Increase the revenue from sponsorships by selling at least 2 associate level or higher sponsorships.
6. Produce a plan that will deliver content and curriculum for STEM activities and education for area schools by the end of Q1 2017.

Human Resources

Tri-Chairs: Abbe Montgomery, State Farm
Alicia Goolsby, ARGO Data
John Grierson, Dell

Staff Liaisons Jenny Mizutowicz

Purpose:

The purpose of the HR Committee is to provide Tech Titans members' HR professionals a resource for areas of shared interest and best practices in recruitment, retention, benefits, and other HR-related topics.

2017 Goals:

1. Create a quarterly forum for HR professionals to exchange ideas, counsel, resources, and strategies with their peers.
2. Provide HR professionals with the latest information regarding community updates, new companies and HR-related programs.
3. Host speakers on key topics of interest for HR professionals.
4. Work with local HR community to identify what skills are in highest demand and what types of jobs are available.

Internet of Things

Tri-Chairs: Sunil Thadani, Ericsson
Kevin Castillo, Hitachi Consulting
Pete DeNagy, Accomence Advisors

Staff Liaison: Paul Bendel

Purpose:

To position North Texas as a global hub for IoT innovation and to serve business, technology and academic communities through programs that grow and influence a deeper understanding of IoT business value, applications, and use cases.

2017 Goals:

1. Promote market opportunities for enterprise through education, technology integration and the recruitment of business stakeholders.
2. Create programs and events focused on content and presented by subject matter experts that will attract a core audience of business professionals from technology and tech enabled companies.
3. Continue to build brand awareness of Tech Titans and the IoT Forum through communication, social media, personal contact and an industry presence at area IoT events.
4. Seek opportunities to collaborate with other forums on programs of mutual interest to members.
5. Seek opportunities to collaborate with groups outside of Tech Titans to produce programs of interest.
6. Explore options for producing a hackathon.
7. Work with the Talent Team to produce content and curriculum that encourages students in area school districts to enroll in STEM education courses.