
ARIZONA
TECHNOLOGY
COUNCIL
a place to connect and grow
2018 ANNUAL REPORT
INNOVATION
ARIZONA

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LETTER FROM THE PRESIDENT + CEO

Innovation Arizona. It's more than just the title of the Arizona Technology Council's Annual Report. It captures the state of our technology community.

There are more than 8,000 technology companies with a presence in Arizona. For some of the biggest names in their respective fields, this is home. Veterans including Avnet and First Solar have been joined in recent years by the likes of Benchmark, Carvana and Local Motors in establishing their headquarters here.

We already have a workforce with the skill sets strong enough to meet any new challenge. According to Cyberstates 2018, an analysis published by the trade association CompTIA, net tech employment in Arizona totaled 237,122 the previous year. In addition, the average annual industry wage was $99,960—more than double the average Arizona wage. The sector also contributed $28.5 billion to the state's economy.

Many are part of emerging sectors that are reshaping the tech ecosystem. Who would have thought just a few years ago that Arizona would be taking the lead on development of autonomous vehicles? Add to that the accompanying roster of new names like Waymo, TuSimple and Nuro that are quickly becoming well-known here.

This is just scratching the surface when it comes to the fields that are growing in our state. Additive manufacturing, artificial intelligence, financial technology and the Internet of Things are also on upward trajectories here.

When it comes to innovation, the Arizona Technology Council is in the middle of it all. And I'm not talking just about the actions of our members. The year 2018 was filled with innovative steps that we took in order to better serve our constituents and our state.

That was most apparent with the debut of our new website, www.aztechcouncil.org. The Council partnered with Nuanced Media, a digital marketing agency, to use a growth-driven design strategy championed by HubSpot. What that means is an ongoing evolution fueled by user data that allows us to continuously make improvements, not just wait for years to pass before trying something new.

The website is the place to find out about our Preferred Business Partners program, which is comprised of active Council members committed to providing high-quality products and services at substantive discounts for fellow members. Benefits, cloud-hosting services and leadership training are just a sample of what you'll find.

The Council also makes a mark beyond its website. You'll find members of our Public Policy Committee walking the halls of the state capitol as we work the legislature to adhere to an agenda that is both pro-technology and pro-business. One of the successes was our support of the nation's first state-level regulatory FinTech "sandbox" allowing limited access to Arizona's market for testing innovative financial products or services without first obtaining full-state licensure or other required authorization. The resulting innovations will help position our state as an innovative hub for financial technology.

As part of our outreach, we also helped tell yet another country that Arizona is open for business when it comes to technology. A delegation from the Council and Arizona Israel Technology Alliance traveled to Israel to help strengthen the growing business ties between our state and that nation, and support the transformative, innovative companies emerging from both geographies.

Expect more good news to come from our workforce as efforts are underway to meet the evolving demands of companies, whether they are from Israel or homegrown. For example, the Council worked with LocalWork.com to find Arizona-based candidates through a free job posting site accessible on our website.

One of the fastest needs is arising in cybersecurity. The AZ Cybersecurity Workforce Collaborative engaged with the Council to develop a continuum of workplace experiences, share best practices to expand job opportunities and create a dedicated website to promote cyber jobs that need filled (www.azcybertalent.com).

The Council has even found a way to offer a running tally on how we stack up against other states with quarterly updates of the Arizona Technology Council Industry Impact Report based on data collected from sources such as the U.S. Bureau of Labor Statistics, Computing Technology Industry Association (CompTIA) and AngelList. Instead of trying to match the results found in technology community updates from other groups, ours are more comprehensive.

We're even helping prepare the nation's next generation. Last year, Gov. Doug Ducey nominated me to represent our state as a member of a group that helped develop a five-year STEM education strategic plan during the State-Federal STEM Education Summit hosted by the White House Office of Science and Technology Policy. Also attending the meeting was Sandra Watson, president and CEO of the Arizona Commerce Authority, one of the Council's most significant partners.

I also was honored to be named a 2018 Tech Champion by CompTIA, the world's leading technology association. Although I was recognized for leadership in championing technology policy in Arizona and across the country, and for my commitment to the Council and its members, the award actually was acknowledgement of the collective efforts of my board of directors and staff.

Now we want to try to take things to a higher level. That's why last year we launched a transformation process leading to a new strategic plan now being implemented. The Council enlisted David Lee of MSS Business Transformation and Doug Reid of Douglas Reid and Associates to conduct a holistic strategic review of the organization, its purpose, its vision and the value it delivers to its members, as well as to facilitate a refresh of the strategic plan.

As you can see, Innovation Arizona never really stops. For the Council and the state, we're just getting started.



Steven G. Zylstra, Sc.D. (Hon.)
President + CEO

Steven G. Zylstra, Sc.D. (Hon.)

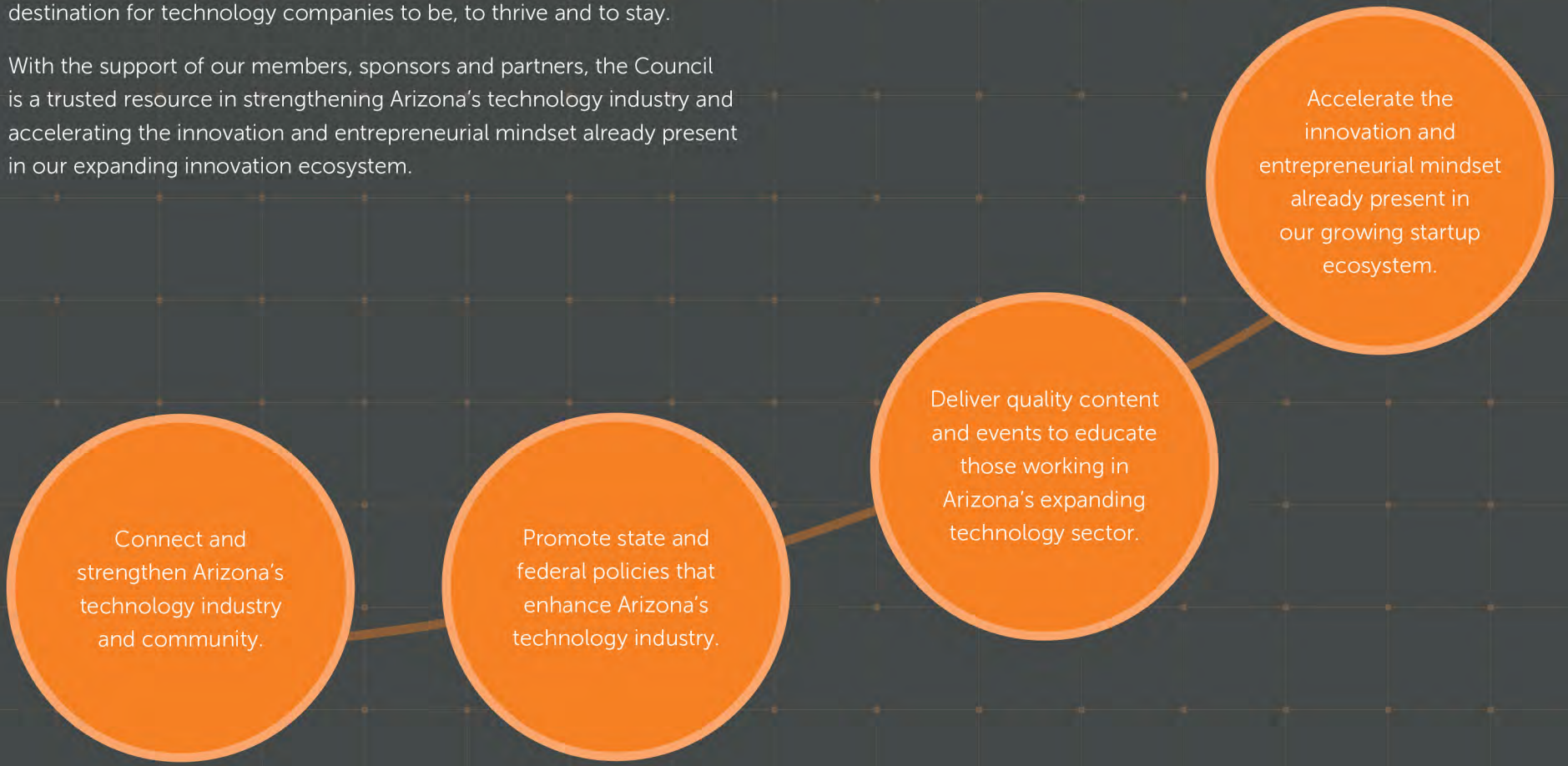
INTRODUCTION + OVERVIEW

The Arizona Technology Council is a private, not-for-profit trade organization that fosters a climate of creativity, innovation and community for its members to enhance technology and the lives of the people of Arizona.

Supporting the development, growth and advancement of science- and technology-driven companies in Arizona, the Council proactively identifies and enhances capabilities and eliminates impediments that Arizona technology companies face. Together we are creating the destination for technology companies to be, to thrive and to stay.

With the support of our members, sponsors and partners, the Council is a trusted resource in strengthening Arizona's technology industry and accelerating the innovation and entrepreneurial mindset already present in our expanding innovation ecosystem.

With well over 800 members, the Council is Arizona's only statewide organization serving the technology sector. Providing member companies with marketing and business development opportunities, informational and educational events, discounts on products and services, and the creation of business-focused legislation to grow the state's economy, the Council is recognized as one of the most important trade organizations in the state.



We exist to protect and empower all those who innovate. Technology moves all of us forward.

Our History

The Council was created in 2002 after the Arizona High Technology Industry Cluster merged with the Arizona Software and Internet Association. In 2008, the Council added an office in Tucson after consolidating the Aerospace, Manufacturing and Information Technology (AMIT) clusters of Southern Arizona into the Council. In 2016, the Arizona Optics Industry Association merged with the Council to become the Optics Valley Committee.

Our Leadership

The Council is governed by a board of directors led by Chairman Michael Guggemos, chief information officer of Insight Enterprises. Steven G. Zylstra serves as president + CEO of the Council and is responsible for the day-to-day operations and management.

Our Network

The Council supports technology companies at all stages of growth and development – from startups to rapidly growing mid-sized companies and large global enterprises. We work to improve Arizona's competitiveness and visibility by advancing the development of the state's technology community.

A PLACE TO CONNECT + GROW



PUBLIC POLICY ADVOCACY

Legislative

The Arizona Technology Council began 2018 with a set of legislative priorities as specified in its annual Public Policy Guide:

- Restore the fourth-year funding for career and technical education (CTE)
- Appropriately fund the state's education system, including pre-K, K-12, joint technical education district (JTED), career and technical education (CTE) and post-secondary programs
- Create and fund a job-training program
- Make changes to the Refundable R&D Tax Credit to make it accessible to more small businesses

The Council was successful in achieving many of the priorities at the Legislature due in large part to the Public Policy Committee working closely with its lobbyist at Public Policy Partners (P3).

Appropriately funding the state's education system including pre-K, K-12, JTED, CTE and post-secondary education was one of the Council's top legislative priorities. The most significant issue of the 2018 session was education funding and increasing teachers' pay. The key element of the fiscal 2018 budget was Gov. Doug Ducey's 20x2020 plan, which provides $644.1 million to fund a statewide teacher salary increase by an average of 20 percent by 2020. The Council supported this plan, which was accomplished without raising taxes. Additionally, the budget restored recession-era cuts by phasing in $371 million over five years for additional assistance funding. The budget marks the largest investment of new K-12 funds in over a decade with additional funding for new school construction, school infrastructure improvements, CTE, JTED completion grants and computer science teacher professional development program.

Additionally, Rep. Doug Coleman and Sen. Kate Brophy McGee introduced legislation to extend Proposition 301 in an effort to remove the forthcoming education fiscal cliff. Many initially did not see a path forward for the legislation. However, a renewed focus on education breathed new life into the proposition extension and the issue was fast-tracked through the Legislature. The measure includes a 20-year renewal of the sales tax and moves $64 million that had been used for debt repayment to the classroom site fund in 2021, which is specifically designated for teachers.

Another priority for the Council was restoring the fourth-year funding for CTE. There was a lot of momentum on this issue until the Red for Ed movement changed the direction of education funding to go mainly towards increasing teachers' pay. The budget included restoration of funding to the remaining CTE schools not being fully funded, such as the East Valley Institute of Technology (EVIT) and the Western Maricopa Coalition (WESTMARC).

Making changes to the Refundable R&D Tax Credit program to make it accessible to more small businesses was another priority. Not all things require legislation to be achieved. The Council worked with the Arizona Commerce Authority (ACA) to cap the tax credit program at $100,000 per taxpayer annually in order to ensure more small businesses are able to utilize this program. In previous years, the entire amount had been allocated on the first day of the year that the credit was available.

Other key pieces of legislation strongly supported by the Council and signed by the governor included:

- HB 2167 – Arizona Commerce Authority; continuation of ACA for another six years and allocated an additional two employees to support small businesses and an additional employee focused on economic development in rural Arizona. (Rep. Jeff Weninger)
- HB 2434 – Financial products; regulator exemption program established a regulatory sandbox program to allow FinTech, blockchain and cryptocurrency innovations without the extensive regulatory system requirements. Arizona is the first state in the country to enable this type of system that fosters innovation. (Rep. Jeff Weninger) Related bills: HB 2601, HB 2602 and HB 2603.
- HB 2154 – Personal information; made numerous changes to statutes related to data security breaches. (Rep. TJ Shope)



- HB 2534 – Teachers; certification requirements; rewrites and reorganizes statutes to establish requirements for teacher certification, which is an attempt to address the teacher shortage. (Rep. Heather Carter)
- HB 2656 – Electronic wills and trusts; establishes requirements for electronic wills, including electronic signature requirements for the testator and two witnesses to bring the way business is done up to date with technology. (Rep. Vince Leach)
- SB 1140 – Video service; certificates of authority; streamlines the licensing process that video services companies must go through to do business in all municipalities in the state. The Council worked with Cox Communications to ensure its passage. (Sen. Gail Griffin)
- SCM 1016 – NAFTA; urging renegotiation; ratification. The Council was involved in the initial drafting of the Senate concurrent memorial and worked to ensure its passage. This memorial was transmitted to the secretary of state without need for the governor's signature. (Sen. Bob Worsley)

After the 2018 session ended, the Public Policy Committee's focus shifted to preparing its biennial Vote TechSmart Guide. A survey was sent to all legislative candidates in the 2018 elections, followed by interviews of more than 60 of the candidates. The Committee's resulting candidate endorsements plus a report card on incumbents seeking reelection were published in the guide to show which candidates supported the technology industry and its priorities. An article describing the process the committee follows to gather information and produce the guide was published in the July 2018 issue of InBusiness Magazine.

The Council actively opposed the ballot initiative for the Invest in Education Act, which would have increased the state income tax. The measure resulted from the Red for Ed movement's focus on the need for a dedicated revenue source. The highest current income tax rate for Arizona is 4.54 percent. The initiative would have increased the rate to 7.9 percent for those who earn more than $250,000 annually or household incomes exceeding $500,000, and 9 percent for those who earn more than $500,000 or household incomes exceeding $1 million.

The increases would have placed Arizona among the highest income tax rates in the country. The additional tax revenue was earmarked for K-12 education, with 60 percent toward teacher salaries. This ballot measure could have stifled the economic development growth that Arizona has been experiencing, especially in attracting and growing the technology companies. The Arizona Supreme Court ultimately blocked the initiative from being placed on the ballot because it found the measure's description "did not accurately represent the increased tax burden on the affected classes of taxpayers."

There were some additional highlights during the year. In recognition of his efforts, Steven G. Zylstra, the Council's president and CEO, was named the 2018 Arizona Capitol Times Leader of the Year in Public Policy in the technology category. It was his second time winning the award.

On the national level, Zylstra was named a Tech Champion by the Computing Technology Industry Association (CompTIA) in recognition of his leadership in championing technology policy in Arizona and the United States, and his commitment to the Council, its members, and his civic and community affairs. He received the award in February 2018 while leading a delegation from Arizona attending CompTIA's DC Fly-in to meet with members of the state's congressional delegation.

STRATEGIC PLAN

Transformation to Innovation Arizona

Empowering Arizona's technology community does not happen without a multitude of great minds coming together and playing a pivotal role to establish priorities, strengthen operations and achieve targeted goals. Leading an organization that's built to last takes strategic planning. With that in mind, the Arizona Technology Council continuously reviews and tests its value proposition.

In 2018, the Council launched a transformation process that ultimately led to the development of a new strategic plan. The Council enlisted David Lee of MSS Business Transformation and Doug Reid of Douglas Reid and Associates to conduct a holistic review of the organization, its purpose, its vision and the value it delivers to its members.

The strategic process consisted of Stage One, a discovery stage to research foundational strategic elements and lay the groundwork for strategic planning. Participation by members, staff, the board of directors and other key stakeholders ensured all groups provided input and were on board with the resulting strategy. Stage One included one-on-one interviews, a member survey and regular reviews with a steering committee and the board of directors.

A key part of Stage One was to ensure the organization and its constituents had a shared understanding of the Council's values, purpose, vision and mission. One area shown to be quite evident is the value that the Council delivers to its members. The statistically valid member survey revealed all member groups, personas and segments identified with very little variation that the same four value points are highly important:

- Providing access to people of influence in the Arizona technology community
- Connecting people who will value members' services or products
- Creating opportunities for professional development
- Providing the technology community with a voice to government and regulators

The clarity from the survey and a reset toward a shared understanding provided a solid foundation to guarantee a cohesive strategic planning process in Stage Two. A summary of findings from the interviews, surveys and facilitated sessions were shared with participants in the weeks leading up to Stage Two in preparation to consolidating strategic pathways to success. By being transparent with the participants, the Council identified key strategic initiatives that will be executed over the next three to five years.

Values:

- Lead on the edge
- We have your back
- Work together
- Get the right things done
- Be a trusted resource

Purpose:

The Arizona Technology Council fosters a climate of creativity, innovation, and community for our members to enhance technology and the lives of people in Arizona.

Vision:

Together we are creating the destination for technology companies to be, to thrive, and to stay.

Mission:

We promote, advocate, educate, inform, and connect our members and their enterprise.



The culmination of the Council's strategic planning in 2018 resulted in the creation of seven strategic pathways. Each pathway is sponsored by an executive committee member who leads a task force comprised of Council staff, board members, members at large and industry experts. The strategic pathways represent the consolidated themes that the Council has put into action to achieve its vision and execute on the strategic plan.

Initiative 1
Increase engagement with member companies
David Tuhy, General Manager NSG Software Division, Intel

Initiative 2
Grow membership and revenue
Eric Miller, Principal, PADT Inc.

Initiative 3
Build a stronger, more diverse talent pipeline
Mike Guggemos, CIO, Insight Enterprises
Alex Iuorio, SVP, Supplier Development, Avnet

Initiative 4
Grow venture capital investment in Arizona
Eric Lewis, Partner, EY

Initiative 5
Create the most connected, integrated and active technology community
Steven G. Zylstra and Bob Witwer

Initiative 6
Systemically identify and address member needs
Michael Hawksworth, President, MSS Business Transformation

Initiative 7
Build image and awareness of Arizona as a destination for tech companies
Chad Fogg, Operations & Logistics Manager, Uber Technologies

SIGNATURE EVENTS

Ongoing Series

after5 Technology Mixers

The after5 Tech Mixer is the Council's premier networking event. Designed to bring together technologists, entrepreneurs, service providers and prospective members in a relaxed, afterwork setting, this series attracts up to 100 attendees each month. Hosted by a Council member company, the after5 series is free for members. Light hors d'oeuvres and refreshments are provided by the host company. The events typically are held at technology companies, giving guests an opportunity for a tour or product demonstrations. In Phoenix, every fourth after5 is a VIP Reception held after the quarterly Council Board meeting.

2018 Results:

Number of Phoenix events: 5

Number of Tucson events: 11

Total attendance in Phoenix: 571

Total attendance in Tucson: 966

Lunch and Learn Series

The Lunch and Learn Series is presented by a member company on a rotating basis. The purpose of the series is to provide an opportunity for members to learn about a topic or technology from a variety of industries while enjoying lunch with other business professionals. Lunch and Learn events are always free for Council members to attend. In 2018, one of the Tucson events was a special State of the Council breakfast at which Steven G. Zylstra presented a comprehensive summary of Arizona Technology Council and Foundation activities.

2018 results

Number of Phoenix events: 20

Number of Tucson events: 15

Total attendance in Phoenix: 933

Total attendance in Tucson: 553

Council Connect Series

The Council Connect series is our signature luncheon. Held quarterly in Phoenix, this event aims to tackle a diverse group of hot-button issues facing the technology industry. Open to both Council members and non-members, this series brings together more than 50 technologists and business professionals for lunch and an engaging discussion every month.

2018 results

Number of Phoenix events: 4

Total attendance: 116

VIP Tech Mixer Networking Events

Held in conjunction with the Arizona Technology Council's quarterly Board of Directors meeting, the VIP Networking Events include attendees from the Council's board, Council members and prospective members.

2018 results

Number of events: 4

Total attendance in 2017: 361



Annual Conferences + Expos

Legislative Day

The Council's 2018 Legislative Day gave members and non-members the chance to meet key lawmakers while learning about what is happening at the Legislature and public policy related to Arizona's technology industry. In 2018, Legislative Day was part of the December Tech the Halls Mixer.

2018 results

Total Attendance: 242



MedTech Conference

The Council held its second annual MedTech Conference, bringing together health care innovators, influential policymakers, and other health care service professionals committed to promoting and supporting the industry in a uniquely multifaceted environment designed to showcase Arizona's innovative medical technology. The conference was designed to advance industry discussion from key perspectives through expert panel sessions, keynote speakers, and product exhibits to provide opportunities in education, business development, capital formation and networking. Keynote speakers included Neel Mehta, co-founder & chief strategy officer, EpiFinder, Inc.; and David Coe, senior director of IT population health data systems, Banner Health.

2018 results

Total attendance: 188

Cybersecurity Summit

The Council and the Arizona Cyber Threat Response Alliance (ACTRA)/ Arizona Infragard presented the fifth annual Cybersecurity Summit. In 2018, the Summit was an opportunity for government and business executives to learn about threats, vulnerabilities and consequences related to data security and privacy matters. This educational summit provided actionable solutions, as numerous Council and ACTRA member organizations showcased their available resources, products and services geared toward helping protect intellectual property and customer data. Keynote speakers included; Salim Hariri, Ph.D., professor of electrical and computer engineering, The University of Arizona; Special Agent Paul Shaaf, Federal Bureau of Investigation; and Frank Grimmelmann, ACTRA/Arizona Infragard.

2018 results

Total Attendance: 227

Aerospace, Aviation, Defense & Manufacturing Requirements Conference

Each year the Council collaborates with the Arizona Commerce Authority to stage the state's only Aerospace, Aviation, Defense and Manufacturing Conference. For defense prime contractors, the event offers the chance to take the spotlight to explain their needs to subcontractors. Smaller manufacturers and service providers have the opportunity to talk directly with A&D decision-makers to learn how to best meet their requirements and showcase their capabilities. 2018 marked the seventh year of the event and speakers included keynotes from Omeed Jafari, founder and managing partner of Barrington Oaks and Brian Barron, Vector vice president for manufacturing.

2018 results

Total Attendance: 210



Annual Conferences + Expos (cont.)

CEO Retreat

The two-day CEO Retreat gathers business owners, presidents and CEOs for golf, networking, panels, presentations and workshops. The first day invites attendees to play in a golf scramble with prizes for closest to the pin and longest drive, followed by a networking reception. The second day of the CEO Retreat features substantive content focused on leadership and includes a workshop and luncheon keynote address by a high-profile business leader. In 2018, the 12th annual event was held in Prescott, Arizona. The event's speakers included Nancy Ham, WebPT; Coco Brown, founder and CEO of The Athena Alliance; and Scott Flansburg, The Human Calculator.

2018 results

Total Attendance: 106 Attendees

Smart City Summit

In 2018, the Council presented the second annual Smart City Summit & IoT Conference. The purpose of the summit was to share advances in the implementation of technology for development of smart cities and IoT. Panel topics included next-generation IoT, transportation, traffic control, agriculture, water and education. Speakers for the event included Mayor Jonathan Rothschild, City of Tucson; Darren Elven, co-founder, EVP and chief strategy officer, Archethought, inc. The event's IoT panel of experts included Curt Cornum, vice president of global business transformation, Insight; Cameron Carr, director of IoT strategy at Microsoft; Andres Ruiz, IoT business development lead for Cisco; Darryl Keeton; founder, Sensagrate; Kumar Balasubramanian, GM, IoT solutions, Intel Corp. In addition, participants on the smart city panel included Chris Richardson, deputy CIO IT development, mobility & smart cities – Arizona State University; Mayor Mark Mitchell, City of Tempe; Laurie Buczek, deputy town manager, City of Gilbert; and Travis Cutright, chief information officer, City of Mesa.

2018 results

Total Attendance: 174 Attendees

Marketing Technology Summit

Presented by the Arizona Technology Council and the Phoenix chapter of the Business Marketing Association, the ninth annual Marketing Technology Summit focused on the unique marketing and technology requirements facing business marketers in the 21st century. Marketing professionals learned about cutting-edge marketing methods, technologies and applications of emerging best practices, as well as connected with leading marketing resources through the event's sponsor expo. The 2018 event featured keynote speakers Sangram Vajre, chief evangelist and co-founder of Terminus, and Tyler Farnsworth of August United.

2018 results

Total attendance: 162



2017 Golf Tournaments

The Council hosts annual golf tournaments in the Phoenix and Tucson areas for members and non-members. In January 2018, 124 golfers registered for the tournament at Troon North Golf Club in Scottsdale. In May 2018, 122 golfers played at the Sewailo Golf Club in Tucson. Both events included lunch, raffle prize drawings, and an awards ceremony.

2018 results

Number of Events: 2

Total attendance in 2018: 246

2017 Southern Arizona Tech + Business Expo: Where Technology and Manufacturing Connect

The 2018 Southern Arizona Tech + Business Expo at the Tucson Convention Center topped the previous year's record-breaking attendance with the largest ever, with 480 registered attendees. Also record-breaking was the number of exhibits, with 67 technology showcase and tech support exhibitors. For the first time ever, the BioIndustry Organization of Southern Arizona (BIOSA) partnered with the Arizona Technology Council. A BIOSA-sponsored keynote on growing the bio-tech ecosystem was presented along with co-keynotes on the future of aviation in terms of technology and the changing air traffic control system in America. Two exhibition pavilions featured companies in the bio-tech industry and members of our Optics Valley Committee.

The Quarles & Brady 2018 Tech + Business Expo Awards were presented to:

- Southern Arizona Manufacturing Partners – Southern Arizona Manufacturer of the Year.
- The University of Arizona's Office of Research, Discovery and Innovation – Southern Arizona Member Organization of the Year Award
- TuSimple – Southern Arizona Innovator of the Year
- In-Position Technologies – Distinguished Service to the Council

2018 results

Total Attendance: 480

Cybersecurity Lunch Forum

In 2018 the Council and Arizona Cyber Threat Response Alliance (ACTRA)/ Arizona InfraGard hosted the fourth annual Cybersecurity Lunch. The Forum allowed government and business leaders to learn about the threats, vulnerabilities and consequences related to data security and privacy matters. This educational forum provided actionable solutions, as numerous real-world practitioners discussed their available resources and experiences geared toward helping protect intellectual property and customer data.

2018 results

Total Attendance: 93

Annual Conferences + Expos (CONT.)



The Governor's Celebration of Innovation

The Governor's Celebration of Innovation (GCOI) is the Arizona Technology Council's annual awards gala hosted in partnership with the Arizona Commerce Authority to honor technology leaders and innovators from across the state. The 15th annual GCOI event in 2018 attracted more than 750 attendees and 45 exhibitors showcasing their innovations. Fourteen awards were presented during the Oscar-style awards presentation to technology companies, community leaders and students from throughout the state. The 2018 event was held at the Phoenix Convention Center.

2018 results

Total Attendance: 748

2018 GCOI Award Winners

AccountabilIT Lifetime Achievement Award
Jim Armstrong, managing partner, Canal Partners

Ed Denison Business Leader of the Year
Heidi Jannenga, WebPT

Innovator of the Year - Large Company
Benchmark

Innovator of the Year – Startup Company
BlackBar Engineering

Innovator of the Year – Small Company
CampusLogic

Innovator of the Year – Academia
Dr. Laurence Hurley, The University of Arizona

Judge's Award
Al Maag, MaagCommPlus

Chairman's Award
Selected at the discretion of the Arizona Technology Council's leadership, the Chairman's Award was presented to Sandra Watson, president and CEO, Arizona Commerce Authority. Watson brings more than 20 years of economic development leadership experience to Arizona. She and her team have successfully attracted to Arizona more than 750 companies that have committed to invest nearly $10 billion in capital and create more than 125,000 jobs. Watson is a collaborative leader who excels in strategic thinking and relationship building. She worked tirelessly to implement the new vision for the Arizona Commerce Authority, providing invaluable leadership and stability during its transition from the Department of Commerce into one of the nation's first public-private partnerships focused on economic development.

Future Innovators of the Year Award Winners

- Damian Galasso, Galasso Homeschool, Tucson
- Bryan Gopal, Brophy College Preparatory, Phoenix
- Trevor Hale, Liberty High School, Peoria
- Rohit Nandakumar, Basha High School, Chandler

Future Innovators of the Year Honorable Mentions

- Nikita Bharati, Basha High School, Chandler
- Sukesh Ram, BASIS, Peoria

Teacher of the Year Award Winner

- Pradip Misra, Bagdad High School, Bagdad

Teacher Honorable Mentions

- Katy Gazda, Red Mountain High School, Mesa
- Hilary Stacey, Empire High School, Tucson



Michael Guggemos, Chairman of the Board, Arizona Technology Council
Sandra Watson, President and CEO, Arizona Commerce Authority
Steven G. Zylstra, President + CEO, Arizona Technology Council and SciTech Institute



MARKETING + COMMUNICATIONS

Promoting the technology industry and our members, as well as publicizing the benefits and activities of the Arizona Technology Council, are key to growing membership and increasing awareness of the state's technology industry.

Public Relations

The Council uses a proactive public relations (PR) program led by Phoenix-based PR, content marketing and communications strategy firm TechTHiNQ. The strategic effort strengthens the Council's brand in the media and positions the Council as the go-to source for information on the technology industry in Arizona. As a commentator and analyst, Council President + CEO Steven G. Zylstra writes regular columns in the Phoenix Business Journal, AZ Business Magazine, InBusiness Magazine and TechConnect to contribute to the overall publicity for the technology industry in Arizona. In 2018, the Council issued 22 press releases on topics such as the 2018 Vote TechSmart Guide, NAFTA, efforts to support passage of key education legislation, and the announcement of the Governor's Celebration of Innovation award finalists and winners. More than 100 stories appeared in the media as a result. Additionally, Zylstra and the Council contributed to multiple publications regarding hot topics in technology in 2018 which included The Arizona Republic, Phoenix Business Journal, KJZZ, KTAR and Arizona Capitol Times.

2018 results

Number of press releases: 22

Number of published stories: 140

Website

With a complete website revamp in 2018 by Nuanced Media, aztechcouncil.org serves as the primary resource for information about the Council and the technology industry in Arizona. Information on the website includes industry and community events, Council signature and networking events, press releases, board members, member news and job postings, resources for Council members and the local technology sector, and the Council's membership directory. Year over year, organic sessions are up 28 percent from 2,137 in 2017 to 2,747 in 2018. Strategies targeting content optimization and search engine optimization have improved the Council's keyword rankings in a number of categories.

2018 results

Average monthly organic sessions: 2,746

Average monthly impressions: 169,629

TechConnect Magazine

TechConnect is the only magazine that has covered Arizona's science and technology community for more than a decade. Launched by the Arizona Technology Council in 2005, TechConnect has been dedicated to covering innovation and technology in Arizona and beyond. Produced in partnership with the Arizona Commerce Authority, the digital e-mag is produced quarterly and provides news about the state's leading companies, emerging companies and their technologies, as well as the latest industry trends and critical issues that drive Arizona's technology ecosystem. From disruptive technology to IoT and autonomous vehicles on our roads, TechConnect showcases Arizona's technology community through profiles, feature stories, R&D analysis, entrepreneur spotlights and trend reports. The themes in 2018 were "Innovation Ecosystem," "Unmanned Aerial Vehicle," "State College and University," and "Smart Cities." In addition to the magazine, extra stories were published on the TechConnect blog.

2018 results

Number of Issues: 4

Circulation: 37,512



AZ Business Magazine

Readers of AZ Business Magazine receive in-depth news and analysis on Arizona's technology community provided by the Council President + CEO Steven G. Zylstra. Since 2012, Zylstra has authored his technology column for each issue of the bimonthly magazine, focusing on various technology sectors, notable leaders, important news, public policy, and more. The articles provide highlights on the success, opportunities and growth, as well as economic and public policy pain points within Arizona's technology industry.

2018 results

Circulation: 30,000

TechTalk eNewsletter

The TechTalk e-newsletter, expertly designed by partner meltmedia, is published on the third Wednesday of every month. The newsletter provides segments from the Council's blog, member updates, R&D, technological advancements and milestones, industry news, and profiles on technology professionals and the Council's annual sponsors.

2018 results

Number of Newsletters Sent: 12

Number of Total Recipients: 81,540

TechFlash

In 2018, the Council continued to contribute a monthly technology blog published by the Phoenix Business Journal. Featuring industry thought leaders and influencers, the blog provides insight into Arizona's science and technology industry. The blog is read by more than 14,000 people each week.

Guest bloggers in 2018

- Steven G. Zylstra, Arizona Technology Council
- Alexi Venneri, Digital Air Strike
- Eric Miller, PADT
- Russ Yelton, Perimeter83

InBusiness

The Council maintains a special relationship with InMedia Company to publish an eight-page editorial section three times annually in the monthly InBusiness Magazine. Reported and written by Council Editor Don Rodriguez, with contributions from staff and Council members, the content focus includes the Council's role and impact on the statewide technology community, public policy developments and event updates.

2018 results

Readers per issue: 98,000

Social Media

The Council loves to engage with its members, partners and friends on social media platforms. In 2018, the Council published updates on Facebook, LinkedIn, Twitter and Instagram. These channels are used to communicate Council news, member updates, new member and sponsor spotlights, industry information, event promotions, and the accomplishments made by the Council and its innovative members.

2018 results:

Twitter

Number of followers in 2018: **7,671**

Increase in number of followers from 2017: **581**

LinkedIn

Company page followers in 2018: **3,419**

Increase in company page followers from 2017: **731**

Facebook

Number of likes in 2018: **2,789**

Increase in number of likes from 2017: **216**

Instagram

Number of followers in 2018: **860**

Increase in number of followers from 2017: **270**

Number of posts in 2018: **271**

Increase in number of posts from 2017: **251**

TECH EMPLOYMENT

IT Workforce Development

The Arizona Technology Council continued to advance the agenda of education for a skilled workforce through its public policy and legislative action during the Legislature's 2018 session. Key areas of focus included creating a long-term funding solution for education from early years through post-secondary attainment, including the renewal and expansion of Proposition 301, fully funding career and technical education (CTE) for the East Valley Institute of Technology (EVIT) and the Western Maricopa Coalition (WESTMARC), and increasing the percentage of freshmen eligible to participate in dual enrollment. The Council put significant effort and support into passage of Gov. Doug Ducey's 20x2020 plan to get teachers a 20 percent raise and restore recession-era cuts to the K-12 system.

The Council continued its support of enabling the state's K-12 students to gain coding and programming skills in the classroom through its role as a founding partner in CSforAZ (Computer Science for Arizona), a statewide initiative bringing together a coalition focused on accelerating computer science education and teacher development in Arizona's K-12 schools. Policy efforts focused on ensuring that funding for teacher training aligned with the new K-12 standards for a wider deployment of computer science classes for students across the state.

The Council also advocated for legislation to allow high school credit for high-impact, work-based and real-life experiences and the implementation of business-friendly engagement models, including apprenticeships and other innovative employee training and onboarding programs.

In addition, Council President + CEO Steven G. Zylstra serves on numerous committees and boards to further advocate for legislative action to increase STEM-focused education and funding, including the policy committee for the Code.org Advocacy Coalition; Arizona Science and Engineering Fair Advisory Committee co-chair; Sonoran Schools Advisory Board; Paradise Valley School District Center for Research, Engineering, Science and Technology (CREST) Advisory Board; and the Arizona Department of Education's CTE Quality Skills Commission.



AZ Cybersecurity Workforce Collaborative

One of the Council's key areas of focus in 2018 continued to be cybersecurity—a pressing area of demand among employers and a continuing opportunity for synergy between the Council and other organizations working to bridge the talent gap. The Council continued its partnership with the Greater Phoenix Chamber Foundation (GPCF) on the AZ Cybersecurity Workforce Collaborative.

The Collaborative convenes employers, educators and community partners to develop and execute on innovative solutions to address the cybersecurity talent crisis. In 2018, the Collaborative's work centered on three areas:

1. Talent development
2. Educational alignment
3. Career awareness



Talent Development

Through the Cybersecurity Workforce Collaborative, the Council made great strides in 2018 to assist engagement and experimentation among key constituencies so that Arizona is seen as a leader in innovative workforce development. Key products of that engagement include:

- Apprenti, an apprenticeship program for mid-tier IT talent that has engaged four companies interested in pilot programs. Its first cohorts are planned for training and placement in companies in 2019.
- CCareer Skills, sometimes referred to as SkillBridge, is a transition program for service members exiting the military. The Collaborative hosts a quarterly call for employers implementing and interested in implementing the program into their recruitment efforts to share best practices, find solutions to possible setbacks and celebrate successes.

The Collaborative continues to pursue innovative work-based and work-like models to help develop talent as early as high school, including internships for students and teachers, as well as apprenticeship models that are being widely promoted at the national levels for use in professional high-tech jobs. The Collaborative continually looks to Arizona employers who have leveraged apprenticeships to teach other employers how to take advantage of a relatively untapped pool of potential talent. Direct workplace and work-like experiences offered by Arizona's employers range from relatively light engagements such as site tours to much deeper engagement such as internships.

Educational Alignment

After conducting a robust curriculum review and alignment in 2016/2017 between Arizona's cybersecurity employers and Estrella Mountain Community College, the Collaborative in 2018 focused on building a scalable model for curriculum review and alignment by being an active member of the Maricopa County Community College District (MCCCD) IT/Cyber Transformation Team, a group of faculty members from colleges across the district offering or planning to offer IT/cyber programs. Utilizing the work of the Estrella Mountain review and expertise from IT/cybersecurity faculty, the team worked toward the goal of a common core education experience for students across all colleges to create a district-wide "first point of contact" for industry, as well as MCCCD faculty and students. An early outcome of the team included the request to the Collaborative for a joint advisory council to review the alignment of employer needs and curricula at the district level.

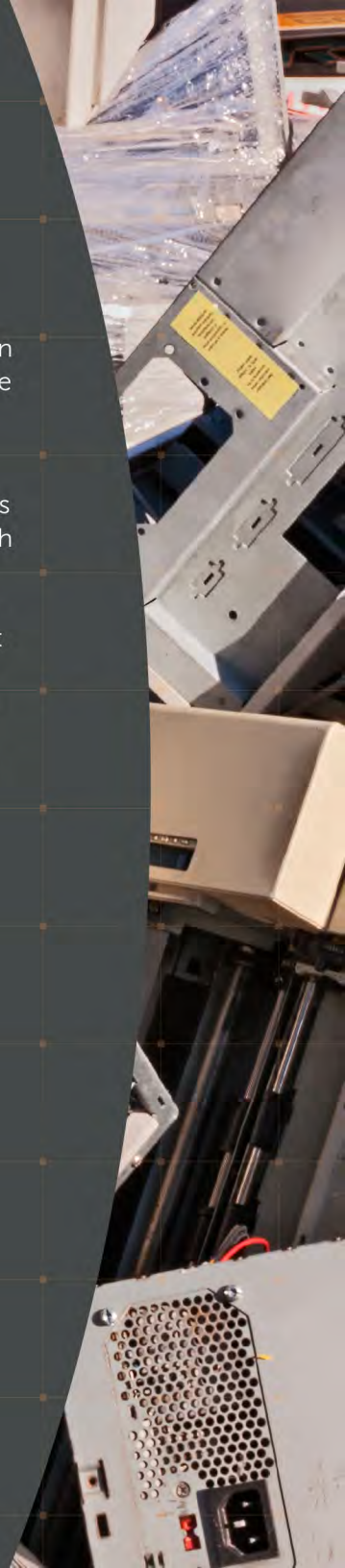
The Collaborative launched a pilot initiative to bring a new demand-driven approach to closing the skills gap—called talent pipeline management—to Arizona's cybersecurity employers. This effort is driven by the private sector through the U.S. Chamber of Commerce Foundation (USCCF). Through extending lessons learned from innovations in supply chain management, talent pipeline management is a call for employers to play a new and expanded leadership role as end-customers of education and workforce partnerships.

Additionally, Council President + CEO Steven G. Zylstra serves on the workforce subcommittee of Gov. Ducey's Arizona Cybersecurity Team (ACT), a diverse team of experts from state, local and federal government; the private sector; and higher education to enhance collaboration among key stakeholders to address cybersecurity statewide and advise and provide recommendations to the governor.

Career Awareness

The Collaborative continues to support awareness of cybersecurity career opportunities among students, teachers, counselors and parents at the middle- and high-school levels, colleges and even people already in the workforce. The creation of online hub AZCyberTalent.com serves as a first-stop for those interested in learning more about cybersecurity in Arizona.

Additionally, the SciTech Institute, the Council's foundation, continues to broadly promote interest in STEM fields through its internationally recognized Chief Science Officer Program, which identifies student leaders across the state to enhance their talent, interest and leadership in promoting STEM education in their schools. The Council also recognizes and rewards student excellence in STEM by overseeing the Middle School and High School Science Bowls and supporting the Arizona Science and Engineering Fair (AzSEF), whose winners go on to compete in the Intel International Science and Engineering Fair (Intel ISEF) to be held in Phoenix in 2019.





ELECTRONICS + TECHNOLOGY RECYCLING

The safe recycling of electronics is receiving increased attention from policymakers, industries and consumers.

The Council partnered with Westech Recyclers, Inc. in its TechTerra program to facilitate a week-long recycling drive in April 2018. More than 14,000 pounds of equipment was collected from member companies to recover valuable materials from old electronics, recycle to make new products or to refurbish equipment that keeps lead, mercury and other harmful materials out of landfills.

Items donated included computer components, hard drives, monitors, mouse, printers, scanners, cables and cellphones. The electronic devices received, also known as e-waste and e-scrap, were responsibly recycled and handled in accordance with all state and federal recycling regulations.

These donations are tax-deductible and a percentage of the proceeds help support the SciTech Institute, the foundation of the Arizona Technology Council.

Premium Healthcare with Banner | Aetna

In 2018, the Arizona Technology Council partnered with Banner | Aetna to offer members an opportunity to enroll in Banner | Aetna's Health Benefits Program which offers significant savings and a user-friendly, patient-centered online platform for finding doctors, checking claims, prescriptions and more.

Engaging with Banner | Aetna to provide a premium healthcare program is a big benefit to Arizona's technology industry. By becoming a Council member, this critical resource can help technology companies attract top-talent and boost the health of employees. The program is self-funded for companies that have up to 50 eligible employees and that can enroll at least five employees.

Advantages of the program:

- Up to 22.5 percent savings when selecting providers within the performance network.
- Employers can offer up to four of the 33 plans provided on two networks.
- Online member portal to help patients connect with doctors and other resources
- An integrated customer service line that connects to healthcare and insurance resources

Another key advantage of the program is the significant savings on the Apple Watch that provides a range of useful apps and health-oriented features to track activity and workouts, monitor heart rate and calories burned, and check health data. Participants are eligible to buy an Apple Watch for as low as $25 plus tax.

To find out more about the program, visit www.aztechcouncil.org/pbp/banneraetna



Arizona Technology Council Multiple Employer 401K Plan

The Arizona Technology Council partners with UBS Financial Services, Inc. and Slavic401K to provide member companies a unique way to leverage the buying power of the Council by participating in a Multiple Employer 401(k) Plan. Endorsed nationally by the Technology Councils of North America (TECNA), this multiple employer plan significantly lowers the costs of a 401(k) plan, eliminates much of the administrative burden of a company, and provides the most comprehensive fiduciary protection allowed by the Department of Labor. Investment committee meetings, 5500s and audits are eliminated for each adopting company, and adopting members are still able to customize their plan design and the retirement benefits they offer their employees.

See the facts:

- MEP started in 2014
- 20 participating employers
- $15 million in plan assets
- 612 eligible participants

To learn more about how this plan can help improve your employee benefits program and reduce costs, time and fiduciary responsibility, contact the Council's endorsed retirement plan partner, Michael J. DiGrazia.

MICHAEL J DIGRAZIA
CFP®, CIMA® Institutional Consultant
Portfolio Manager
Senior Retirement Plan Consultant
UBS Institutional Consulting Group

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STANDING COMMITTEES

2018 Standing Committees

Additive Manufacturing Committee

Ambassador Committee (Phoenix)

Ambassador Committee (Tucson)

Cybersecurity Committee

Internet of Things (IoT) Committee

Law + Technology Committee

MarTech Committee

MedTech Roundtable

Optics Valley Committee

Preferred Business Partners Committee

Public Policy Committee

VentureShip

Women in the Workforce Committee (Phoenix)

Women in the Workforce Committee (Tucson)

Workforce Development + Education Committee

Additive Manufacturing Committee

The Additive Manufacturing (AM) Committee serves as a forum for local participants in the AM community to educate, collaborate and promote this technology. Additionally, this Committee serves as a rallying point for large and small businesses to influence national certification and standards organizations, ensuring that pending regulation and legislation is appropriate and achievable, and promotes growth of AM technologies within Arizona. The Committee is co-chaired by Joe Manzo, CEO, Titan Industries, and Dhruv Bhate, associate professor (AM), Arizona State University. The Committee brought on a new co-chair Steven Szymeczek, co-owner of Penumbra Engineering, to help involve the Tucson area with the community already established in Phoenix. The AM Committee hosts a general session every other month and has created subcommittees on R&D and workforce development that are tasked with producing action items to advance the industry.

Ambassador Committee (Phoenix)

The Phoenix Ambassador Committee is one of the longer operating committees of the Council. Participants are from all size companies and every aspect of the technology industry. The overall goal is to provide added outreach to member services by fostering peer-to-peer relationships between new members, members' representatives, facilitating networking opportunities, and strengthening member retention. The Committee is chaired by Rick Estrada of Leaseweb and Stephanie Barnhart of Washington Federal. Staff liaison is Meredith Orr, director of membership services. The Ambassador Committee led the management of the 2018 Tech the Halls year-end event with raffle proceeds benefitting STEM organizationswithin Arizona.

Ambassador Committee (Tucson)

Members of the Tucson Ambassador Committee serve as advocates for technology innovation and boosters of the Council. Meeting monthly on the second Tuesday, the Tucson Ambassador Committee is led by Chair Nancy Roth, Principle, Blue Canoe Marketing, and Vice Chair Art Geiger, past director, MLogica, and staffed by Jeff Sales, executive director, Southern Arizona Regional Office.

Cybersecurity Committee

The Cybersecurity Committee allows members to learn about cyber threats and the means of providing protection by serving as a platform to share best practices. The Committee is co-chaired by Phillip Guttilla and Ashley Gleckler, attorneys with Polsinelli PC, with staff support from Council Executive Emeritus Ron Schott. In 2018, the Committee continued its annual Cybersecurity Summit. The Council's Law & Technology Committee also partnered on this event, covering both the legal and technology aspects of various cybersecurity topics such as risk categories, workforce and management strategies, the Internet of Things and other cybersecurity solutions trends. The committee also conducted its now annual December luncheon at ASU SkySong, which addressed blockchain technology and its cybersecurity and data privacy applications and implications.

IoT Committee

The mission of the Internet of Things (IoT) Committee is to provide a platform for people to learn, collaborate, advocate and disseminate information about how IoT can help organizations create real-time business solutions in a sensor-enabled, analytics-driven world. The Committee is comprised of 80 active members and is co-chaired by Curt Cornum, VP of Global Business Transformation, Insight, and Vignesh Rajamani, senior associate, electrical engineering & computer science practice, Exponent. Deborah Zack, the Council's senior director of membership services, is the staff liaison. In 2018, the Committee held six meetings and featured speakers from across the IoT technology stack—from education to product development.

Law + Technology Committee

The Law + Technology Committee provides relevant information regarding the legal developments that affect member companies. Meeting once a quarter, the Committee focuses on leading issues arising from the intersection of technology and the law and provides a forum for practical and informative discussions designed to be of interest to technology and business professionals as well as legal professionals. Committee is chaired by Fredric Bellamy, a partner at Carpenter, Hazlewood, Delgado & Bolen, and is supported by staff liaison Council Executive Emeritus Ron Schott. In 2018, the Committee partnered with the Council's Cybersecurity Committee for the Annual Cybersecurity Summit, an all-day event that merged the technical and legal implications relating to cybersecurity. The Committee also facilitated lunch events regarding the European Union's General Data Protection Regulation (GDPR), Social Media Policies for Businesses, and Bring Your Own Device (BYOD) policies for businesses.

MarTech Committee

Formerly the Business Intelligence & Data Analytics Committee, the MarTech Committee was created to help professionals make the most of their marketing technology and to help companies execute their marketing and business strategy with data-driven decision making. The Committee co-chairs are Michael Lane, principal consultant of Point B, and Sheila Kloefkorn, president and CEO of KEO Marketing. The Committee met monthly to share best practices and perspectives on the multitude of business technologies and marketing tools available ranging from traditional CRM software, to sophisticated tools with AI and predictive analytics. Meetings in 2018 featured such topics as GDPR (general data protection regulation), leveraging marketing intelligence, data analytics, artificial intelligence + large-scale marketing, influencer marketing, content creation, and IoT-inspired technologies. Join us on the third Thursday of the month to explore the latest trends that the market has to offer and get a leg up on your competition.



STANDING COMMITTEES (CONT.)

MedTech Committee

Created to bring together executive and product design teams from medical device and software, health and bioscience, telemedicine and healthcare delivery, the MedTech Committee meets monthly to share best practices and peer-to-peer networking to accelerate individual and collective growth. The 2018 Committee chair positions were held by Dan Hurley of Solera Network; and Kent Dicks of Life 365, with Meredith Orr as the staff liaison. The MedTech Committee defines the themes for the year ahead, as well as selecting the keynote speaker and panelists for the Council's annual MedTech Summit. In 2018, the MedTech Summit welcomed 190+ registrants, with keynote presentations from EpiFinder and expert panelists from United States Digital Service, Health Data Systems, Banner Health, WebPT and Life365. Nominations for 2018 leadership were accepted, installing new co-chairs Neel Metha of EpiFinder, Sean Gunderson of iTether, and James Bates of AdviNOW Medical.

Optics Valley Committee

The extremely active Optics Valley Committee has assumed leadership within the optics community statewide to coordinate education, promote innovation, and market the region's products and technologies. Meeting monthly, its members promote the advancement of optics and photonics worldwide. These technologies are integral to a vast array of products ranging from cell phones to medical diagnostics. The Committee's co-chairs, John Dennis and Jack Schumann, travel internationally on behalf of the optics industry in Arizona, as well as work with the Arizona Commerce Authority to showcase member products on the exhibit floor at Photonics West, the most important optics and photonics gathering in the nation. The Arizona Optics Pavilion is the centerpiece of their effort. In addition, the Committee partnered with the University of Arizona BIO5 Institute in 2018 to launch Arizona Photonics Days—two days of technical discussions, business-to-business meetings and networking to discuss global optics and photonics issues with peers and leaders in the industry.

Preferred Business Partners Committee

The Council's Preferred Business Partner Committee is an evolution of the Business Essentials Program under the guidance of Member Chair Jessica Loomis of Infinity Business Partners and staff liaison Meredith Orr, director of membership. Committee participation in 2018 garnered nine member companies offering discounted services to Council members, cross collaboration and cross selling where mutual clients exist. The chartered goals of the Committee are aimed at providing essential services required for business compliance; reducing cost, recouping time and providing peace of mind. The 2018 Committee members included:

- Payroll and human capital management services by iSolved HCM
- Human resource employee development and compliance management by jdh insights
- Employee health benefit plans by Banner | Aetna
- Incentive and tax credit analysis and filing solutions by HighPeak Advisors
- Commercial liability and risk management by Infinity Insurance Partners
- Retirement plan and administration by UBS Financial/Slavic401k
- Telephony and office communication systems by Pacific Office Automation
- Web design & action plan/media consulting by Nuanced Media
- Sales skills and customer services & negotiation by Sandler Institute

At the end of 2018, the Committee approved enhancements to include: 12 participating member companies; a pre-determined member of the Committee is to be highlighted each month in the Council's publications including TechTalk enews, blog, and the Preferred Business Partners' landing page on the Council's website to share ongoing benefits of the program.

Public Policy Committee

The Public Policy Committee supports the Arizona Technology Council by advocating for technology companies at the local, state and federal levels. The Committee works with Public Policy Partners (P3) to monitor the impact that legislation has on the health and growth of Arizona's technology industry. Jason Bagley at Intel, and Rachel Aja at Cox Communications, served as the committee co-chairs and were supported by Council President + CEO Steven G. Zylstra and Executive Emeritus Ron Schott.

The Public Policy Committee's top priorities for 2018 were:

- Restore the fourth-year funding for career and technical education.
- Appropriately fund the state's education system, including pre-K, K-12, joint technical education districts, career and technical education, and post-secondary education.
- Make changes to the Refundable R&D Tax Credit that make it accessible to more small businesses.

VentureShip

VentureShip, powered by the Arizona Technology Council, is a connecting point for established and rising Arizona business founders. Formerly the Startup + Entrepreneurship Committee, VentureShip was created as a resource to provide select mentors in the community visibility into rising-star founders and entrepreneurs. Showcasing it's rebranding by local agency Resound Creative at PHX Startup Week in February 2018, VentureShip's objective is to provide a structured process for founders to receive guidance as they achieve specific milestones in their growth to unlock potential funding opportunities. Ryan Quinn, founder & CEO at BrightGuest, took on the role as committee chair in October 2018 and will focus on actively building the team and recruiting members in 2019.

Women in the Workforce (Phoenix)

Deborah Zack, Council senior director of membership services, led the Phoenix Women in the Workforce initiative for 2018, facilitating two major events. The first, hosted at and presented by MST Solutions was titled Create the Change; How to Build an Employee Resource Group That Will Actually Work. The second event, How to Navigate Career Progression, featured a panel of four women ranging from a project manager to a CEO. Attendance at the two events totaled about 100 attendees and represent 60+ companies.

Women in the Workforce (Tucson)

The year 2018 was a terrific year for Tucson's Women in the Workforce group. The Committee held three events addressing a variety of topics within one field. The focus was on women in academia, with emphasis on career stages, working in a primarily male environment and work/life balance. These topics were explored through panel discussions and one-on-one interviews.

Workforce Development + Education Committee

The Arizona Technology Council remains committed to helping develop and support a robust, aligned education and workforce development ecosystem in Arizona. The Committee is led by Co-chairs Cathleen Barton, former education manager, Intel, and Molly Castelazo, founder, Castelazo Content, and is supported by Council Executive Emeritus Ron Schott and President + CEO Steve Zylstra. In 2018, the Council continued to pursue the aim of building Arizona's technology workforce through three broad areas of focus:

1. Encouraging the growth of traditional education, job training and other appropriate organizations in order to attract new companies.
2. Promoting incentives for existing companies to stay and grow in Arizona.
3. Assisting engagement and experimentation among key constituencies so that Arizona is seen as a leader in innovative workforce development.

The Council continued its partnership with the Greater Phoenix Chamber Foundation (GPCF) on the AZ Cybersecurity Workforce Collaborative, including the development of www.AZcybertalent.com which is designed to be a one-stop resource for students, employees, employers, and educators in Arizona's cybersecurity ecosystem. The Collaborative convenes employers, educators and community partners to develop and execute on innovative solutions to address the cybersecurity talent crisis.

FUNCTIONAL COMMITTEES

Finance Committee

The Arizona Technology Council's Finance Committee monitors the financial activities of the Council and lends guidance when necessary. In addition to Council President + CEO Steven G. Zylstra, members include Michael Guggemos, chief information officer, Insight Enterprises; Robert Rasmussen, director, technology strategy, Honeywell; Eric Lewis, partner, EY; Greg Kertman, vice president, relationship manager, Alliance Bank of Arizona; Jerry Proctor, president, JVP Strategic Consulting, LLP; and Leland Snook, director, Arizona Public Service. The Committee meets monthly and lends its expertise to the economic health of the Arizona Technology Council.

Executive Committee

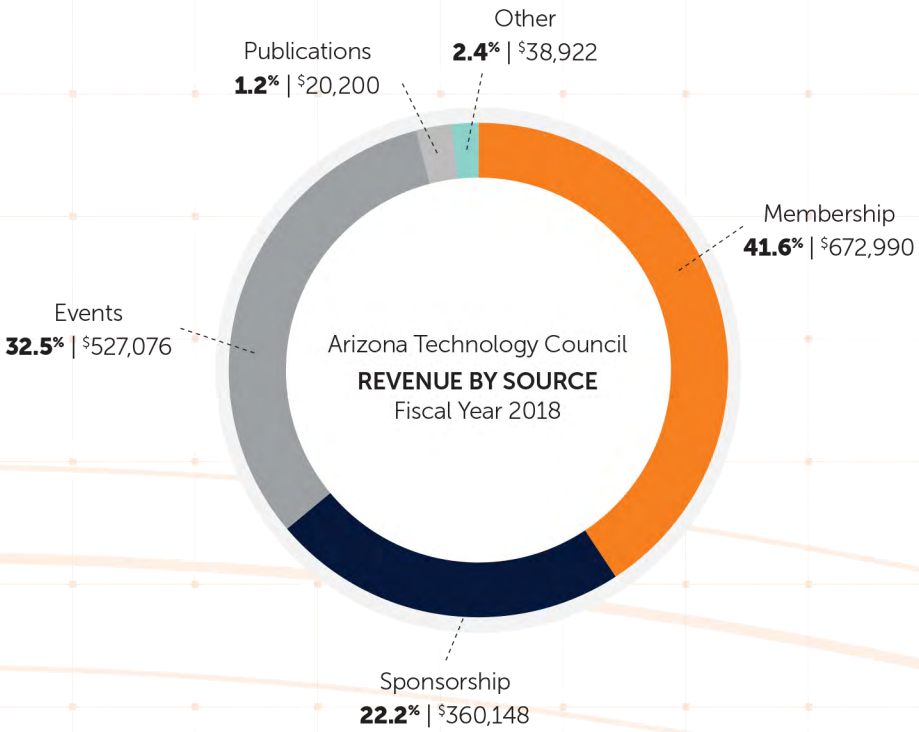
Convening each quarter of the year, the week before scheduled board meetings, the Executive Committee of the Council helps to shape the content of the board meetings. The members of the Committee during 2018 were Michael Guggemos, chief information officer, Insight Enterprises; Jacque N. Westling, partner, Quarles & Brady; Eric Lewis, partner, EY; David Tuhy, general manager, NSG Software Division, Intel; Michael Hawksworth, president, MSS Business Transformation; Alex J. Iuorio, senior vice president, supplier marketing and business development, Avnet; Chad Fogg, operations & logistics manager, Uber Technologies; and Eric Miller, principal and co-owner, PADT, Inc. Emeritus executive committee members included Mark Goldstein, president, International Research Center; Dan Mazzola, clinical assistant professor, information systems, W. P. Carey School of Business, Arizona State University; and Robert Witwer, retired, Aerospace Advanced Technology, Honeywell. Overall, the Executive Committee had strong attendance at every meeting. This team has both diversity of expertise and a strong dedication to seeing the Council move in a positive direction. They work together monitoring the Council's adherence to its mission.

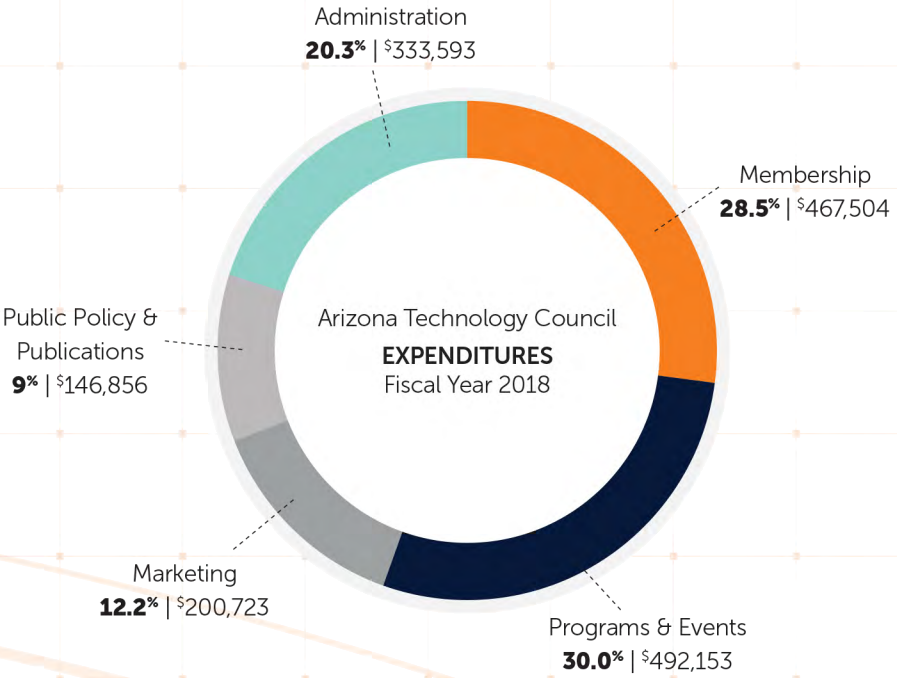
Investment Committee

The Council's Investment Committee monitors the investments made available to the Arizona Technology Council Multiple Employer Plan (MEP) 401(k) program participants. With their guidance of the plan, the Council's 401(k) plan continued to increase participation during 2018. The members of the committee are Steven G. Zylstra, president + CEO, Arizona Technology Council; Jack Trierweiler, controller (chairman), MSS Technologies; Jennifer Rojas, CEO, NextJen HR Consulting; David Brown Wilson, principal owner, DB Wilson LLC; and Debbie Hann, COO, Arizona Small Business Association. Additional advice and information regarding the investments comes from Michael DiGrazia and Thomas Tenney, UBS; and John Slavic and John Shultz, Slavic401k. The transition of the Council's MEP 401(k) funds in 2015 to Slavic401k has proved to be a very good choice as they have been very instrumental in fulfilling all the fiduciary and administrative responsibilities for the plan. There were 20 participating employers in the MEP 401(k) program as of the end of 2018 with $15 million in plan assets.



BY THE NUMBERS









PEER GROUPS

The Executive Roundtable and the Marketers' Network in Phoenix, as well as the CEO Network in Tucson are professionally facilitated, peer-to-peer boards of advisors assembled to help business leaders address issues facing their companies. Each group provides a confidential, noncompetitive environment for sharing experience-based knowledge to solve business problems faced by every C-level executive and marketing professional.

Phoenix Executive Roundtable

For the eleventh year, the Council was pleased to facilitate a Phoenix-based Executive Roundtable. The 2018 group of 10 C-level executives from second-stage companies was facilitated by Mark Kirstein and Linc Miller of Sandler Training. The meetings followed a structured protocol, featuring topics that were relevant and productive for participating business leaders. For 2018, the members of the group were able to roll into the Roundtable at any time and spend 12 months in the group.

2018 Phoenix Executive Roundtable Members:

Ray Zuckerman, ServerLift

Ruchir Sehra, Incyphae

Rich McCommas, Micron Dental

Ryan Flannagan, Nuanced Media

Srikanth Balusani, MST Solutions

Jason Yocum, stax3d.com

David Diggs, DMD Recovery

Tucson Aerospace, Aviation, Defense, + Manufacturing CEO Network

In its ninth year, the 2018 Tucson CEO Network continued to bring senior business leaders together in a comfortable and confidential atmosphere to discuss business issues specific to member companies, their industry and the local economy as a whole. These executives, drawn from an array of noncompetitive companies, share valuable experience, insights and advice with other members of the group. Meetings are held on a rotating basis at member companies, where tours are conducted and best practices highlighted. In addition, speakers from government, academia and other industries made presentations to the group at their monthly meetings.

2018 Tucson CEO Network Members:

Grant Anderson, Paragon Space Development Corporation

Sergio Blacutt, Guardvant

Jim Cantrell, Vector Space Systems

Paul DeHerrera, Universal Avionics

Carlos Fernandez, BF&S

Phil Guest, Securaplane Technologies

Dennis Kenman, Tucson Embedded Systems

Patrick Marcus, Marcus Engineering

James E. Millerd, 4D Technology

Lee Payne, Dataforth

Alex Rodriguez, Vector Space Systems, Moderator

Howard N. Stewart, AGM Container Controls

Jeff Sales, Arizona Technology Council, Executive Director, Tucson

Roberta Miyashiro, Facilitator

Marketers' Network

Marketers' Network, a professionally facilitated, peer-to-peer group of marketing professionals that provides a forum to discuss difficult marketing challenges and solve business issues. Like the Phoenix Executive Roundtable and Tucson CEO Network, the Marketers' Network is modeled after the Vistage private peer advisory board and provides a confidential, noncompetitive environment for sharing experience-based knowledge to solve business problems faced by every marketer. Marketers' Network enables participants to identify areas of opportunity for change and improvement that render strong results for member companies and their stakeholders.

2018 Marketers' Network Members:

Sean Ornelas, Sunday Goods

Andrea Palomo, Enchantment Group - Hotels, Resorts and Spas

Lynze Shuman, Tallwave

Charmon Stiles, Gate6

Chrisal Valencia, ASU Global Sport Institute

Lauren Witte, Arizona Technology Council

Dorothy Wolden, Emailage

Sheila Kloefkorn, CEO/Facilitator, KEO Marketing Inc.

STEM EDUCATION PROGRAMS

SciTech Institute

Rebranded as the SciTech Institute in 2018, the Arizona Technology Council's Foundation brings together technology-oriented nonprofits, industry organizations and academic institutions to collaborate on strengthening the science, technology, engineering and mathematics (STEM) pipeline in Arizona. Led by Executive Director Dr. Jeremy Babendure, the SciTech Institute accomplishes this by facilitating and funding initiatives that support STEM education. Due to the expansion of several of its educational programs beyond Arizona, the foundation worked in collaboration with the Arizona Commerce Authority to establish SciTech Institute as its STEM outreach arm (scitechinstitute.org). Programs overseen by SciTech Institute include the Arizona SciTech Festival, Rural Activation and Innovation Network (RAIN), Chief Science Officers program, Science for All, AZ STEM School Community of Practice, and Arizona STEM Ecosystem. The Institute also supports the Arizona Middle School and High School Science Bowls and Counting Bee initiatives.

Arizona SciTech Festival

The Arizona SciTech Festival's mission is to promote STEM education while highlighting its impacts in everyday life. It offers Arizona residents a myriad of informal education opportunities aimed at building awareness and engagement, including hands-on experiences that provide a new perspective on the prevalence and importance of STEM. The goal is to inspire students to pursue related fields of study and STEM-related careers. The Institute partnered with the Arizona Technology Council, the Arizona Commerce Authority, Arizona Board of Regents, Arizona State University, The University of Arizona, the Arizona Science Center and 32 sponsors for the 2018 Festival. More than 1,770 organizations—including schools, businesses, and industry associations—worked together to facilitate more than 2,000 STEM-based celebrations in more than 80 Arizona cities during the months of February and March and beyond. These celebrations drew more than 500,000 attendees from across the state, including many rural and underserved populations.

SCITECH INSTITUTE

Council Foundation Board of Directors

Robert Witwer, Chairman, Honeywell (retired)

Steven G. Zylstra, SciTech Institute, President + CEO

David Alberty, Treasurer, AFS Technologies

Angie Harmon, Freeport-McMoRan

Ashley Kelly, Arizona Public Service (resigned in 2018)

Renee Levin, Intel

Diana McMahon, Salt River Project

Scott Salkin, Allbound (resigned in 2018)

Susan Schultz, The Board Institute/SSA Executive Search International (termed out in 2018)

Jeff Unruh, Alerion Capital Group LLC

Quinn Williams, Secretary, Greenberg, Traurig (termed out in 2018)



Rural Activation and Innovation Network (RAIN)

In the third year of a four-year National Science Foundation Advancing Informal Science Learning (NSF AISL) grant, the RAIN network (www.4azrain.org) continues to expand the SciTech Festival to Arizona's rural areas and enhance informal STEM programming and support. The four regions participating in the Rural Activation and Innovation Network (RAIN)—Cochise County (Southeastern Arizona), Graham and Greenlee counties (Eastern Arizona), the Verde Valley of Yavapai County (Central Arizona) and Southern Navajo and Apache counties (White Mountains)—have shown that regional science festivals are an exceptional strategy for convening business, education, government and community stakeholders in STEM collaborations. RAIN is also vitally important to Arizona's comprehensive STEM Ecosystem as it connects partners in rural Regional Innovation Councils (RICs) with each other and statewide resources, such as Arizona's State Parks, Local First Arizona, Arizona Science Center, Arizona State University, Arizona Libraries, 4H, Arizona Commerce Authority and the Arizona Technology Council.

NavApache Innovation Council (NAIC)

Sitting in the northeast quadrant of Arizona, the NAIC team has turned out to be the early innovator of the RICs. It has an active and diverse representation of groups including Arizona First Things First, regional chambers of commerce, regional libraries, a discovery learning center, aeronautical engineers, promotion specialists, cooperative extension agents, K-12 educators, and community college outreach personnel who have broadened NAIC's reach and representation of the region. The NAIC has focused much of its effort in creating multi-generational STEM programs with local libraries and after-school programs for historically underserved areas of the region, including unincorporated settlements and the White Mountain Apache Tribe.

Cochise County Rural Innovation Council (CCRIC)

The CCRIC has been a model for champions and distributed leadership. Since April 2018, the shared leadership team has built upon a solid foundation and shifted strategies to include different parts of the region. The team also reviewed and revised their strategic plan, shifting its focus from primarily community engagement models like robotics and maker spaces to developing stronger, more meaningful relationships with regional community leaders and organizers who can lead community engagement.



Verde Valley Rural Innovation Council (VVRIC)

The smallest and most populated of the four regions, the VVRIC includes four towns, several unincorporated settlements, and the Yavapai Apache Nation. Of the RICs, VVRIC pushed the hardest to stay relevant in the face of structural and political challenges. Ten months into the project the VVRIC champion left, driving the RIC to adapt a distributed leadership model. Although this model provided an opportunity for additional community members to lead, it resulted in several members vying for leadership and control of the RIC. Thus, a second restructuring in early 2018 transpired consisting of a hybrid model with a champion and shared roles. Despite these challenges, the VVRIC extended its network and engagement in the region and forged new partnerships with Sedona and Cottonwood economic development councils. The VVRIC also collaborated with Local First Arizona on its rural STEM business outreach program, Science Happens Here, engaging Yavapai College and the Verde Valley SciTech planning team to create a regional STEM festival. The VVRIC has been successful in getting the word out through local TV, radio and newspaper articles leveraging 3 TV interviews with radio simulcasts, reaching more than 4,000 people.

Graham/Greenlee Rural Innovation Council - GGRIC

For the first 18 months, the GGRIC was championed by a life-long resident and dean of the local community college district. Although this leadership provided stability, it also inhibited the RIC's growth and impact in the region. In May 2018, the director of the Graham County Library took on a more active role in the GGRIC. This led to a partnership with the high school science teacher from the remote town of Duncan (pop. 800) and the anatomy teacher from Eastern Arizona College to redirect the RIC's efforts. In July 2018, these four professionals led the GGRIC in a strategic plan revision to grow their regional network and help to target underserved populations and siloed organizations in the region.

Another important development was a National Science Foundation Advancing Informal STEM Learning (AISL) supplement awarded to SciTech Institute to bridge the RAIN and Chief Science Officer (CSO) initiatives. This funding supports the development of a CSO cabinet in Cochise County and integration of CSOs into the Cochise RIC. RIC members see students as important stakeholders in their regional STEM Ecosystems and as a way to increase their stakeholder base and connection with the public. As a result, NSF funding has been leveraged to raise an additional $45K to support the rollout of CSO cabinets in the Verde Valley and Graham/Greenlee RICs as well.

STEM EDUCATION PROGRAMS (CONT.)

Chief Science Officers Initiative

A key goal of the CSO program (chiefscienceofficers.org) is to place youth squarely in the center of STEM promotion, experience and community action, ultimately strengthening the 21st century STEM workforce. The program is modeled after student government with students in grades 6-12 who are elected by their peers. CSOs champion the interest, engagement and communication of STEM and innovation on and off campus. Basic programming includes leadership training and planning STEM engagement opportunities to ensure they reflect their peers' interests. CSOs also streamline schools' connection to local scientists, STEM professionals and organizations, working with these entities to offer their peers and community members hands-on experiences that build STEM awareness and workforce skills. Collaboratively, CSOs function as a unified cabinet, engaging in local, state and national STEM conversations to change the perception of STEM (or STEAM when the arts are included), transform school and community culture, and broaden participation for all students and community members.

Since its inception, the program has experienced significant growth at the state, national and international levels with 720 CSOs currently engaged in 2018-2019. The Arizona cohort consists of 360 CSOs from 180 schools, up from 320 CSOs from 140 schools in 2017-2018. Beyond Arizona, there are 360 CSOs from cohorts in Atlanta, Ga.; the Saginaw Bay area of Michigan; five regional hubs in Oregon and San Antonio, Texas.

The program received a $150,000 grant from Cisco Systems, Inc. in 2018 to study the impacts of information and communication technology (ICT) on program participants and growth. This funding is helping to build a stronger initiative by providing insights into how ICT enhances or hinders project communications and engagement. The Cisco grant, together with the 2016 four-year NSF research grant and 2017 NSF supplemental funding for program and partnership model evaluation, have enabled SciTech Institute to identify areas for improvement and gaps in program support for participants. Research and evaluation findings are enabling the team to refine the program's structure and curriculum, implement mentor training and teacher professional development, and develop standards of practice (SOPs) and other guides.

AZSTEM School Community of Practice (AZSTEM School COP)

The AZSTEM School Community of Practice (azstemcop.org) connects teams consisting of students, parents, teachers, administrators, education agencies, STEM experts, businesses and industries, professional associations, and community members with other school teams to share STEM education best practices and lessons learned. Formed as part of the STEM Funders Network's STEM Ecosystems Initiative in 2016, the Community of Practice is led by Arizona SciTech, Arizona Science Center, Intel and the Maricopa County Education Service Agency. There are 48 schools participating in the initiative. Of these, 27 are Title I schools serving populations ranging from 42 percent to 100 percent minority (primarily Hispanic) and a significant number of English language learners (up to 70 percent in one school).

In 2018, participating schools were invited to visit other member and sponsor/supporter sites for tours and discussions on best practices. The Crest STEM Program at Paradise Valley High School hosted a "Reform Instructional Strategies and Project-Based Learning" seminar in October 2018 that provided insights into project-based learning (PBL) at the high-school level and options for scaling PBL models. In November 2018, Sierra Valle Elementary showcased their STEAM (STEM + the Arts) offerings across multiple grade levels. Algebra in Manufacturing Processes, Entrepreneurship, and Design (AMPED) hosted by Alhambra High School in November focused on 21st century skills. The Maricopa School superintendent engaged participants in an Inclusive and Sustainable Models for School Leadership seminar to identify characteristics of high-functioning teams. In December 2018, the Arizona Science Center invited AZSTEM CoP members to tour their facility and CREATE makerspace to discuss the importance of professional development.

Science For All, LLC

Science for All is an Arizona-certified qualifying charitable organization. The organization offers individual donors a dollar-for-dollar tax credit that does not compete with school tax credits. Single, head of household or married filing separately taxpayers can donate up to $400. Married taxpayers filing jointly can contribute up to $800. Donations support the engagement of underrepresented, underserved youth in the CSO program to help students develop employability and technical skills.

Arizona STEM Ecosystem

Arizona is home to a flourishing science, technology, engineering and math (STEM) industry base, which is expected to grow significantly between 2017 and 2027. Therefore, it is imperative that Arizona fuel its talent pipeline to meet demands and position the state as a key economic leader. Since 2012, the Arizona SciTech Ecosystem—founded by the Arizona Commerce Authority, Arizona Science Center, Arizona Technology Council, Arizona Board of Regents, Arizona State University and University of Arizona—which is overseen by the SciTech Institute, has built a collaborative network of over 800+ organizations to promote STEM education and a diverse pipeline of qualified, skilled Arizonans entering higher education institutions and the workforce. This network was officially recognized in 2015 as an inaugural member of the STEM Funders Network STEM Learning Ecosystems Initiative launched in Denver at the Clinton Global Initiative.

In December 2018, the U.S. National Science & Technology Council's (NSTC) Committee on STEM Education released a five-year STEM education strategic plan for the United States. The plan's vision is to create "a future where all Americans will have lifelong access to high-quality STEM education and the United States will be the global leader in STEM literacy, innovation and employment." Among the objectives identified to achieve this vision is fostering STEM ecosystems as a pathway to meeting the plan's goals. This objective is the only one that every department "currently plans to contribute to through mission-specific actions."

In addition, Council President + CEO Steven G. Zylstra and Arizona Commerce Authority President & CEO Sandra Watson were selected by Gov. Doug Ducey to represent the state for the first-ever, state-federal STEM Summit at the White House.

In response to this plan, the SciTech Institute is developing a strategic roadmap for strengthening the state's ecosystem. Ensuring that the Arizona STEM ecosystem embraces and embodies the objectives outlined throughout the NSTC Strategic Plan provides unprecedented opportunities to enhance and broaden programming, encourage federal investment in the state, engage more rural communities and better prepare underrepresented populations to fill the state's current and projected STEM jobs.

Arizona Science Bowls

The Arizona Middle and High School Science Bowls are statewide Jeopardy-style competitions focused on STEM topics. The events are open to all Arizona middle and high school teams and are held at the ASU West Campus in partnership with ASU's New College of Interdisciplinary Arts and Sciences, and the School of Mathematical and Natural Science. The competitions draw over 32 teams of four to five students, reaching over 320 students each year. The Science Bowl is nationally facilitated by the U.S. Department of Energy and winners of the regional events in Arizona go on to compete at the national event in Washington, D.C. Over the last decade, the Arizona Science Bowl events have reached thousands of students and have been successful in promoting excellence in STEM education while furthering the cause to build a world-class workforce in Arizona. Thank you to the sole sponsor of these events, Solugenix.

2018 Arizona Middle School Science Bowl Winner:

Basis Peoria

2018 Arizona High School Science Bowl Winner:

BASIS Chandler

Counting Bee

The National Counting Bee™ is an annual, fast-paced, and exciting competition in which contestants are asked to calculate a broad selection of skip-counting patterns with a varying degree of difficulty. Created by Scott Flansburg, "The Human Calculator®" (a nickname given to him by television star Regis Philbin), the program's mission is to help students improve basic arithmetic skills and promote numeracy. During each round, contestants list as many multiples of a random starting number by the level they are competing within 15 seconds. A minimum of seven correct answers is needed to proceed to the next level.

The Counting Bee is a STEM competition open to K-12 students at all public, private, charter and home schools. The top 10 students from each age group and category then compete. The inaugural competition was in November 2018. Winners included:

- Puranjay Madupu, age 7, Chandler, Ariz.
- Ojas Guttal, age 8, Chandler, Ariz.
- Aydin Daniel, age 9, Scottsdale, Ariz.
- Devansh Avlani, age 10, Chandler, Ariz.
- Rahul Patel, age 11, Phoenix, Ariz.
- Eric Sanchez, age 12, Mesa, Ariz.

In 2019, the Counting Bee will be a nationwide competition.



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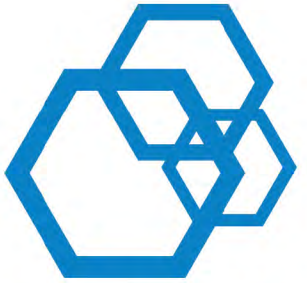
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