



NATI News January 2010

News @ NATI

- **New Year's Greetings**
- **NATI Hires Events/Marketing Coordinator**

Happy New Year! I am delighted to extend my warmest greetings to you for a healthy and prosperous 2010.

NATI underwent some big changes in 2009, particularly with staff. Paul Dube left NATI to pursue an opportunity with a new NATI member SwiftRadius, who are opening up an office in St John's which Paul will be managing. We wish Paul much success in his new endeavor and thank him for all his contributions at NATI.

We also added a new Events/Marketing Coordinator to the team, Jennifer Kelly. Jennifer brings to NATI her years of experience in the not for profit sector and will be a much needed addition to the team. Welcome aboard Jennifer!

In terms of business success, we had recently attended the Oceans 09 tradeshow in Biloxi, Mississippi as part of the Atlantic Canada Pavilion. Thanks to Darrell O'Neil of InTRD for helping make this trade mission a success. At Oceans 09 we met with our partner MsET and presented a draft of our business plan to drive new opportunities through the region and to take advantage of SEUS 2010, which is being held in Biloxi in April of 2010.

2009 finished nicely with our annual Christmas social. We had a full house and everybody enjoyed delicious food and the chance to network with fellow members. Thank you to our co-sponsors SwiftRadius and Deloitte for supporting this event.

I am excited about the upcoming year. We will continue to forge strong strategic partnerships and alliances with related industry and business associations, federal and provincial government departments and agencies. Last, but not least, we will continue to provide focused business development and enrichment. One of the ways we will do this is through our upcoming NATI Solutions Summit. The purpose of this year's conference

is give delegates concrete solutions they can use in their businesses immediately. More about the Summit is below.

Remember that NATI acts a unified voice for all of our members and that together, we work to build and support the technology industry. In 2010, NATI plans to be at the front and center of industry happenings. In fact, we plan to lead some of those happenings. So stay tuned – we're just getting started!

Ron Taylor
CEO, NATI

NATI Hires Events/Marketing Coordinator

NATI is pleased to welcome Jennifer Kelly as Events/Marketing Coordinator. Jennifer has extensive experience in marketing, writing and event planning and holds a Masters in Applied Communications from Royal Roads University. Jennifer will be helping NATI communicate more with its membership. Part of this will involve improving its marketing strategies, organizing member events, issuing media statements to members and updating the website. If anyone wishes to distribute information about happenings in the sector or within their own company, please email Jennifer at jennifer@nati.net.

Finding Your Competitive Advantage: Upcoming Events

- **NATI Solutions Summit**
- **BDC's HR Dynamic Information Session**
- **US Government Contracts: Practical Jump Start Seminar**

Be a Part of the Solution: Get Connected with NATI Solutions Summit!!!

Date: Wednesday, March 10, 2010

Location: Delta Hotel and Conference Centre, St. John's, NL

NATI's Solutions Summit will give you the tools needed to tackle everyday business concerns like how to access capital, how to hire and retain youth, how to expand your business or product internationally and much more. Our dynamic presentations will give you practical solutions to be used in your technology business immediately - solutions that will ultimately help grow your business. It's time to *stop* focusing on problems and *start* focusing on solutions!

Session Topics include:

- *Show me the Money: Getting the Funding you Need to Grow your Technology Business*
- *So, you Want Me to Work for You? How to Hire and Retain Youth in a Competitive Marketplace*
- *Learn from the Best: Business Success Stories from Home*

- *Expanding Your Business through Social Media*

Member Price: \$149 (+HST)

Non-Member Price: \$199 (+HST)

Register Now!!! Call Jennifer at 757-3251 or email at jennifer@nati.net

Sponsorship Opportunities Available: Call Jennifer at 757-3251

Profile your company to industry leaders - Register a booth!

Have the opportunity to promote your company to conference delegates, network with industry figures and create potential business opportunities, all while attending the sessions for free.

Exhibit opportunities include:

- Exposure to professionals in the technology industry
- All conference sessions and networking breaks are held in exhibit area guaranteeing traffic to your booth
- Exposure to any event media coverage
- FREE admission to all sessions and luncheon

Space is limited - book now! \$750.00 (+HST) Call Jennifer at 757-3251 or email at jennifer@nati.net

BDC's HR Dynamic Information Session

Date: Tuesday, January 19, 2010, 8:30 AM

Location: Capital Hotel, St. John's

No matter the size, scope or complexity of your operation you are assured to leave this session with new ideas on how to develop a sound Human Resources Management Program. Here's what you can expect to gain:

- How to attract and retain competent and dedicated employees;
- Learn to deal with problem employees and avoid legal issues;
- Discover how simple tools can impact on performance and your bottom line; and
- How to motivate team members.

To help growing businesses that have to manage an ever-increasing number of employees but cannot yet justify a full time HR manager, we also offer you an introduction to our **HR Dynamics Program**.

Contact: Jillian Lee (709) 772-5216

RSVP: Before January 12th, 2010

By phone: (709) 772-5216

By fax: (709) 772-2516

US Government Contracts: Practical Jump Start Seminar

Date: Thursday, January 28, 2010, 8:30 AM

Location: Halifax - via webcast to St. John's

Judy Bradt, Washington-based Principal of Summit Insight, www.summitinsight.com
will present:

U.S. Government Contracts: The Practical Jump Start Seminar

DATE/TIME : January 28, 2010 - 8:30 a.m. to 12:30 p.m.

This session is designed to enable you to:

- Decide if this market is for you -- learn what success will take;
- Understand how U.S. government agencies buy -- get inside buyers' heads so you can get inside their offices;
- Discover winning tactics for advance intelligence on opportunities and competitors; and
- Strengthen your unique value proposition for more successful partnerships and relationship development.

Sector focus: While this is a general session, Judy will use examples from ICT and green technologies.

LOCATIONS:

Moncton

Foreign Affairs and International Trade Canada, 1045 Main Street, 4th Floor, Moncton, NB.

Fredericton

National Research Council Institute Building, 46 Dineen Drive, Fredericton, NB.

To register contact:

Charles Gaudet, (506) 851-6669

Charles.Gaudet@international.gc.ca

Presented by

Department of Foreign Affairs and International Trade and
Atlantic Canada Opportunities Agency

Business Development Opportunities

- **Professional Development Opportunities: Gardiner Centre**
- **January Guest Advisory Series: Canada/NL Business Service Centre**

Professional Development Opportunities at the Gardiner Centre - The Next Move to Grow Your Business!

Business success is dependent on business growth, and there is no better way to grow your business than by investing in your people. Ensuring that the people who work for and with you have the skills they need to succeed is incumbent on every business owner. So, what can you do to not only maintain, but grow your business? You can ensure that your employees - your team - have the skills they need to continue growing with your business. You can invest in training.

The Gardiner Centre is pleased to announce its Winter 2010 Professional Development Schedule, as well as the dates for its new program, the Masters Certificate in Business Analysis. Please read the information below or visit www.mun.ca/gardinercentre for more details.

Winter 2010 Professional Development Schedule

Ready to invest in professional development? At the Gardiner Centre, we understand that professional development should benefit both you and your organization. With new topics such as Exploring Business Opportunities in the Offshore Petroleum Industry, Management of Ethics & Values, Advanced Business Writing, and Investing in Employee Development, our professional development seminars offer you and your business, opportunities to enhance business skills and knowledge. To view our complete Winter 2010 Professional Development schedule, visit http://www.busi.mun.ca/gardinercentre/02programs/10_mcba/index.html.

Masters Certificate in Business Analysis

(18 days over 4 months: March 9 - June 26, 2010)

Are you on a career path to becoming a Business Analyst? Gain the knowledge and skills necessary to become a competent, confident and sought-after Business Analyst - a role that is now recognized as critical to creating successful business solutions and satisfied customers. Delivered in partnership with York University's Schulich Executive Education Centre, this program equips you with the knowledge and techniques to plan, elicit,

communicate, analyze, model, validate and manage user requirements through the project life cycle. For full program details, visit http://www.busi.mun.ca/gardinercentre/02programs/10_mcba/index.html.

January Guest Advisory Series: Canada/NL Business Service Centre

Location: Boardroom, 1st Floor Parsons Building, 90 O'Leary Ave.

Guest Advisors for January 2010

Monday & Tuesday, January 18th & 19th - Cecile Klein, Business Development Officer of the *Canadian Intellectual Property Office*, can assist you with information on trademarks, patents, copyrights and industrial designs.

Tuesday, January 26th – **Bernadette Pickett, Senior Account Manager** of the *Royal Bank of Canada*, can provide information on financing options, banker's expectations, loan application process, liability issues, expansion financing, cash flow, financing a buy-out, business plans, alternate financing options and services available.

Wednesday, January 27th – **Mike Green, Manager, Consulting** of the *Business Development Bank of Canada*, can provide help to grow your business and provide expertise in business plan development or any functional aspect of your business including strategy, marketing, operations or human resources.

Thursday, January 28th – **John Dearin, Accountant** from *Business Management Services Inc.*, can provide information on a variety of business management topics such as individual, partner and corporate tax services, monthly, quarterly and annual reporting, accounting, bookkeeping, payroll and HST.

Friday, January 29th – **David S. Williams, Lawyer** with *O'Dea Earle*, can answer your questions on contracts, liability, leases, dispute resolution, business structure, shareholder/partnership agreements, buying/selling a business, licensing agreements, disclaimers, taxation, debt collection, etc.

To make an appointment call 1-800-668-1010 or email Verlie Yetman at verlie.yetman@acoa-apeca.gc.ca

www.nati.net

info@nati.net

T: 709.772.8324

F: 709.757.6284