



TECNA

TECHNOLOGY COUNCILS OF NORTH AMERICA

INSIGHTS. CONNECTIONS. EXPERTISE.

2022 SUMMER CONFERENCE

HOSTED BY PITTSBURGH TECHNOLOGY COUNCIL
Pittsburgh, Pennsylvania, USA
JULY 20-22, 2022

WWW.TECNA.ORG

#tecna2022

WELCOME

Welcome Technology Councils of North America!

On behalf of the Pittsburgh Technology Council, I would like to welcome you to Pittsburgh. Our board and staff have been looking forward to this day for three years as we faced pandemic related delays, but now we are thrilled to greet you all!

With more than 90 unique neighborhoods, Pittsburgh is a wonderful place to spend time in the summer. While our city has gained world recognition for the role that technology has played in its transformation, the real story is the transformative impact of our technology on the rest on the world. We will be showcasing some of this during your time in the city.

Also, I hope that you can spend a few hours walking through the Strip District, exploring our parks, and spending time in some of the amazing restaurants and museums that Pittsburgh has to offer.

Personally, my favorite part of any TECNA event is the unplanned collisions of ideas and people that occur in the short breaks on program days and in the informal meetings at the day's end.

Plan on having a wonderful time in Pittsburgh, and I look forward to spending time with each of you!

Audrey Russo
President & CEO
Pittsburgh Technology Council



TECNA Board of Directors 2021-2022

Ryan Weber, Chair, formerly KC Tech Council
Frannie Matthews, Vice-Chair, Colorado Technology Association
Yvonne Pilon, Treasurer, WEtech Alliance
Sara Fraim, MasTLC
Deon Gordon, TechBirmingham
Brian Kennedy, Pittsburgh Technology Council
Michael Schutzler, Washington Technology Industry Association
Jennifer Taylor, Northern Virginia Technology Council
Doug Robertson, Immediate Past-Chair, Venn Innovation
Larry Williams, Technology Association of Georgia
Jennifer Young, TECNA
*left role at GNTC early 2022 - Brian Moyer, Vice-Chair
*left role at CTC early 2022 - Matt Gardner
*left role at TAO early 2022 - Cara Turano

TECNA Board of Directors 2022-2023

Michael Schutzler, Chair, Washington Technology Industry Assoc.
Yvonne Pilon, Vice-Chair, WEtech Alliance
Jennifer Taylor, Vice-Chair, Northern Virginia Technology Council
Frannie Matthews, Secretary, Colorado Technology Association
Larry Williams, Treasurer, Technology Association of Georgia
Lisa Cashmore, Communittech
Sara Fraim, MasTLC
Deon Gordon, TechBirmingham
Kathy Henrich, MKE Tech Hub Coalition
Brian Kennedy, Pittsburgh Technology Council
Dean Miller, Philadelphia Alliance for Capital and Technologies
Brian Waller, Technology Association of Iowa
Ryan Weber, Immediate Past-Chair
Jennifer Young, TECNA

PROGRAM

WEDNESDAY, JULY 20, 2022

5:00 – 6:30 p.m. - Opening Reception & Registration
PNC Park

Dinner On Your Own

Continued >

PROGRAM

THURSDAY, JULY 21, 2022

8:30 a.m. - Breakfast

***Alloy 26 Auditorium, Nova Place,
100 South Commons, Pittsburgh,
PA 15212***

**9:00 a.m. - Welcome & Morning
Panel: STEM - The Future of
Technology Talent**

Alloy 26 Auditorium

Hear from three dynamic leaders who are driving inclusive talent development initiatives across North America. Panel includes: Stephanie Weber, Director of Regional Initiatives for the National Center for Women & Information Technology; Jennifer Carlson, Co-Founder & Executive Director for Apprenti; Jake Lounsbury, Director of Global Partnerships, Chief Science Officers International. The panel is moderated by Justin Driscoll, Senior Director, Market Development, TechElevator.

10:15 a.m. Morning Breakouts

**COI: CEO & Board Members -
Part I**

Nova Place Conference Center

This track is for CEOs looking to find success in building and working with their board and also for TECNA members' boards to attend. This two-part session will be led by Jim Daniell of Revol LLC and board member of MassTLC. Among Daniell's areas of expertise is helping nonprofits accelerate their own efforts to transform the organizations for greater scale and impact.

**COI: Workforce / DEI
*PTC Resource Room***

Christy Uffleman, Founder and CEO, Edge Leadership Solutions, executes the highly successful Edge Women's Leadership Series. This 9-month cohort promotes critical thinking and coaching skills, building a strategic network, personal branding, and inclusion. Christy is the author of *The PEER Revolution*, *Group Coaching That Ignites the Power of People*.

**11:30 a.m. Fireside Chat: U.S.
Ambassador David L. Cohen
and Chris Albinson, President
& CEO, Communitech
*Alloy 26 Auditorium***

**12:30 p.m. Lunch
*Alloy 26 Auditorium***

We encourage attendees to take your box lunch and eat with someone from another council!

**1:30 p.m. Featured Speaker:
Consul General of Canada in
New York, Khawar Nasim
*Alloy 26 Auditorium***

2:30 p.m. Afternoon Breakouts

**COI: Marketing and
Communications
*Alloy 26 Auditorium***

How did you find out and register for the Summer Conference? You may have been directed to register through digital routing. Learn how to effectively grow your membership, sponsorship and event attendance in this discussion led by TECNA's partner, Feathr, the digital marketing company that specializes in association marketing.

*COI = Community of Interest

COI: Membership
PTC Resource Room

This session will provide an overview of an outreach and retention plan developed and executed by the Pittsburgh Technology Council with their 1,100 member companies. This effective program boasts of an 84% + membership retention rate.

COI: CEO & Board Members - Part II
Nova Place Conference Center

This track is for CEOs looking to find success in building and working with their board and also for TECNA members' boards to attend. This two-part session will be led by Jim Daniell of Revol LLC and board member of MassTLC. Among Daniell's areas of expertise is helping nonprofits accelerate their own efforts to transform the organizations for greater scale and impact.

Break

5:00 – 8:00 p.m. Reception, Dinner and TECNA Innovation Awards

Aurora, 1654 Smallman St, Pittsburgh, PA 15222

Pittsburgh has become a hub of self-driving vehicle research and development. TECNA members will be socializing and fittingly celebrating our innovation and success at the dynamic self-driving vehicle company, Aurora, located in the heart of the Strip District in Pittsburgh.

FRIDAY, JULY 22, 2022

8:30 a.m. Continental Breakfast
King's Garden Room, Wyndham Grand Hotel

9:15 a.m. TECNA Membership Survey Review
King's Garden Room

10:00 a.m. Recession Proof Your Organization
King's Garden Room

The topic of looming recession has been on the minds of many TECNA members. Jim Daniell, of Revol LLC will lead a discussion on ways to prepare your organization for a potential recession.

10:45 a.m. Breakouts

COI: U.S. Policy and Canadian Policy
King's Garden Room (Front of Room)

COI: Events and Sponsorship
Chartiers Room

COI: COO
Rivers Room

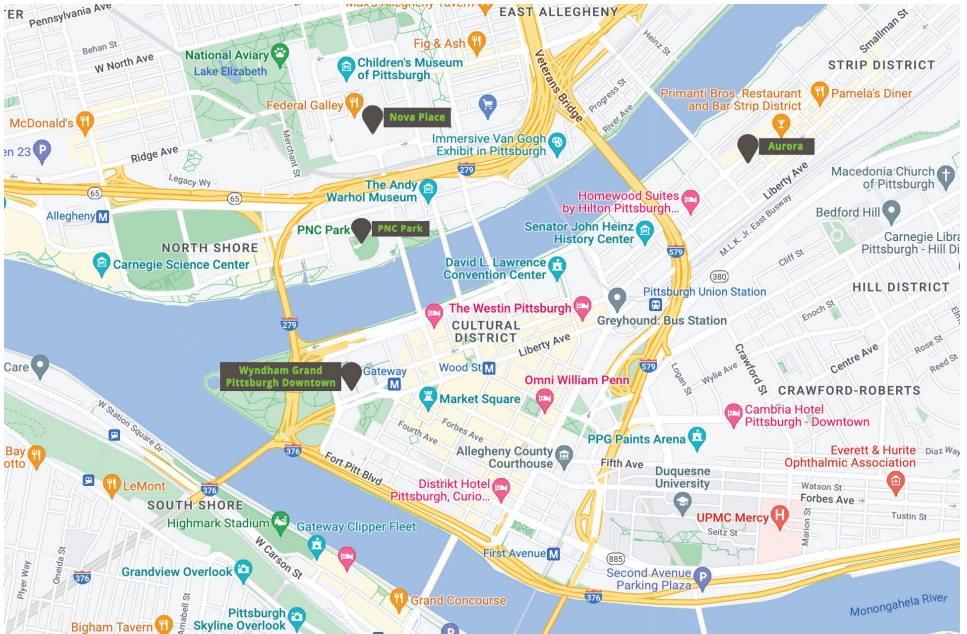
Four years ago, the Colorado Technology Association (CTA) implemented the Entrepreneurial Operating System (EOS) as explained in the book Traction. CTA's CEO Frannie Matthews and COO Monica Coughlin will discuss their journey.

COI: Workforce
King's Garden (Back of Room)

11:45 a.m. Closing Remarks & Lunch
King's Garden Room

IMPORTANT INFO

Map of Pittsburgh



Important Addresses

PNC Park

115 Federal St, Pittsburgh, PA 15212

Nova Place

100 South Commons, Pittsburgh, PA 15212

Aurora

1654 Smallman St, Pittsburgh, PA 15222

Wyndham Grand Pittsburgh Downtown

600 Commonwealth Pl, Pittsburgh, PA 15222

Map of Nova Place - Home of the Pittsburgh Technology Council



Reach TECNA Staff during the Conference via email or Slack:

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Lindsay Ries, Government Affairs Director
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Connect on TECNA's Slack #summerconference22 channel

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Thank you to our Host, Pittsburgh Technology Council!
Thank you to all who served on the Planning Committee,
Community of Interest Chairs, Awards Committee & TECNA Board!