



The North Carolina Technology Association (NCTA) is the intersection of leadership and technology fueling the growth of North Carolina through Executive Engagement, Public Affairs, and a Knowledge Workforce.

PROMOTE

LEAD

INNOVATE

INFLUENCE

North Carolina Technology Association (NCTA)

225 Hillsborough Street, Suite 150

Raleigh, NC 27603

919.856.0393 telephone

919.856.0396 fax

NCTA@nctechology.org email

MAILING ADDRESS

PO Box 28299

Raleigh, NC 27611

www.nctechology.org

One statewide voice for technology.

A whole world of value.

Fact Sheet 2008

The State of Technology in North Carolina

Whether they were born here, relocated here, or transformed here, technology companies in North Carolina embody the fusion of leadership, innovation and education.

North Carolina is a state rich in human and technological resources. We boast:

- The oldest and largest technology park in the U.S.
- The second largest financial center in the nation
- The third largest active-duty military presence in the U.S.
- The third largest biotech economy in the nation
- World-class universities and the nation's third largest community college system

It is no wonder that North Carolina is recognized year after year as one of the top places to live and work by renowned publications including *Forbes*, *Fortune* and *Inc.* magazines. *Site Selection* magazine recently named North Carolina as the state with the top business climate in the nation for the sixth time in seven years.

North Carolina's 100 counties are touched by technology and NCTA shares a strong commitment to represent, engage and strengthen technology initiatives that are unique to each region.

Leadership Meets Technology

Meet NCTA, a membership association who understands the connections you need to be personally and professionally successful. NCTA is the premier statewide leadership organization that represents the technology industry. Our membership consists of top-tier leaders among technology companies, professional service firms, community organizations, educational institutions and government agencies.

NCTA helps our members grow regionally and compete globally by actively connecting business decision makers, educating government officials on issues relevant to the technology industry and providing invaluable educational and executive networking events. NCTA has remained a trusted resource for more than a decade with the access and ability to influence locally and impact globally.

Distinguished Leadership

The North Carolina Technology Association's Board of Directors represents unparalleled state and global leadership ahead of the curve. Look no further than NCTA to see who's who in business and technology in North Carolina. Our impressive leadership has excelled at fusing our state's human and technological resources, and at providing thought leadership around economic development in North Carolina.

"NCTA is the ONE membership association with MULTIPLE opportunities for personal and professional growth."

— ANNE McCLELLAND, MICROSOFT CORPORATION

technology
start-ups

medium-sized
businesses
on the fast track

global
corporations



INFORMED

ENGAGED

INFLUENTIAL

ACCESSIBLE

www.nctechnology.org

Three Lines of Business

The North Carolina Technology Association maximizes opportunities for our members through our three lines of business: **Executive Engagement, Public Affairs, and Knowledge Workforce.**

Executive Engagement: NCTA Connects Leadership, Technology and Innovation

NCTA's Executive Engagement connects executives, public policy leaders, visionaries and world-class leaders around the business of technology. Through "engagement" we bring leaders together to collaborate, inspire, discover and explore new opportunities for business. NCTA has established a series of executive-level events and programs that are recognized for their top-tier speakers, quality programming and unprecedented attendance of C-level executives. Our members drive the content and success of our programs and events through committee involvement, sponsorship, speaking opportunities and active participation.

Public Affairs: NCTA Provides a Voice for the Technology Industry

NCTA shapes policy to foster growth and opportunity with a public affairs program that is steered by three guiding principles: build relationships, educate on issues, and craft and advocate forward-thinking policy. For over a decade, NCTA has been the voice of technology, championing legislation that provides a favorable tax and regulatory environment, encouraging new ventures, and growing knowledge jobs and a knowledge workforce in North Carolina.

We provide opportunities for members to meet and work with state and federal legislators. NCTA crafts an annual legislative agenda by engaging member companies of all sizes. In recent years, our efforts have achieved tax credits of research and development for emerging technology companies, increases in government funding for educational technology, and funding for defense and security technology initiatives throughout North Carolina.

Knowledge Workforce: NCTA Promotes Lifelong Learning

K-20 Education

NCTA embraces the challenge of mentoring a generation to lead 21st century technology. We impact K-20 education with unprecedented initiatives to promote and enhance the state's technology and

educational opportunities. We endorse legislation that provides investment in educational technology, and promotes training to attract more students into the Science, Technology, Engineering and Math (STEM) curricula. NCTA develops the knowledge workforce to make North Carolina a thriving hub of technology companies that are globally competitive. Plus we take it further.

Executive Education

Our executive leadership development opportunities are simply unequalled in North Carolina. We recognize that technology companies prosper through innovation and that innovation requires lifelong learning. NCTA provides professional development opportunities for members through action-oriented committees, informative programs, online forums, peer groups and an online library of white papers and business articles. We leverage the expertise of our members on business topics including emerging technologies and trends; security and business continuity; management and leadership; retaining and identifying top talent and IT efficiency. Our membership stays informed on the latest business trends and topics that touch the technology industry.

The NCTA Education Foundation:

Technology as a Tool in Education

NCTA and its member companies formed the NCTA Education Foundation, a 501(c)3, in September 1998 to support and encourage the use of technology as a tool in education from preschool through lifelong learning. Since then, the Foundation has continued to focus attention on helping to address the technology needs of North Carolina's schools, to better prepare students for the 21st century workforce, and to encourage other schools and public policy leaders to see the advantages of using technology as a tool in education. Visit www.nctafoundation.org.

"We all win when we support technology as a tool in education from kindergarten through lifelong learning."

— RANDY FRASER, TIME WARNER CABLE

NCTA marketing and public relations partner.

www.dprgroup.com

