



2009 Annual Report for Members

Summary

NEOSA experienced a very good year in 2009. Total membership grew again in 2009 and engagement in activities also showed growth. Signature programs such as the Best of Tech Awards, CoolTech Challenge and the CIO Symposium also showed improvement over 2008 results. A challenge area remains sponsorship; we expect 2010 to continue to be a challenge in light of economic conditions.

A few performance highlights include:

- Membership:
 - Total members grew to 898 at 12/31/09, an increase of 4.3%.
 - Since 12/31/07, NEOSA membership is up approximately 13%.
- Community “touches”: 3,146
 - Event attendance totaled 1,200 over the course of the year, an increase of 8% over 2008
 - networking event attendance increased by 29%
 - Podcast downloads totaled 1,946; nearly triple the downloads in 2008
- Social media
 - We expanded our use of social media in 2009:
 - the NEOSA blog was launched
 - we now have two LinkedIn groups with more than 650 members total
 - we leveraged Facebook for the CoolTech Challenge and Twitter for both the Best of Tech Awards and the CIO Symposium



Performance Results

Membership

New Members: 143

Net members: 898

- An increase of 4.3% over 2008

Membership Retention

- 2009: 88%
- 2008: 88%

Events

Number of events: 23

Number of Attendees: 1200

- +8% over 2008

Average Attendance: 52

- +13% over 2008

Networking

- Number: 6
- Attendees: 426
 - -8% over '08 (1 fewer event)
 - Avg. attendance: 85 (+29%)

Sales and Marketing SIG:

- Number: 7
- Attendees: 232
 - -13% over 2008 (1 fewer event)
 - Avg. attendance: 33 (+22%)

Developers SIG

- Number: 4
- Attendees: 72 (avg. 18)

Forums

- Number: 2
- Attendees: 109 (avg. 54, +50%)

Best of Tech Awards

- Event Attendees: 174 (+8%)
- Company Nominations: 74 (+32%)

CIO Symposium

- Attendees: 116
 - +61% over 2008

CEO Synergy

- Number: 3
- Attendees: 67
 - +55% (+1 event)



Unique items of Interest

- CoolTech Challenge '09
 - HS website design contest
 - 70 registered teams
 - 50 submitted websites
 - More than \$8,000 in scholarships and prizes distributed
- LinkedIn NEOSA group:
 - 470+ members (+74% over 2008)
 - Members-Only Group: 186 members
- Community representation for the Tech industry:
 - Board memberships:
 - CSU Continuing Education – Visiting Committee
 - University of Akron – Center for IT and E-business
 - Computer Information Systems (CIS) board at Kent State University
 - Participated in Regional Talent Network (RTN) and currently participating in the Regional IT Engagement (RITE) board

2010 Plan

Events

- Networking: 6
- CEO Synergy: 2, maintained as members-only events
- Programmers/Developers SIG: 3
- Best of Tech Awards / CoolTech Challenge
- CIO Symposium: exploring a strategic relationship with TechColumbus



Other

- Podcasts
 - expanding podcast series featuring tech CEOs and others sharing expertise and success stories
- Education
 - Identification and promotion of continuing education and training available from area universities
 - Member discount negotiated with each
- Advocacy
 - Expanded participation with COSE Advocacy Department
 - Exploration of collaboration with other tech associations around the state
 - Collaboration with tech councils from across the country

Board News

Retiring board members: No retiring board members in 2009

Renewing Board Members: *Jim Sage (University of Akron), Mike Berlin (Briteskies)*

New Board Members:

- no new board members in 2009
- three (3) board members will begin terms in 2010:
 - Lance Hill, Within3
 - Ganesh Iyer, Vertex Computer Systems
 - Joe LaMantia, e-Ventus