

# TECNA Member Handbook

New & Returning  
2019



# About TECNA

TECNA represents approximately 50 IT and Technology trade organizations that, in turn, represent 22,000 technology-related companies in North America. Please visit our website, [www.tecna.org](http://www.tecna.org), for more information about our members.

We are the leading advocates for building innovation ecosystems throughout North America and as well as a growing number of regions in Europe.

TECNA serves our members and the industry through our strong peer-to-peer network and regional initiatives to raise the visibility and viability of the technology industry.

Our core purpose is to empower regional technology organizations and be their collective voice in growing the North American technology economy. We strive to deliver valuable services to member organizations and foster collaboration, innovation, and the exchange of ideas. We accomplish this by supporting and investing in these strategic goals:

- Best practice sharing
- Research
- Advocacy

## Leadership Team

TECNA's Leadership Team is comprised of five Executive Committee members and eight Directors with specific areas of responsibility.



Please [visit our website](http://www.tecna.org) for more information about our Leadership Team and about TECNA.

# Why TECNA?

## Big Return On Investment: Upwards of 1000%

Depending on your membership level, you can easily *double or quadruple your investment*. In 2018, on average, TECNA invested more than **\$3,200** in direct member resources and benefits per organization. Members who are willing and able to *take advantage of the full policy Alliance Partnership received more than \$7,000 in additional value. **These figures do not include other valuable benefits and resources like:***

- Communities of Interest / Best practice webinars
- Staff support and technical assistance
- Industry and benchmarking surveys
- TECNA Digest Newsletter
- Member staff registration discounts
- Invaluable networking opportunities
- Our best practice repository
- Association compensation and benefit data
- Promoting member's activity and content on TECNA's dynamic social media outlets
- Optional TECNABase platform provides data and insights to other leading companies and ecosystems

## Best Practices and Networking

Each year our member CEO's rate networking and best practice acquisition as the top two benefits of TECNA membership. Meet colleagues and learn about best practices and other ways to better run your association through these benefits:

- [CEO Retreat](#): April 1-3, 2019 – Maple Ranch, Missouri
- [Summer Conference](#): July 23-25, 2019 – Madison, Wisconsin
  - Discounted registration for member staff
- Access to model practices (webinars and toolbox)
- TECNA member directory to connect CEOs and staff by job focus areas
- Communities of Interest CEO, STEM/Workforce, Membership, Events
- Slack communities for TECNA CCEOs, Events, Talent/Workforce, Membership & Operations



# Join TECNA – Gain Value

## Policy & Advocacy Support

Through our collaboration with CompTIA, TECNA serves as a leading advocate dedicated to empowering and mobilizing the grassroots tech community to impact legislative and regulatory issues important to growth, innovation and job creation in the U.S. as well Canada. Our initiatives include:

- Monthly policy Calls and Policy Bytes Newsletter
- Regional Policy Summit November 7, 2019, Atlanta, Georgia
- DC Fly-In: February 5-6, 2019 — Washington, D.C.
  - This event is only open to Alliance Partners—includes complimentary event registration for Alliance Partner staff and their member delegations.
- CapWiz—online, grassroots advocacy tool
  - The Capwiz license is only available to Alliance Partners on a first come basis. Only one license is available per state.
- Canadian Policy Meeting: TBD — Ottawa, Ontario

## Research

We use research to ensure our members are able to develop strategies that embrace existing and emerging opportunities for growth.

- Annual member benchmarking survey
- Biennial CEO Salary Survey
- Biennial Workforce Survey
- CyberStates
- CyberCanada

## The TECNA Digest Newsletter

Aggregates and provides timely information on all member benefits, as well as association management and industry news.



## Eligibility

All members must show they meet these criteria in an application to the TECNA.

- Non-profit regional and state / provincial organizations that support development of technology and innovation-based economies.
- Corporate organizations with 80% of their members being businesses with more than one employee.
- Organizations with membership made up of at least 50% technology-oriented companies or organization.
- Independent membership organizations with a voluntary, industry-based board of directors.
- State, Federal and other NGOs involved in the innovation eco-system development are encouraged to apply.

Organizations which do not meet these requirements but still want to join must present an explanation to the TECNA Executive Director as to why an exception should be made on their behalf.

Membership variance requests should be sent to: Tim Jemal, TECNA Executive Director at: [tjemal@tecna.org](mailto:tjemal@tecna.org)

[Apply today!](#)

[For more membership information visit our website.](#)



## Fees

Your Annual Operating Budget (Gross Revenue)	Your Annual Fees (U.S. Dollars)
Under \$250,000.....	\$600
\$250,001 to \$500,000.....	\$891
\$500,001 to \$1,200,000.....	\$1,550
+\$1,200,001.....	\$2,250
Outside North America.....	\$600 (Affiliate)

## Affiliate Membership

TECNA affiliate membership is available to organizations outside North America at a flat annual rate of only \$600.

- Access to TECNA's North American network which includes more than 22,000 technology-related companies
- The opportunity to attend TECNA events at preferred membership rates
- Make the most of International Free Trade Legislation and access new investment and business opportunities for your company and region

# Elevate Your Advocacy Efforts

TECNA is dedicated to empowering and mobilizing the grassroots tech community to impact legislative and regulatory issues important to growth, innovation and job creation.

Canadian members meet in Ottawa each year to discuss policy issues and meet with government officials. Learn more about our priority issues on TECNA's [Ottawa Summit webpage](#).

American members who wanting to elevate their federal commercial advocacy efforts can become a CompTIA Alliance Partner. Membership includes access to a robust, grassroots advocacy tool, Engage, and our DC Fly-In event. Our partnership with CompTIA serves as the primary vehicle of TECNA's U.S. policy and advocacy efforts.

[View our policy priorities on the TECNA Advocacy webpage.](#)

All TECNA members have access to the monthly policy conference calls and Policy Bytes newsletter.



## TECH COUNCIL ADVOCACY ALLIANCE

Alliance Partners, and their members, are eligible to attend this important event. Learn about timely policy issues affecting our industry and meet with key legislators. Our strategic partner, CompTIA, will help you schedule meetings with your delegation and legislators. No registration fee for TECNA members

[To learn more, click here: CompTIA State Tech Council Alliance](#)



# Grow Your Organization with Networking & Best Practices

## Tech Council CEO Leadership Retreat

This retreat is an excellent way for TECNA member CEOs to get to know each other, share lessons learned and acquire new leadership skills and business development ideas. Our sessions respond to member needs and are designed to help CEO's grow their organizations.

April 1-3, 2019

Maple Ranch Conference Center  
Amorette, Missouri

Watch for event updates and registration information by visiting us online:

[CEO Retreat 2019](#)



Wisconsin  
Technology  
Council

## Summer Conference

This 3 day-event is all about learning and connections. We'll focus on the future by examining emerging technology and association trends and share best practices that will help regional, state and provincial based technology councils and associations support their member companies and support the growth of their regional marketplace.

July 23-25, 2019

Madison, Wisconsin

Hosted by Wisconsin Technology Council  
Watch for event updates and registration information by visiting us online:

[Summer Conference 2019](#)