

# TECNA Member Handbook

New & Returning  
2020



# About TECNA

TECNA serves approximately 60 IT and Technology trade organizations that 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.

TECNA provides strong, member-driven programs and activities that bring value to tech associations. We are the leading advocates for building innovation ecosystems throughout North America and Canada.

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
- Peer-to-Peer relationship-building

## 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: Value for Your Whole Team & Your Members

By joining TECNA, you and your staff will have access to benefits that help your council improve and receive the latest best practices, insights, strategies and public policy updates. Equally important, TECNA is a powerful network of peers, and your involvement will deepen your professional and personal relationships across North America. Our benefits include:

- Communities of Interest / Best practice webinars
- Staff support and technical assistance
- Annual membership survey that provides valuable benchmarking data
- Annual survey on tech councils' workforce development programs
- 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 social media platforms

## 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](#): March 17-19, 2020 – Napa Valley, California
- [Summer Conference](#): July 22-24, 2020 – Pittsburgh, Pennsylvania
  - 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, Public Policy/Advocacy & Marketing/Communications
- Slack communities for TECNA CEOs, Events, Talent/Workforce, Membership & Communications



# 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:

- A Community of Interest dedicated to Public Policy
- TECNA Policy Summit and Legislative Exchnage: February 11-12, 2020 — Washington, D.C.
  - This event is only open to all TECNA Members—includes complimentary event registration for TECNA Member staff and their member delegations.
- 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

## The TECNA Digest Newsletter

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



# Membership

## Eligibility

All members must 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

# Grow Your Organization with Networking & Best Practices

## CEO Leadership Retreat

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

March 17-19, 2020  
Las Alcobas Resort  
Napa Valley, California

Watch for event updates and registration information by visiting us online:  
[CEO Retreat 2020](#)



**Pittsburgh  
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 22-24, 2020

Pittsburgh, Pennsylvania

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

[Summer Conference 2020](#)

# 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 want to elevate their state and federal advocacy efforts will benefit from participating in TECNA's Policy Summits and legislative exchanges. TECNA also has a Community of Interest focused on best practices in public policy advocacy.

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

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

