

# TechAmerica

WHERE THE FUTURE BEGINS

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THE ASSOCIATION OF COMPANIES DRIVING INNOVATION WORLDWIDE.

**NASCIO Corporate Leadership Council**  
**Baltimore, MD**  
**April 29, 2009**

**Phil Bond**  
**President, TechAmerica**

## Why we're here

- Common missions:
  - The best policy environment for technology
  - The best technology for government's needs
- Common memberships: the real customer for us
- Common activities: Washington and in states

## Agenda Items

- TechAmerica Merger Update
- Overview of TechAmerica Legislative Affairs & Public Sector Programs
- Update on Obama Administration, Hill Activity
- Impacting Policy
- Innovation Now Agenda
- Q & A

- ITAA, AeA and GEIA have merged to form TechAmerica
- Leading voice for the U.S. technology industry, which is the driving force behind productivity growth and jobs creation in the United States and the foundation of the global innovation economy
- Nearly 1,500 member companies representing the breadth of the technology industry – small, medium, and large companies
- Technology industry's only grassroots-to-global advocacy network
- Offices across the United States and in Beijing and Brussels.

# TechAmerica

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THE ASSOCIATION OF COMPANIES DRIVING INNOVATION WORLDWIDE



CYBER SECURITY®  
INDUSTRY ALLIANCE



ITAA





THE ASSOCIATION OF COMPANIES DRIVING INNOVATION WORLDWIDE

## Member Services

### **Business Development**

Access to commercial and government client CxOs, as well as industry partners, helps members to expand their business.

### **Executive Networking and Partnerships**

Provides executive level opportunities to meet peers, exchange ideas and information, and form strategic partnerships across the industry and around the world.

### **Public Policy Representation**

Influencing policy issues before state, federal and foreign government officials.

### **Market Intelligence and Research**

Market intelligence gained from research, meetings, publications, and educational programs.

### **Accessing and Educating Key Influencers**

Provides opportunities to better inform the media and market research and financial analyst/investor communities.

### **Industry Forecasting**

Leading government market forecasts, with a comprehensive program culminating in the annual Vision Conference.

- TechAmerica has offices in 17 technology centers across the nation to offer member companies local support and global outreach.
- Each Council is matched up with a Regional Legislative Director, who manages legislative affairs in multiple states.
- Issues covered at the state and local level include:

## Grassroots to Global

- Child Online Safety
- Competitiveness
- E-Commerce
- Education
- Environment
- Government Market
- Healthcare
- HR/Workforce
- Intellectual Property
- Managed Services
- RFID
- Sales
- State Procurement
- Taxation
- Telecom/Broadband

## Grassroots to Global

### TechAmerica Regional Councils

Arizona  
Florida  
Los Angeles  
Midwest  
Minnesota  
Mountain States  
New England  
New Jersey/Pennsylvania  
New York

Orange County  
Oregon  
Potomac  
Silicon Valley/Northern California  
San Diego  
Southeast  
Texas  
Washington

### United States



## Public Policy Advocacy – a sampling of our coverage

- Information Security Committee
- Export Controls and Customs Committees
- Telecom and Internet Policy Committee
- Tax Policy Committee
- Health IT Committee
- International Environmental Regulation  
(WEEE, RoHS, REACH)
- Government Affairs Committee
- Globalization Committee
- Global Public Policy Committee
- Trade Committee
- Cloud Computing Committee
- Immigration Policy Committee
- Intellectual Property (IP) & Patent Reform
- US-India Fora

TechAmerica offers a team of public policy professionals at the state, federal and international levels. With lobbyists in 12 state capitols, Washington DC, Beijing and Brussels, TechAmerica is engaged in legislative and regulatory issues affecting every member company.

## Focus on Government Procurement Policy

Our Public Sector Group impacts government procurement issues through the following member committees:

➤ Federal Division Procurement Policy Committee

- GWACs and GSA Schedules
- Accessibility
- Small Business
- Trade Agreements Act (TAA), Buy American
- IPv6 Implementation
- Green IT

➤ State Government Affairs Program

➤ State and Local Government Division

- Procurement Reform – Ts and Cs, processes, schedules
- State Procurement Legislation – Outsourcing, privatization, global sourcing
- Human Services Modernization

## **Policy Positions on federal acquisition of technology**

- Maximize the efficient acquisition and use of technology in the transformation of Government
- Promote and utilize identity management systems that enhance security, privacy and facilitate commerce
- Promote technology solutions to protect the nation
- Promote and protect transparency in the Public Sector
- Recognize the crucial role the space program plays in advancing the nations innovation agenda
- CyberSecurity: Promote enhanced government and industry collaboration to protect critical infrastructure

## Other Gov't Affairs Committees & Task Groups

### **Government Affairs Committee**

Provides a forum for shaping federal public policy on behalf of companies across all facets of the information technology industry doing business in the public and private sectors of the economy.

- Supports ITAA NetPAC
- Promotes education on tech issues for Members of Congress

### **Telecom and Internet Committee**

Works with Congress, the FCC, FTC, USTR and Administration to advocate on behalf of industry. Current advocacy efforts include:

- Broadband deployment
- E-Commerce Promotion and Preservation
- Copyright/Internet convergence
- Disabled Access to Telecommunications

# Policy Update

- A new administration, with big plans
  - Viewing technology as an enabler of transformation
  - Focus on Health, Education, Environment
    - Health care reform push coming in Congress
    - IT to drive savings in health care delivery
- Now filling key technology slots
  - Some familiar names to SLG – Vivek Kundra, Aneesh Chopra
  - Also named tech industry executives Schmidt and Mundie to spots on Presidents Council of Science and Technology Advisors.

- Early take on new tech priorities:
  - Modernize federal IT, increase transparency
    - Making more government data available via planned Data.gov web site
    - Facilitate participatory democracy
  - OMB 's Vivek Kundra has focused on procurement in public comments
    - Intends to increase accountability, reduce complexity
    - Recognition of need for best of private sector
  - Enhanced CyberSecurity will drive new federal initiatives
    - 60-day review imminent
  - Interest in new technologies – Cloud, Gov 2.0, Social Forums.

# Policy Update

- Administration applying restrictive ethics rules for lobbying organizations
- Congressional focus on contracting reform
  - Government Oversight: New Chair and Ranking Member
  - Two new subcommittees focused on oversight and contracting
    - HSGAC headed by Sen. McCaskill
    - HASC headed by Rep. Andrews
- Interest in “inherently governmental” functions
  - Response to some acquisition functions going to private sector
  - Likely that more will be done by government workforce
  - Labor shortages will complicate the picture

## Setting Goals

- Broaden and deepen the relevance of technology in support of the economic recovery
  - White House request: help track impact
- Drive broad agenda for the technology industry
  - Innovation Now
- Work with the Obama team and Capitol Hill to maintain strong private sector role in supporting federal, state government missions.

## **Select Appropriate Vehicles, Media**

- Setting transition and White House meetings
- Covering Capitol Hill – hearings, Member and staff meetings
  - Fundraisers, Meet and Greet
- Engaging with member companies
- Outreach to media
- Working with retained g.r. firms, p.r. firms
- Deliver topical events, research, & position papers.

# Innovation Now Agenda



To remain competitive in today's world - and to find solutions to our most pressing needs - our nation must transform itself and create an innovation economy.

In the 21st century, our health, education, economy, national and homeland security and environment are all dependant on innovative technologies and policies.

Over the next month, leaders of the technology community will be revealing a comprehensive innovation and technology agenda. We hope that you will join us in calling upon our nation's policymakers to enact policies that are designed to stimulate the economy and ensure that America remains the world's innovation leader.

We invite you to visit this site often for news, updates, and to learn how you can become a part of this exciting campaign that will ensure innovation is at the centerpiece of our country's economic policies.

For more information, please visit [www.ita.org](http://www.ita.org).

***Health***

***Jobs, Education & Training***

***Government Management***

***National Security***

***Homeland Security***

***Green***

***R&D***

***Cyber Security***

***Immigration***

***Broadband***

***Trade***

***Patent Reform***



Health: Invest in innovative health information technologies that will transform health care quality, reduce medical errors, and make health care more accessible to our citizens by reducing health care costs.

Jobs, Education & Training: Ensure a competitive 21<sup>st</sup> century workforce through comprehensive education reform and initiatives to strengthen lifelong learning opportunities



Government Management: Improve overall government effectiveness through the adoption of innovative technologies and by ensuring that the government attracts and retains qualified personnel

National Security: Ensure that the men and women in our nation's armed forces are equipped with the latest and highest quality technology in a timely fashion

Homeland Security: Support innovative technology solutions that play a critical role in securing the homeland while safeguarding personal privacy



Green: Promote the use of technology-based solutions as a means toward solving our nation's energy challenge and contributing to practical strategies for mitigating climate change

Research and Development: Enact tax and incentive policies that will increase private sector investment in R&D

Cyber security: Protect our nation's technology infrastructure and ensure that citizens are shielded from cyber hackers and attackers



Immigration: Strengthen our economy by fixing America's broken skilled immigration system

Broadband: Meet our nation's broadband challenge through innovative solutions that will make this technology available to all Americans

Trade: Implement an innovation-based national trade policy

Patent Reform: Enact meaningful patent reform that will drive innovation

## Going Forward

- We solicit your input and support
  - We will feature technology success stories

# Q & A