PALM BEACH TECH
ASSOCIATION

2020 Annual Report

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OUR MISSION
BUILDING THE PALM BEACHES INTO A TECH HUB

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LETTER FROM OUR CEO

It's been 5 years since we began the journey of building Palm Beach Tech

Like any startup, our beginnings were hopeful yet small. We started hosting events where we could, worked out of coffee shops, and built our membership on the idea of our community becoming a tech hub.

Many coffee meetings later and we have one of the finest tech organizations out of the over 50 in North America. We've hosted hackathons, brought in world class speakers. and assembled our industry leadership.

Now we are trying to take things to a whole nother level in 2020. With a strong foundation and the best team and board leadership we've ever had, we're primed to make our next year one we'll remember for years to come.

Our strategy and experience guide us, our passion and commitment drive us.

Sincerely

Joseph R. Russo

Joseph R. Russo
President & CEO

OUR STRATEGY

We serve the South Florida Tech Industry & Community

MISSION
Build the Palm Beaches into a Tech Hub

VISION
The Palm Beaches will become a premier tech & innovation hub by 2030

PURPOSE
Foster a community of technology, innovation, & creativity in South Florida

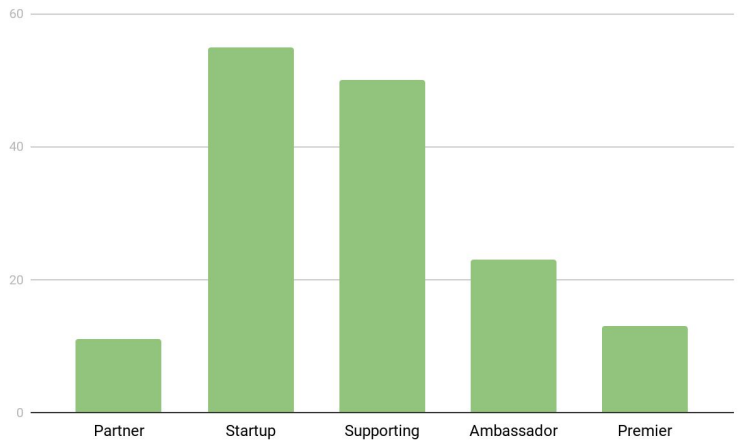
VALUES
- Lead with Integrity & Positivity
- Work Together, Always
- Failure is Okay, if we Learn
- Earn Respect, Build Trust
- Make Choices Based on Data

COMMUNITY CREED
Palm Beach Tech is wholeheartedly committed to building a welcoming, collaborative, and inclusive community for all. We put inclusivity first, engage with others, are considerate to all, and don't sell to people.

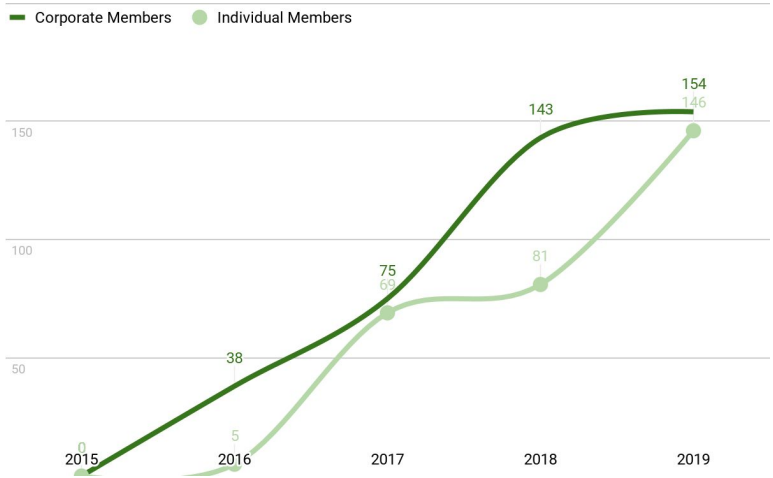
MICHAEL FOWLER
Palm Beach Tech Chair

OUR GROWTH

MEMBERSHIP | Companies by Tier



MEMBERSHIP | 2015 - 2019



SOME OF OUR CURRENT MEMBERS

Representing the most Innovative in South Florida:

CORE INITIATIVES

Talent

Work with local education partners to develop the talent pool for local technology companies and startups.

Brand

Capitalize on our global reputation to build a brand drawing business, attracting talent, and producing startups.

Community

Build a vibrant community of professionals and leaders, while serving as their voice and a regional thought leader.

2020-2022 STRATEGIC GOALS

The Board of Directors held several workshop discussions throughout 2019 to develop priorities

1. PUBLISH INDUSTRY IMPACT REPORT

Publish an inaugural organizational report of, noting the work of the organization, talent metrics, skills data, company insights, and the overall growth of the industry & community.

2. EXPAND OUR EVENTS PROGRAM

Build a self sustaining events program with the support of corporate sponsorships that caters to CEO, Executives, and Professionals.

3. LAUNCH REGIONAL EDUCATION INITIATIVE

Work with member companies and educational institutions to form a cohesive tech talent development strategy throughout South Florida.

4. GROW MEMBERSHIP BASE BY 25% ANNUALLY

Scale unrestricted Annual Recurring Revenue in the form of Memberships, while focusing on the most impactful potential members.

5. IMPROVE MEMBER ENGAGEMENT & RETENTION

Focus on improving member experience through Peer Groups and online member communities, while better identifying member needs.

EVENTS

PALM BEACH TECH
TALKS

WEEKLY ON MONDAYS

Weekly workshop-style discussions with tech enthusiasts to learn from each other and include Happy Hour with the sharpest and most witty folks in our tech industry.

PALM BEACH TECH
MEETUP

QUARTERLY

Monthly discussion series features successful entrepreneurs, investors, and CEOs sharing their business knowledge. Join us, have a beer, meet new friends, and leave inspired.

PALM BEACH TECH
HACKATHON

ANNUAL

Larger regional events such as StartUp Week, weekend Hackathons, and an Annual Tech Summit attract the region's top technical talent.

MEMBER COUNCILS & PEER GROUPS

Exclusive opportunities for our members based on their current work and past experiences.

CEO Council
CEOs, Presidents, and Founders from some of our most prominent companies.

Founders Council
Founders who have built successful companies.

Leaders Council
Directors, Vice Presidents, and C-Level tech executives within the region.

Women's Council
Diverse women who want to bring transformative change to the local tech industry.

IT Council
Managed Service Providers and IT Leaders.

Talent Council
Company hiring representatives such as Talent Acquisition, HR, and Internal Recruiters.

OUR STORY

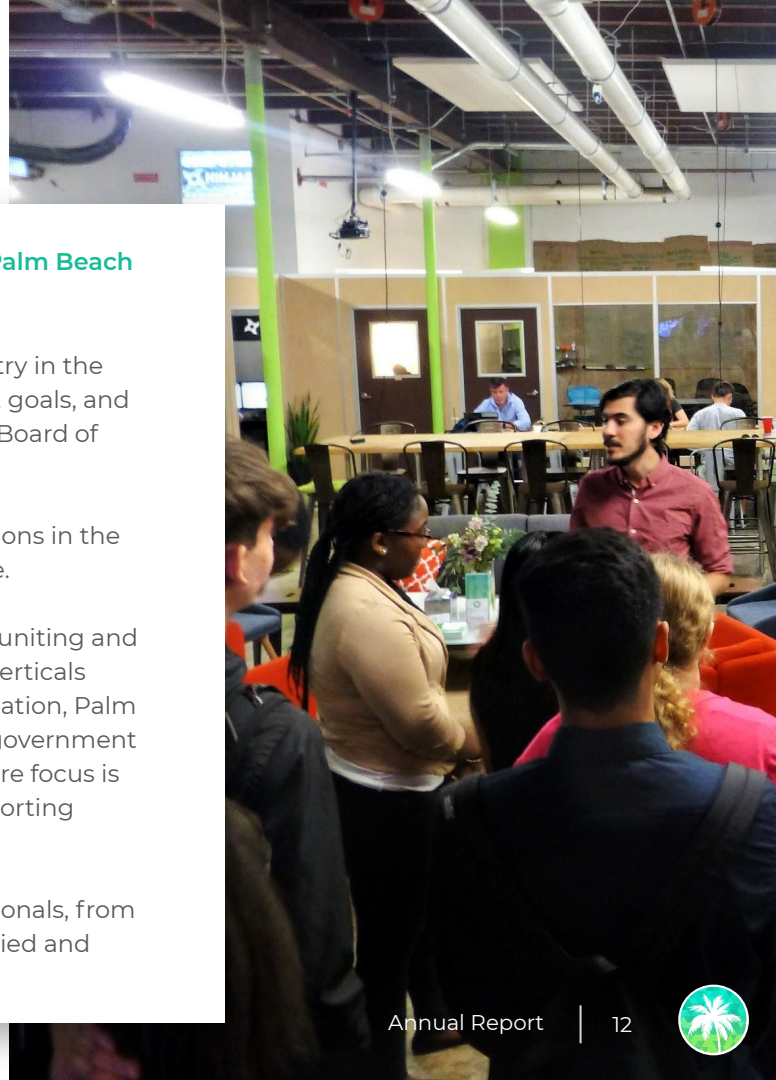
Founded by a group of trailblazing technology entrepreneurs and executives, Palm Beach Tech was formed in July 2015.

The original working group set out to identify the problems facing the tech industry in the Palm Beaches. With just a 6-page organizational plan, that outlined the structure, goals, and initiatives, the group brought together the founding membership and Founding Board of Directors.

Palm Beach Tech has grown into one of the largest regional innovative organizations in the United States with over 165 corporate members and thousands of talented people.

The Palm Beach Tech Association is a non-profit 501(c)6 membership association uniting and building the software, engineering, digital, and information technology industry verticals throughout Palm Beach County and surrounding areas. As a regional trade association, Palm Beach Tech promotes industry growth by working with educational institutions, government entities , and business groups to support the goals of member companies. Our core focus is fixed on producing long-term economic impact by attracting new business, supporting startups, and building the talent pool.

With a scope of services that meets the needs of a wide range of industry professionals, from corporate CEO's to freelancers, we believe in fostering the industry through a unified and holistic approach.



ANNUAL MEMBERSHIPS

Startup
$500

- Member Welcome Box
- Member Website Profile
- Meet with Executive Staff
- Job Postings
- Resume Distributions
- Support Code Palm Beach
- Member Exclusive Peer Groups
- Speaking Opportunities

Supporting
$1000

Everything in "Startup" Level PLUS:

- Present at a Tech Talk
- Public Relations Support
- Opportunities

Ambassador
$2500

Everything in "Supporting" Level PLUS:

- Annual Member Spotlight
- Email & Web Recognition

Premier
$5000

Everything in "Ambassador" Level PLUS:

- Host a Council Meeting
- Annual Member Video
- Sponsor Meetups
- Sponsor Hackathon
- Sponsor Summit (new)

Individual Memberships also available for $50 /year

OUR PALM BEACH TECH TEAM

Joe Russo
President & CEO
joe@palmbeachtech.org

Nikki Cabus
VP of Development
nikki@palmbeachtech.org

Madison Cuellar
Education Specialist
madison@palmbeachtech.org

Monica Rojas
Events Specialist
monica@palmbeachtech.org

BOARD LEADERSHIP

Michael Fowler
Co Chair

FPL

David Bates
Co Chair

GUNSTER
FLORIDA'S LAW FIRM FOR BUSINESS

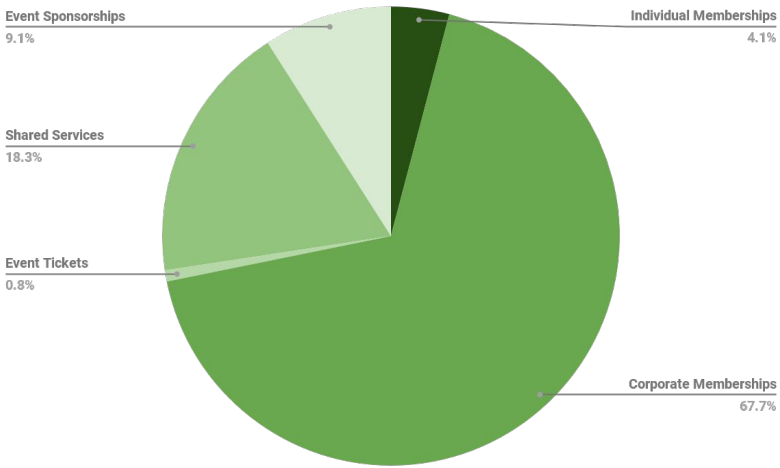
Audrey Hammonds
Secretary

Microsoft

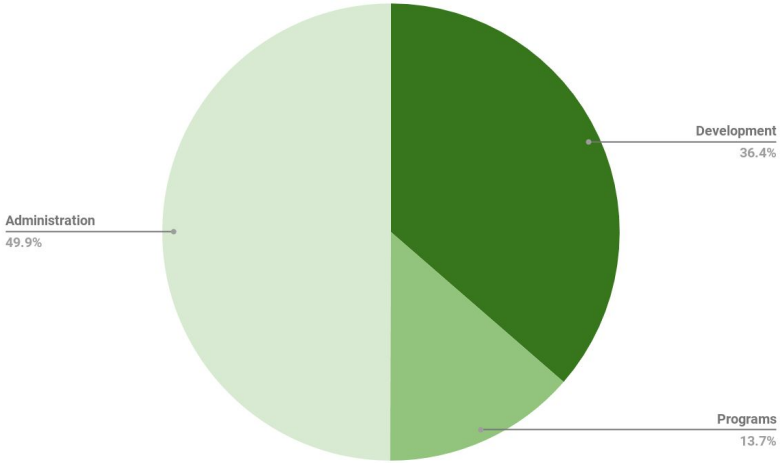
Rich Viens
Treasurer

OUR 2019 FINANCIALS

REVENUES | $255,418.32



EXPENSES | $203,646.12



BOARD MEMBERS

- **Adam Steinhoff** | CEO, Dedicated IT
- **Adi Raina** | Principal, Improving
- **Andy Parry** | VP IT, Office Depot
- **April Fulton** | Director of Engineering, Red Ventures
- **Cam Collins** | President, Dockmaster
- **Cathy Miron** | CEO, Esilo
- **Cristina Escalante** | COO, SilverLogic
- **John Igoe** | Partner, Locke Lord
- **Kevin Scott** | Head of Technology, PGA of America
- **Lonnie Maier** | Head of Sales, Crown Castle Fiber
- **Mihai Fonoage** | VP Engineering, Modernizing Medicine
- **S. Michael Conway** | CTO, Bidtellect
- **Sarah Lucas** | COO, New World Angels
- **Sheela VanHoose** | Lobbyist, The Southern Group
- **Tyler Frederick** | Chief Architect, 3C Interactive

#MadeinPBC

PALM BEACH TECH

OUR COMMUNITY CREED

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