

# RBTC

ROANOKE - BLACKSBURG  
TECHNOLOGY COUNCIL

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CONNECT • GROW • LEAD



# ROANOKE - BLACKSBURG TECHNOLOGY COUNCIL

Dear Business Leader,

The RBTC has emerged to become a recognized catalyst for growth, innovation, success, and leadership throughout the Roanoke-Blacksburg region. As one of the top technology councils in the nation, the success of our organization is attributed to the many leaders like you who contribute to a bright future for our community.

Our vision is for the Roanoke-Blacksburg region to be globally recognized for its innovation, entrepreneurship, and talent assets. With your help, this is certainly achievable.

As a member-driven association that is working to promote the growth of the Roanoke-Blacksburg technology community, the RBTC has become the essential business resource for technology entrepreneurs and companies seeking to achieve greater success.

The leadership team of the RBTC has engaged our membership base to pursue a strong focus on the following priorities: Talent Development and Recruitment, Entrepreneurial Development, Marketing and Communications, and Member Engagement. With a focus on these areas, our community will be better positioned to grow our existing technology businesses and expand economic opportunities for those who live here.

This booklet presents a summary of our goals, the many programs and services we offer, and our vision for the future. To successfully implement these action plans, we ask that you join with us through your financial commitment and direct engagement. The RBTC is an incredible community and we invite you to join us in furthering a culture of innovation, collaboration, and success.

Your leadership and support is critical to the future success of our region's technology community.

Sincerely,

The RBTC Board of Directors



# BOARD OF DIRECTORS

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Chair	<b>Robert McAden</b> , Rackspace
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Secretary	<b>Alexander Obenauer</b> , Mindsense
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Board Member	<b>Jonathan Hagmaier</b> , Common Wealth Growth
Board Member	<b>Susan Short</b> , Virginia Tech
Board Member	<b>Beth Sherman</b> , Cox Business

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**Wayne Strickland**, Roanoke Valley-Alleghany Regional Commission  
**Clark Worthy**, Gentry Locke  
**Justin Yalung**, TECHLAB  
**Gordie Zeigler**, SyCom Technologies, Inc.

# RBTC STAFF



**Jonathan Whitt**  
*President & CEO*



**Heather Baum Fay**  
*VP of Member Engagement*



**Chelsey Blake**  
*Administrative Assistant*



**Robert Worley**  
*Financial Controller*



**Jason Fowler**  
*Marketing Technologist*

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**Ray Pethtel**, I-81 Corridor Coalition

## Innovation Network Directors

**Kevin Bloomfield**, Bloomfield Partners, LLC  
**Danny Kemp**, Radford University  
**Marty Muscatello**, CCS-Inc.  
**Robert Sandel**, VWCC  
**Ray Smoot**, Virginia Tech Foundation

# *A MEMBER-DRIVEN COMMUNITY*

The RBTC is a member-driven association working to promote the growth of the Roanoke-Blacksburg technology community. The RBTC is the essential business resource for technology entrepreneurs and companies seeking to achieve greater success. Our membership ranges from emerging technology firms to the largest employers in the region. The RBTC is building a community that is a catalyst for innovation, inspiration, success, and leadership within the Roanoke-Blacksburg region.

The RBTC works hard at building community for the region's technology sector through meaningful relationships. We are unifying the region through intentional programing and focus on developing a regional innovation ecosystem. The RBTC operates at the highest levels of integrity and we are honest, transparent, confidential, and supportive. We are dynamic and bring energy and excitement to everything we do. As thought-leaders, we are never content with the status quo and are always looking towards the future.

The RBTC strives to always add value in the greater work of building a strong region. We believe our future is a bright one and that our region can be recognized globally for its innovation, entrepreneurship, and talent assets and consistently rank as one of the leading technology hubs in the nation.

*SERVING TECHNOLOGY  
ENTREPRENEURS &  
COMPANIES*



# STRATEGIC OBJECTIVES

The RBTC is the essential business resource for technology entrepreneurs and companies seeking to achieve greater success, we:

- Deliver programs and services that promote the recognition of and provide substantial value to our members.
- Provide opportunities in which technology-focused organizations can exchange ideas and information, and capitalize on business opportunities.
- Participate in activities that drive visibility and awareness of the RBTC, its members, and the region.
- Serve as an advocate for the region on a broad range of technology issues at the local, state, and federal level.
- Offer assistance to our local government partners in the recruitment of new technology companies and the development of programs that enhance services to existing companies.
- Foster relationships with our higher-education partners that lead to new avenues for collaboration and the development of a healthy innovation ecosystem.
- Create an environment for sustainable K-12 programs that enhance Science, Technology, Engineering, Math, and Healthcare career choices.
- Facilitate the growth of services within the region that support technology-focused entrepreneurship, creating an environment that champions entrepreneurial success.
- Promote the success stories of our members and our technology community to a global audience.
- Engage with thought leaders and influencers that help us shape the future of our technology community.



**The RBTC exists to promote the growth of the Roanoke-Blacksburg technology community. Our vision is for the Roanoke-Blacksburg region to be globally recognized for its innovation, entrepreneurship, and talent assets.**

***INNOVATION,  
ENTREPRENEURSHIP  
& TALENT ASSETS***





**OUR  
MOTTO**

**CONNECT  
GROW  
LEAD**

## ***What do we mean by ‘Connect | Grow | Lead’?***

The RBTC is a dynamic and growing organization and we are very excited about the future of our technology community. We stay focused on that future by embracing three major concepts: Connect, Grow, and Lead.

### **CONNECT**

The RBTC connects and unites our technology community through a variety of engagement opportunities for our members, from access to thought leaders, peer roundtables and community forums, to the largest networking events held in the region.

### **GROW**

The RBTC seeks to grow talent, expertise, and new business opportunities within our technology community through collaboration, training, and professional development for all of our members through a wide variety of events and resources.

### **LEAD**

The RBTC is leading the way in the development of our region’s innovation ecosystem and is developing future leaders through access to our community’s most successful entrepreneurs via our mentoring and leadership development programs.



# STRATEGIC PRIORITIES

Our region shares an array of innovation assets and resources and the RBTC aims to capture the combined opportunities, connect partners, and accelerate the economic potential to create high impact jobs and businesses in the region.

## ***WE BELIEVE THIS REGION TO BE A PLACE WHERE:***

- Local residents can effectively start and grow technology ventures.
- Leading educational institutions and key businesses are close partners in commercializing technologies and fostering a strong workforce.
- Talented people from around the world want to live, work, and play.
- Community leaders understand that our future prosperity depends on fostering a culture of innovation in all parts of the region.

The RBTC strategically focuses its resources into four key areas that we call the “Core Four” and have developed member teams that are actively working on a number of initiatives in each area.

# CORE FOUR



## ***TALENT DEVELOPMENT & RECRUITMENT:***

We seek ways to increase talent development and recruitment efforts collectively across the region for technology-focused companies. From developing a future workforce with a focus on science, technology, engineering, mathematics, and healthcare to recruiting knowledge workers from across the globe, we believe our region has a lot to offer and want to find ways to strengthen our collective efforts.

## ***ENTREPRENEURIAL DEVELOPMENT:***

We seek ways to enhance the entrepreneurial climate in the region by first diving into what exists already and then by identifying what is needed. We seek to enhance existing efforts and define what exactly the RBTC can offer that will make the greatest impact.

## ***MARKETING/COMMUNICATIONS:***

We continually work to identify all of the existing messages about the region's technology story. Working with a number of other regional organizations, we seek to collectively ensure we are telling the story that drives growth across our technology sector.

## ***MEMBER ENGAGEMENT:***

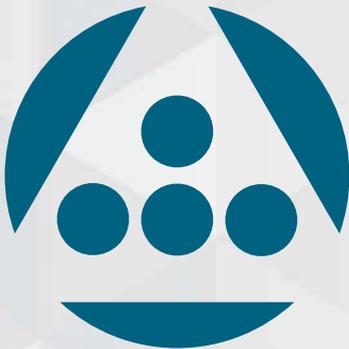
We continually work to identify types of events, topics, and speakers of greatest interest to our region's technology community. We also seek partnerships with other organizations in the region to leverage opportunities to collaborate on events and bring in speakers from across the globe. We are continually developing new events and retooling existing ones in order to offer the best possible experience for our members and guests.



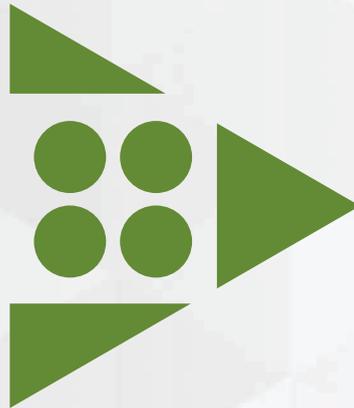
# MEMBER COMMUNITIES

At the heart and soul of the RBTC are our Member Communities which are tremendous opportunities for our members to become more engaged and to connect, grow, and lead.

There are three types of communities members can be a part of, with varying levels of engagement: forums, teams, and peer groups.



**FORUMS**



**TEAMS**



**PEER GROUPS**





### ***MEMBER FORUMS***

Forums are at the most basic level of engagement. They provide an opportunity for professionals with common interests to come together for networking, presentations and discussions. Our forums are ever growing and the current list includes: Product Owners, WoTech, Life Sciences, Business Development and Cyber Security.



### ***MEMBER TEAMS***

RBTC member teams are small groups of RBTC members that have a similar mission and assist with our strategic objectives. Team members experience even more engagement with the RBTC and its membership. Current teams include Talent Development, Talent Recruitment, Entrepreneurial Development, Member Engagement, and Events.



### ***PEER GROUPS***

The highest level of engagement with the RBTC can be experienced in peer groups, which are small, invitation-only groups that are moderated by our CEO or paid professionals. There are peer groups for CEOs, CIOs, and other business executives.





# SIGNATURE EVENTS

The RBTC hosts first-class events that provide substantial value to the region's technology community. There are programs to benefit every member company, whether it's an emerging startup or a large corporation.



## TECH NITE

TechNite is an annual celebration of the region's thriving technology community and a key opportunity to network with more than 600 influential leaders in business and innovation. The evening is highlighted by an awards ceremony that recognizes the region's incredible talent and is followed by a networking After Party.

***AWARD CATEGORIES INCLUDE:***

STEM-H Educator, Entrepreneur, Innovator, Regional Leadership, Rising Star, People's Choice and Ruby Award.



Our annual membership gala is an opportunity to network with over 400 of the region's leaders and top executives. This annual evening is highlighted by a State of the RBTC address and speakers that inspire us forward towards our vision for the region.



## TECH & TOAST

Tech & Toast breakfasts provide an amazing opportunity to network with the region's movers and shakers before you start the work day. These events alternate between Roanoke and Blacksburg and always feature speakers discussing the most relevant topics concerning the region's technology community.

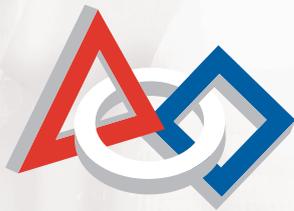
The annual Summer Social & BBQ is a casual evening of business networking with food, drinks, games, and music. This is a great opportunity to build connections within the regional technology community in an informal setting.

SUMMER  
SOCIAL  
& BBQ!



A winter networking opportunity, the Holiday Social is a chance to look back and celebrate all we've accomplished as a technology community each year.

With past speakers including well-known futurist Robert Scoble, TechWorking brings together innovators and business leaders for high impact insights and strategic connections in a casual setting.



**FLL**  
FIRST® LEGO® League

The RBTC is the proud host of the Roanoke-Blacksburg FLL Tournament for teams across Southwest Virginia.

FIRST Lego League (FLL) is an exciting and fun global robotics program that ignites an enthusiasm for discovery, science, and technology in kids ages 9 to 14 (grades 4 to 8). This STEM (science, technology, engineering, math) program introduces younger students to real-world engineering challenges by building LEGO-based robots to complete tasks on a thematic playing surface. FLL teams, guided by their imaginations and adult coaches, discover exciting career possibilities and, through the process, learn to make positive contributions to society.



# ENTREPRENEURIAL DEVELOPMENT

## *Supporting Our Region's Rising Stars*

A core strategic goal of the RBTC is to facilitate the growth of services in the region that support technology-focused entrepreneurship and help create an environment that champions the success of our region's startup companies.

The RBTC continues to expand this focus. We offer technology startups free membership and access to wide a variety of networking and valuable services aimed to help them acquire the critical resources they need to help scale their companies. Our entrepreneurial development team manages a mentoring network of seasoned entrepreneurs who are willing to invest their time with our most promising startup founders. And, in conjunction with a number of strategic partners, a new regional technology business accelerator program will launch in early 2017.



# RAMP

THE ROANOKE-BLACKSBURG ACCELERATOR

RAMP, which stands for Regional Acceleration and Mentoring Program, will be housed in the historic Gill Memorial Hospital building in downtown Roanoke, along the recently announced downtown Health Sciences and Technology Innovation District. Propelling high-potential startups to expand and create jobs is the goal of RAMP and the program's model is based on best practices garnered from existing successful business accelerators. RAMP will initially focus on accelerating three to five technology or life science focused companies per year. Companies accepted into RAMP will work closely with multiple mentors during an intensive "boot camp for founders" designed to focus on building, testing, improving, validating product-market fit, and launching their product for the market.

## *PAY IT FORWARD TOGETHER...*

Many of our region's successful entrepreneurs and leaders are deeply involved in helping us cultivate the entrepreneurial climate in our technology community. There's a role for you and your company to play as we pay it forward together.

# TOP 10 REASONS TO BECOME AN RBTC MEMBER

1

## **Building a Better Tomorrow for the Roanoke - Blacksburg Region**

Want a strong and successful Roanoke - Blacksburg region for the generations to come? The technology companies of the RBTC represent the building blocks of economic success. They will provide good jobs for your children and grandchildren. If you want to help build a strong local technology community, the RBTC welcomes your support.

2

## **Unbeatable Networking**

Tech & Toast gatherings, forums, and annual events like TechNite provide opportunities for you to meet other technology leaders, make valuable business contacts, and, of course, stay current with the growing regional technology sector.

3

## **Increased Visibility for Your Company**

The RBTC hosts numerous events, coordinates opportunities with media, fields requests for speakers and project collaborators, and provides other opportunities to raise the visibility of your company. Even if you don't have customers in the area, it's important that business and technology leaders know who you are and what you do. That's how doors get opened!

4

## **Online Membership Directory**

The RBTC's online membership directory is a searchable database of member company profiles. Our goal is to help make connections between knowledgeable area experts and RBTC members to help you find the partner you need, and to help those looking for partners find you.

5

## **Regional Recruiting of Knowledge Workers**

Companies are all competing for top talent, and the RBTC wants to keep those talented individuals in the Roanoke-Blacksburg region. We foster relationships with our higher-education partners that lead to new avenues for collaboration and the development of a healthy innovation ecosystem. The RBTC also works to make this region a sustainable environment for K-12 programs that enhance STEM-H career choices.



6

### **Free Job Board**

At no cost to members, the RBTC job board pushes job listings to public job boards, including Craigslist, LinkedIn, and Indeed, where tech talent is already looking! This makes your HR professional's job easier by cutting down on the number of job boards they need to update. By posting your jobs to the RBTC job board, you're also helping the RBTC promote the opportunity for tech talent in our region.

7

### **Peer Forums**

Sometimes it's nice to talk to others that are in the same situation as you. Learn, teach, and get to know your industry peers in the Roanoke - Blacksburg region through RBTC forums. All employees of RBTC member companies are invited to participate in these specialized gatherings.



8

### **A Collective Voice for Technology**

The RBTC represents the collective interest of technology companies in the Roanoke - Blacksburg region. We also serve as the interface to many government and non-profit organizations on behalf of our membership. The RBTC is an advocate for the region on a broad range of technology issues at the local and state level.



9

### **Member Engagement**

The RBTC facilitates the growth of technology-focused companies in the Roanoke - Blacksburg region. Connecting regional companies and providing space for collaboration and networking at RBTC events is one of the most valuable benefits of membership.

10

### **Member Discount Program**

RBTC members can offer discounts and special deals to fellow member companies on their personalized profile. This is another way the RBTC helps regional companies collaborate and support local business efforts.



*The RBTC welcomes organizations that want to support the mission of our organization - to serve and promote the technology community in our region. For information on how your company can join the RBTC or become an annual corporate partner, please see our website at [www.RBTC.tech](http://www.RBTC.tech) or give us a call, we'd love to tell you more.*

## TITANIUM PARTNERS



## PLATINUM PARTNERS



Simply put, the RBTC could not operate and serve its membership without the support of our annual partners. Through their financial, volunteer, and other forms of support, these companies enable the RBTC to work towards our goals while keeping membership costs as low as possible.

## GOLD PARTNERS



# RBTC

ROANOKE - BLACKSBURG  
TECHNOLOGY COUNCIL



WE'D LOVE TO CONNECT WITH YOU TODAY:

**(540) 443-9232 | [info@rbtc.tech](mailto:info@rbtc.tech)**

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***Find Us on the Web: [www.RBTC.tech](http://www.RBTC.tech)***  
**Job Board, Events, Member Directory & More**

