

2013 TECH TITANS



Stealthmode Partners co-founder Francine Hardaway says a startup likely will get funded if it has a team that knows what it's doing, a large market, and a minimum viable product.

JIM POULIN | PHOENIX BUSINESS JOURNAL

Show me the money

Tech Titans agree funding is available in Arizona for the 'big ideas'

BY AMY MORRISON | Contributing Writer

Where's the money?

That's the question officials at many Phoenix-area technology startups are asking.

A growing number of incubators and other resources are becoming available to help Valley entrepreneurs, but they can't get far without sufficient cash.

Jim Armstrong, managing partner of private equity firm Canal Partners and chairman of JDA Software Group Inc., said the sheer number of first-time entrepreneurs is contributing to the lack of funding for local startups.

"It's easy for seasoned entrepreneurs to get funded, as they have done it before, and hardest for newbie entrepreneurs," he said. "We have precious few of the former, but a growing number of the latter."



Armstrong

Armstrong said tech startups need to evaluate whether their product is truly worthy of funding.

"Investors will go wherever the opportunity is," he said. "A lot of startup companies will tell you there isn't a lot of money, but there's plenty out there. Maybe these companies need to look inward and say, 'Maybe the product I have isn't that attractive yet.'"

Francine Hardaway, co-founder and partner at tech accelerator Stealthmode Partners in Chandler, agreed that venture capital firms are more than willing to finance Valley startups that merit the investment.

"They have to see good teams addressing large markets here, and most of our companies aren't ready for venture capital. Either the idea is small, or the team is naive," she said. "Good com-

panies get funded here. A good startup requires a team that knows what it is doing, a large market, and a minimum viable product."

Hardaway cited Infusionsoft, WebPT and Parchment as examples of Valley success stories.

Parchment CEO Matthew Pittinsky said community support is necessary for local startups to survive.

"It's not a matter of whether venture capital will invest in Arizona businesses, but whether the local angels and mentors will roll up their sleeves and help early-stage tech companies," he said. "In order to attract venture capital investment, a community needs to exist to help identify the 5 percent or so of startups that can truly be transformative, help them grow, and ultimately connect them with national venture capital resources."

Pittinsky advises tech startups to know their industry and the investor community.

"Identify who is investing in your industry — and, of those firms, home in on those which are appropriate to your stage of financing and the amount needed," he said. "Since Parchment is an education technology company, we focused on the investors who have been active or are starting to show interest in this space."

This targeted approach was extremely successful for Parchment,

which raised \$29.5 million last year.

So what else is key to acquiring large sums of venture capital?

"There are two big tests an entrepreneur needs to pass in order to attract financing," Pittinsky said. "The first is to tap into a big idea. The second is to make sure you have an on-ramp for your big idea."

He defines a "big idea" as one that is likely to appeal to a large market over a long period. Parchment's big idea was to transform education credentials from paper documents to electronic files and make the exchange of these files easier.

Pittinsky calls an "on-ramp" a strategy that breaks the big idea down into stages, enabling the company's survival until funding becomes more robust. For example, Parchment began sending education credentials via the U.S. Postal Service after it started operations in 2003 under the name Docufide.

"This seemingly counterintuitive approach allowed us to separate the senders from the receivers, providing a full-service solution to the senders regardless of how the transcripts were ultimately received," he said. "While we began by delivering 100 percent of our transcripts as paper in 2003 ... we ended 2012 with 96 percent of the 2.8 million transcripts exchanged last year sent electronically."

Pittinsky also said building a support network is vital to survival.

"I recommend that entrepreneurs work on developing the mentors that will help connect them with the investors ... until they have a product and a



Pittinsky

EDITOR'S NOTE: In ancient mythology, the Titans were immortal, larger-than-life beings of incredible strength and stamina — the first pantheon of Greco-Roman gods and goddesses. They ruled the Golden Age.

In Arizona, our Tech Titans continue in that vein.

Rome may not have been built in a day, but this inaugural group of Tech Titans proves that Arizona's technology industry is filled with strong individuals who have used their creativity and knowledge to build a solid foundation, and others who are taking the sector to the next level of greatness.

As such, our Tech Titans this year were selected by an advisory panel and the *Phoenix Business Journal* news staff and then divided into two groups: Legends, those who have shaped the technology industry in Arizona; and Leaders, those we should keep a close eye on as they innovate and move us into the future. (See pages 14-20.)

We wanted to find out what made our Legends titans of the industry, and we asked some what they want their legacy to be. For our up-and-coming Leaders, we asked what they see as "the next big thing" in tech to find out what their next role might be.

There will be lots of names you know here, and a few others you'd like to know more about. That's why we've saved some responses to share with you online. Be sure to check our Tech Titans coverage at phoenix.bizjournals.com, and click on the link to take you to more about this year's honorees.

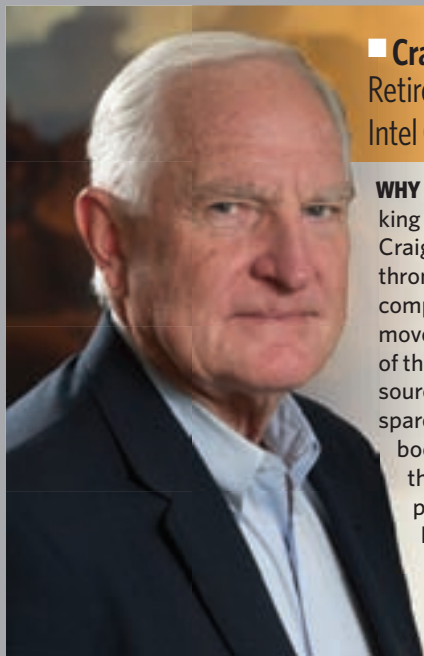
core group of early clients who are actually using the product," he said.

Some think politicians also could help draw venture capital to the state, but right now they are doing the opposite. Hardaway said Arizona's elected officials are "the biggest impediment to venture capital."

"Fix the education and transportation systems. Many companies know we don't spend for education, and they don't want their kids going to school here," she said. "In addition, our stance on immigration and guns makes us look like racists, and most investors value diversity — really value it."

Armstrong is confident that success will multiply as more Valley tech companies make it big.

"If you look over the last 25 years, since the late '80s or '90s, there have been a lot of tech startups that have really grown into something," he said. "As more tech companies become successful, more attention will be paid to Phoenix startups. It will feed on itself."



■ **Craig BARRETT**
Retired chairman and CEO
Intel Corp.

WHY HE'S A LEGEND: If Intel Corp. is the king of the Valley's technology industry, Craig Barrett was the man behind the throne. He was chairman and CEO as the company expanded its operations in Chandler, moves that have led to the campus being one of the largest employers in the region and a source of semiconductors worldwide. In his spare time, he has been a driving force behind boosting the importance of education in the state to make sure it remains a global player with the Basis charter schools.

In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry?

The most influential thing that shaped



the Valley's tech industry was the combination of events whereby Intel chose to expand in the Chandler area. We became the world's largest player in the semiconductor industry, and we continued to expand our presence.

This has led Chandler to become the second-largest Intel site, with billions invested and over 10,000 experienced workers employed there.

What is the greatest opportunity you've taken during your career? To leave a tenured faculty position at Stanford University and join a young, unknown, upstart semiconductor company in 1973. We were able to capitalize on the new integrated circuit technology and ultimately create products that people today take for granted — memory chips, microprocessors, flash memory for digital photography and much more. No one knew how successful the company would be, but there was a belief in the base technology

and the inkling of a vision that the technology could change the world.

What is the greatest opportunity you've missed during your career? Strangely, the missed opportunity has to do with national policy that we have spoken out on over the years, with no positive response by our elected leaders. Be it R&D investment by the government, K-12 education improvement or a legal immigration policy that makes sense, we have argued in a vacuum. The net result is partisan politics robbing our children of a bright future. Of course you can always think of business decisions you might have made differently, but real opportunity lost is the chance to make the world a better place.

What do you want your legacy to be? Helping the next generation get the best education possible so they are prepared to have an opportunity to help continue changing the world. Giving back is much more important than what I did to succeed.

■ **Chad LITTLE**

Founder and CEO, Adhesive.co
Founder, Fetchback.com and Sandbox Entertainment

WHY HE'S A LEGEND: Why are ads on Web pages so attuned to users' interests? The answer lies in Chad Little. As founder of one of the earliest online ad networks, he has helped define how advertisers get information about consumers and has given businesses a better way to target buyers with their goods and services, all at increasingly lower costs and greater success.

In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry? Helping to establish environments where talented and driven people create a culture they love.

What is the greatest opportunity you've taken during your career? We launched Sandbox Entertainment at the right time. We were incredibly lucky. I still hear comments about the games we created and how much people loved them

What do you want your legacy to be? The creation of a company that survives and thrives for a very long time, because it consistently innovates and the employees call it home.



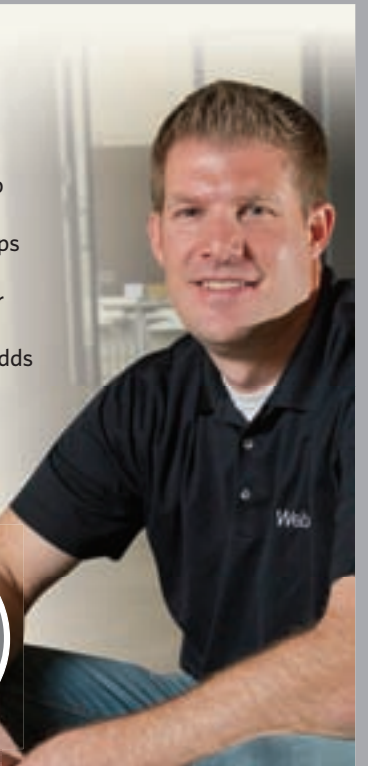
■ **Brad JANNENGA**

Co-founder and chief technology officer
WebPT

WHY HE'S A LEADER: What started out as a way to help his then-girlfriend's physical therapy practice has become one of the fastest-growing software startups in the Valley. Brad Jannenga, along with girlfriend-turned-wife Heidi, lead what now is a market leader in a segment of medical scheduling and billing software that adds upgrades almost as often as it adds employees.

What do you see as "the next big thing" in tech? Mobile, big data, vertical "software as a service" applications, social — there is obvious movement here, and we're just in the beginning of it.

In your experience, how has local tech funding changed in the past few years? There is a growing trend toward the lean startup model and bootstrapping your idea to some level of profitability. If you can prove your idea works, people will fund you.



■ **Chuck VERMILLION**

Founder and CEO, OneNeck IT Services

WHY HE'S A LEGEND: OneNeck IT Services has sought from the beginning to bring information technology to its customers a little differently, and Chuck Vermillion has presided over a change that now has overtaken the industry. Rather than taking IT services to the customers, Vermillion tried a new model of simply hosting all of the services for them, venturing into that area long before it became the accepted norm across many industries.

In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry? OneNeck was the first application-agnostic managed services firm in the U.S. We employ approximately 250 people in a very broad array of technologies. I believe we've put the greater Phoenix area on the map as a "hotbed" of managed services.

What is the greatest opportunity you've taken during your career? We started OneNeck as a division of a publicly traded firm, SCB Computer Technology. In 2001, while SCB was struggling financially, I led a management buyout of that division. This included taking on some outside investors and substantial debt, which required me to agree to an unlimited personal guarantee. Three months later was 9/11, which precipitated the "nuclear IT winter." I have to admit, the unlimited personal guarantee didn't seem like such a good idea at that time.

What is the greatest opportunity you've missed during your career? Buying Google stock. Seriously, I don't think there was a major opportunity that I missed. I don't regret any decisions I've made. I'm a believer that any decision in business that you thoroughly evaluate, and make for reasons other than greed, will turn out well.

What do you want your legacy to be? I'd love my legacy to be OneNeck continuing to be a major IT provider and employer in greater Phoenix for the next 50 years.





■ **Bob LA LOGGIA**

Founder and CEO
Appointment-Plus

WHY HE'S A LEADER: There's something to be said for failure, and Bob La Loggia learned his lessons of what not to do in business the first time around. That experience, along with working in the corporate world, led to a more robust company and one of the largest appointment-setting online services in the world.

What do you see as "the next big thing" in tech? A small buzz has already begun regarding

the consumerization of business-to-business applications. I think we are going to see more and more B2C concepts showing up in the B2B world. These new B2B apps will have much more intuitive user interfaces, and they'll start to focus more on being enjoyable to use. You'll even start to see more business applications that include the ability to gain status through badges or point systems. I also believe we'll be seeing more B2B apps that allow for in-app purchases. Mobile usage will be driving this trend, and apps will continue to be designed with a mobile-first mentality.

What tech opportunities or advantages do you see in Arizona that might not be available elsewhere?



The biggest advantage is a culture of support. We have some of the most outstanding businesspeople in the world right here in Arizona, and they tirelessly donate their time and energy into helping to build the first-rate business ecosystem we all so passionately desire.

In your experience, how has local tech funding changed in the past few years? Tech startups have many more options for funding than they've had in the past. Incubators are beginning to provide a good option for very early-stage funding and access to resources. Plus, grant competitions such as the Arizona Commerce Authority's Arizona Innovation Challenge provide a fantastic way for tech startups to raise nondilutive capital and gain valuable exposure.

■ **Ted KRAVER**

President, eLearning
Founder, Cryocare, Burn Treatment Skin Bank, Sendero

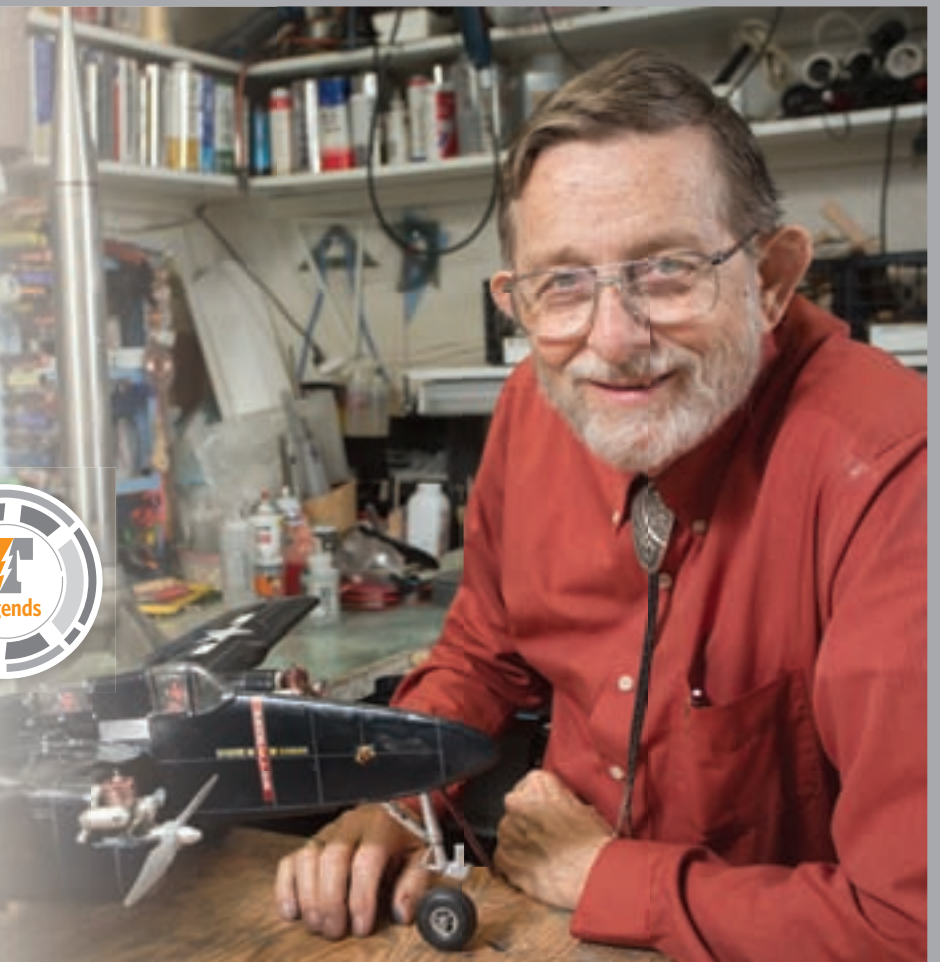
WHY HE'S A LEGEND: There are serial entrepreneurs, and then there's Ted Kraver, a man who has done a bit of everything. From working with engine development at Honeywell Inc. to developing one of the first biotech businesses in Arizona two decades before the state sought to move in that direction, Kraver has proven credentials as a technology renaissance man. Now he's trying the education route with eLearning to help people pass knowledge to others.

In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry? I have not focused on singular things, but led teams that created systemic changes that serve the human needs of Arizona. Starting in the mid-1970s, it was inserting gifted and talented education into Arizona's schools. From the mid-1980s on, it was creating statewide planning and collaborative organizations that supported enterprise creation and growth, broadband telecommunications, economic development and the use of digital means to support learning. Most of these organizations continue to flourish.

What is the greatest opportunity you've taken during your career? My rural Ohio town's scoutmaster told me about MIT late in my senior year and guided a naive farm boy through the admissions process to the largest scholarship offered.

What is the greatest opportunity you've missed during your career? I believe I am the only person who bought and sold six real properties in the 1960s and 1970s and lost money. If I missed a great opportunity, I am not aware of it. I was too busy creating my own opportunities.

What do you want your legacy to be? I have no interest in and expect no personal legacy during this century. No one could concoct a legend from my pixilated meanderings and diverse callings. The legends belong to the innovators who implement what I played a part in founding. If I have a legacy, it will be 1,000 years from now when I am thawed out. If I beat the infinitesimally small probability that, after cryogenic suspension, I will be resuscitated, I will be honored for my first high-tech entrepreneurial company, Cryocare Inc. We froze the first human in spring 1967 in a Cryocapsule we designed and fabricated in Phoenix.



■ **Chris JOHNSON**

Founder and managing partner
Terralever



WHY HE'S A LEADER: Taking old-school marketing to new-school digital takes more than fast talk; it takes programming savvy, and Chris Johnson has brought both to Terralever. The company is helping connect social media, websites and marketing in new ways to bring out the best in brands, with Johnson providing direction.

What do you see as "the next big thing" in tech? We're going to see amazing growth in mobile over the next 10 years, and it's going to change a lot of established industries. You can look to media and payment processing industries for early examples.

What's one name you expect to see among the next generation of tech leaders? What I love about tech is that I have no idea who's next. This is a unique space that changes so quickly.

In your experience, how has local tech funding changed in the past few years? I've noticed a little more activity from local investors, but unfortunately we're still not seeing a lot of interest from the big-money investors in Silicon Valley.



■ **Jeff HERZOG**

Chairman and CEO, Zog Digital
Founder, iCrossing

WHY HE'S A LEGEND: Digital marketing technology has become a hub industry in Phoenix, and much of that started with iCrossing and Jeff Herzog. The company grew into a huge player, providing online services for the world's biggest companies. But just as iCrossing was reaching its pinnacle, Herzog left to start a new venture pegged on developing social media and marketing connections.

In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry? At iCrossing, I built a global brand from Scottsdale, putting Arizona on the map in the eyes of the digital world.

What is the greatest opportunity you've taken during your career? To leave the company I built from scratch to more than \$100 million in annual revenue and start anew with Zog Digital.

What is the greatest opportunity you've missed during your career? Missed the dot-com bubble — and Mark Cuban's type of bankroll.





■ **Patrick GILBERT**
Founder and president
4SmartPhone

WHY HE'S A LEADER: Mobility is the key to Patrick Gilbert's life. Whether it's speeding along on a motorcycle or trying to make easier connections via smartphone technology, he has focused on getting businesses and people connected like never before and developing the hard-wired connections to make it happen.

What do you see as "the

next big thing" in tech? I think we will see a subset of the very hot mobile payment market: person-to-person payments. PayPal, Visa, Square and others are making fantastic gains in the mobile transaction space, but nobody has figured out the replacement to "Here's your \$20 back" and "Can I borrow \$5?" There is no viable mobile alternative to cash.

What tech opportunities or advantages do you see in Arizona that might not be available elsewhere? We have everything California has to offer, except the ocean and a ton of state debt. Seriously, though, Arizona has embraced people

moving here from other states and countries, and has the infrastructure and support system to make it an attractive destination for tech companies — and not only for satellite offices.

In your experience, how has local tech funding changed in the past few years?

I think what has changed the most is the way angel groups are now very organized, very VC-like and much more active. But there is still some work to do as far as availability of capital. Companies like Infusionsoft have proved recently that Arizona companies can successfully raise lots of money, but they had to get it out-of-state.



■ **Nathan RACIBORSKI**
Co-founder and chief tech officer
Limelight Networks

In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry? Pulling together

and working with some of the greatest minds in the business. There is an inordinate amount of tech talent here in the Valley, and I consider myself lucky to be able to call many of these people my colleagues and friends.

What is the greatest opportunity you've missed during your career? There have been many ideas over the years I've considered to be my "Plan B's." In hindsight, it's possible many of them could have been larger than some of my "Plan A's."

What do you want your legacy to be? In business, I would like to be known as a fair deal-maker with an innovative and entrepreneurial spirit. At work, I would like to be known as someone who works hard and who cares deeply for those I've employed. In life, I'd like to be known as someone who shares with those in need.



■ **Allan KAPLAN**
Managing partner, KG Investments
Co-founder, Limelight Networks

In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry? I have been fortunate enough to be directly involved with the growth of a number of successful local technology companies: Primenet, the Valley's largest ISP; GlobalCenter, one of the pioneers in content distribution; and, most recently, Limelight Networks. In all, these companies have created more than 1,000 technology-based jobs in the Valley, and I hope their success helps prove that great tech companies can come from Arizona.

What is the greatest opportunity you've taken during your career? My greatest opportunity presented itself when my long-term partner, Nathan Raciborski, and I lost our jobs because the company we worked for was going out of business. We met at Nathan's home and decided to start our own computer company, Impact Technology. Our good fortune at Impact gave us the ability to really launch our technology careers.

What is the greatest opportunity you've missed during your career? Honestly, I don't believe in missed opportunity. The idea falsely implies all you had to do is recognize an opportunity to be successful.

■ **Bill RINEHART**
Founder, chairman and CEO,
Unicorn Media
Co-founder, Limelight Networks

In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry?

My partners and I have helped contribute to building significant swaths of today's commercial Internet infrastructure. This includes data centers, content delivery networks and now, with Unicorn Media, software for helping media companies monetize the influx of smartphones and other connected devices.

What is the greatest opportunity you've missed during your career? I honestly don't think in those terms, and nothing stands out.

What do you want your legacy to be?

That I worked hard and surrounded myself with smart, hardworking people who shared a vision that we would be major, global players in everything we did.

■ **Michael GORDON**
President, Frequency Networks
Co-founder, Limelight Networks

In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry?

I hope I've contributed, in some small way, to helping the people I've worked with achieve their goals and dreams.

What is the greatest opportunity you've taken during your career? We started Limelight in 2001, right after the dot-com meltdown. But we believed that as people upgraded from dial-up Internet to broadband, they'd spend more and more time using the Internet for media — listening to music, watching videos, playing games — and that media companies would need a better solution for delivering great experiences to all those people. Looking back now, it seems pretty obvious, but at the time we were met with almost universal skepticism.

What is the greatest opportunity you've missed during your career? Are you kidding? I've missed so many great opportunities over the last 15 years! But here's the good news: There are no "called strikes" when it comes to technology startups.



WHY THEY'RE LEGENDS: Online video has taken off, and Limelight Networks Inc. has provided much of the conduit. Though its name rarely, if ever, appears in a broadcast video, the company founded by (from left) Nathan Raciborski, Allan Kaplan, Bill Rinehart and Michael Gordon has provided billions of hours of entertainment spread across networks worldwide — and, in the process, has become one of the largest in the world in delivering content to the masses.

■ **Kjell STAKKESTAD**

Owner, KinetX Inc.

WHY HE'S A LEADER: For anyone looking to land on another planet, place a call to Kjell Stakkestad. His company has led the way on several NASA missions and is constantly working the math behind getting a piece of metal from Earth to space, whether that means heading to Mercury or making sure communications satellites can hit their orbits.

What do you see as "the next big thing" in tech? Information systems. Mind-numbingly large amounts of data are being gathered, and the challenge is to turn it into useful information.

What tech opportunities or advantages do you see in Arizona that might not be available elsewhere? Few people here seem to know the breadth of space activities going on in the state. Arizona is poised to be a leader in this field.

What is one name you expect to see among the next generation of tech leaders? Dante Laureta, a professor and scientist at the University of Arizona in Tucson. His efforts may well change the way things are done in our industry.

In your experience, how has local tech funding changed in the past few years? In the space segment, there is a shift away from federal funding toward commercial funding. The government's decision to open access to intelligence developed in space programs, in a sense, funded R&D to grow other sectors.



■ **Derek NEIGHBORS**

Co-founder, Gangplank
Partner, Integrum Technologies



WHY HE'S A LEADER: If you look outside the box, you'll probably see Derek Neighbors. As co-founder of Gangplank, a private tech co-working space that has drawn national accolades, he's an outspoken leader of a growing movement in Arizona to build technology companies that will grow and prosper.

What do you see as "the next big thing" in tech? I'd settle for interplanetary travel and living. Humanity is so much greater than crappy gadgets. Let's stretch ourselves toward real innovation.

What tech opportunities or advantages do you see in Arizona that might not be available elsewhere? We have a high density of educational technology companies. We know real estate well and land development. Can we turn that into future-thinking technology?



■ **Brad ROBERTSON**

CEO, CX.com



WHY HE'S A LEADER: A portrait of comic book villain the Joker adorns Brad Robertson's office wall, in a hair-pulling pose that he says reminds him of himself on some days. His foray into creating online business collaboration and file-management software is helping make Scottsdale more than just a tourist town.

What do you see as "the next big thing" in tech? I see the next big thing for Internet/software being innovation around the five W's: who, what, when, where and why. If we want to share a photo with someone, we send it digitally; that represents an improvement in how something is done. The five W's are what give context, meaning and value to the subject. Right now, that information remains isolated in siloed systems. Breaking down the silos and combining the information provides rich context across all areas of our lives. Information at your fingertips, with all of its appropriate relevancy — that is "the next big thing."



We do more than clean your water.

We fill your glass before you even know you're thirsty.

More than a century after designing and building our first water plant, its owner remains a client.

Now that's a relationship.

It's not just projects. It's personal.



www.burnsmcd.com/phoenix

Engineering, Architecture, Construction, Environmental and Consulting Solutions



Matthew S. Dana,
JD, LLM, CPA, CLU, ChFC

Shad M. Brown,
JD, LLM
Former IRS Attorney

DANA LAW FIRM

Estate Planning • Tax Controversies • QDRO's

Your Trusted Advocate in All IRS Disputes

- IRS Audit Support
- Offers in Compromise
- Wage Garnishment, Liens & Levies
- Civil & Criminal Tax Litigation

Call Today for a

FREE CONSULTATION

480-515-3716 • www.DanaFirm.com

Scottsdale (Bell & 101) Phoenix (Camelback & 30th St.) Mesa (Power & Southern)



FEELING LIKE YOU MIGHT HAVE STEPPED IN IT ?

OneNeck is your worry-free, end-to-end managed hosting and cloud services provider. Always delivering flexible solutions and transparent service.

Our grass is greener when it comes to delivering compliant, value intensive IT solutions configured for your business. The clean up starts here.



www.oneneck.com/ManagedHostingServices 1-855-OneNeck

RELENTLESSLY MAKING IT OUR BUSINESS TO STABILIZE YOURS.



Francine HARDAWAY

Founder and partner
Stealthmode Partners

WHY SHE'S A LEGEND: Tech savvy defines Francine Hardaway. At Stealthmode Partners, she has either mentored or invested in many of the latest cutting-edge companies that have arisen in Arizona. She's long been an advocate for building the tech community from within, and her outspoken nature has made her a force to be reckoned with in both defending and criticizing her community. She represents not just an adviser to many, but also a bridge to the Silicon Valley tech community.

Jeffrey PRUITT

CEO, Tallwave and ethology
Past president, iCrossing



WHY HE'S A LEADER: As an iCrossing alum, Jeffrey Pruitt saw what it took to raise a company from nothing to millions of dollars in annual revenue. Now he's heading up Tallwave, a business accelerator aimed at providing help and potential funding to the bevy of local businesses that are in need of both.

What do you see as "the next big thing" in tech? A complete change in the way patients, caregivers, payers and others in the health care ecosystem interact and collaborate with one another.

What tech opportunities or advantages do you see in Arizona that might not be available elsewhere?

Besides our business-friendly environment with smart tax structures and incentives, we have a talented workforce and leadership here, and an ecosystem that is coming together to pave the road for tech entrepreneurs to succeed.

In your experience, how has local tech funding changed in the past few years? It seems we're finally done talking about it and are actually doing something about it. We've analyzed and assessed the types of capital needed in Arizona, and aggressive steps are being taken by independent investors and the private and public sectors.



Glenn WILLIAMSON

Founder and CEO, Canada Arizona Business Council
President and CEO, KinetX



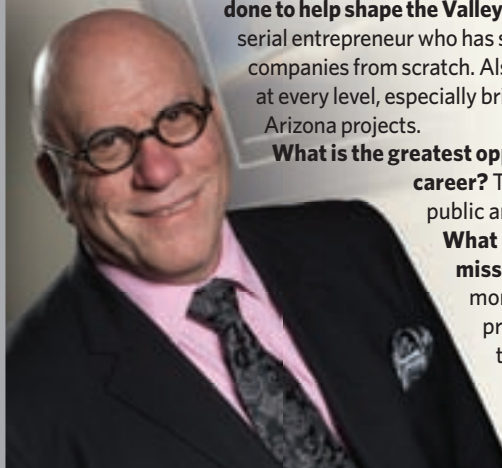
WHY HE'S A LEGEND: If there's a connection to be made with the Canadian technology industry, Glenn Williamson is the person to talk to. He has been involved with numerous companies looking at business in the Valley through his status with the Canada Arizona Business Council, and he provides the business acumen for KinetX while its scientists are trying to land gadgets on other planets.

In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry? Being a serial entrepreneur who has started multiple technology companies from scratch. Also, connecting Arizona and Canada at every level, especially bringing money in from Canada to fund Arizona projects.

What is the greatest opportunity you've taken during your career? Taking my first technology company public and five more after that.

What is the greatest opportunity you've missed during your career? Not fostering more technology innovators and entrepreneurs in Arizona, an issue I am trying to rectify daily.

What do you want your legacy to be? That I helped grow Arizona as an international destination.



In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry? Evangelize. Serve on all the founding boards of all the industry organizations, and then coach over 700 startups, sharing all my mistakes. I've been screaming for attention to tech entrepreneurs for 30 years.

What is the greatest opportunity you've taken during your career?

Selling my business to Intel Corp. That got me out of the day-to-day management of my marketing company, and allowed me to co-found Stealthmode and have

the opportunity to help many more entrepreneurs. And working for Intel for a year taught me a lot and opened many doors.

What is the greatest opportunity you've missed during your career?

I doubt I've missed any. I have been enormously opportunistic, from moving out here on a whim from New York in 1968 to traveling the world with Dave McClure and Geeks on a Plane. When anyone asks me to do something, I rarely say no. I say yes, and then figure out how I will make it work.

What do you want your legacy to be? "She was a helper."



■ **Pat SULLIVAN**

Co-founder and CEO, Contatta Inc.
Founder, ACT, SalesLogix

WHY HE'S A LEGEND: It was in Arizona that Pat Sullivan got his business act together with ACT software, giving companies a way to track sales leads. He followed that up with the equally popular SalesLogix. Now he's seen as the sage of the Valley's tech community, and most entrepreneurs look to him as an example of what they want to be when they grow up.

What is the greatest opportunity you've taken during your career? Starting ACT in 1985 from a prototype I had built.

What is the greatest opportunity you've missed during your career?

While at SalesLogix, not creating a Salesforce-killer product. We had the vision for it, but simply did not execute it well.

What do you want your legacy to be? Having four great kids.



■ **Matthew PITTINSKY**

CEO, Parchment | Co-founder, Blackboard

WHY HE'S A LEADER: Education is a key technology stomping ground, and Matthew Pittinsky is putting a new spin on getting kids into college via Parchment and electronic transcripts and applications. The company has garnered a long, loyal educational following along with a dose of the rarest of Arizona commodities: venture capital.

What do you see as "the next big thing" in tech? While there is a focus on a number of areas, including mobile, software as a service and social media, it is the data these services generate and how it is put to use that represents the defining opportunity and challenge in technology today.

What tech opportunities or advantages do you see in Arizona that might not be available elsewhere?

I am most familiar with education technology, and I do see the "ed tech" sector as a great opportunity here. Arizona has a strong charter school movement, leading for-profit universities including the University of Phoenix, Grand Canyon University and Universal Technical Institute, as well as highly influential colleges such as Arizona State University and the University of Arizona. We also have hundreds of education service and technology companies.

In your experience, how has local tech funding changed in the past few years?

I am not sure that it has changed. Arizona tech companies have always been able to access top-tier venture capital from the East and West Coasts, but we remain highly challenged at developing emerging companies.



Delivering safe, reliable, high-quality water and water service is serious business. And serious business requires visionary leadership. That's why we look to partners like **R. Glenn Williamson**.



Congratulations, Glenn, on being recognized as one of the Valley's 2013 Legendary Tech Titans.

R. Glenn Williamson, Chairman of the Board, EPCOR Water (USA), Inc.

About EPCOR Water USA Inc. (EPCOR USA)

EPCOR USA is an indirect, wholly owned subsidiary of EPCOR Utilities Inc. Headquartered in Phoenix, Arizona, EPCOR USA's wholly owned subsidiaries build, own and operate water and wastewater treatment facilities and infrastructure in the American Southwest, providing service to approximately 193,000 customer connections.

About EPCOR Utilities Inc.

EPCOR's wholly owned subsidiaries build, own and operate electrical transmission and distribution networks, water and wastewater treatment facilities and infrastructure in Canada and the United States. EPCOR, headquartered in Edmonton, Alberta, is an Alberta Top 55 employer.

epcor.com
(800) 383-0834



pearls of life

wednesday, march 13th, 2013

Please join **Annie Groth of MassMutual Arizona**, and **Anne Guerrant of the Guerrant Foundation**, for an evening of inspiration and financial insight for women who want to grow their opportunities for helping themselves and others.

Anne and her husband, Terry, started the **Guerrant Foundation** to support programs that helped the world's poorest people improve their lives through small loans to start businesses. To date they have helped over 21,000 people to start businesses and begin to work their own way out of poverty. They take no salaries from their foundation and they match all donations up to \$100,000.00 per year. Anne is former professional tennis player, donor, fundraiser, business owner, wife and mother.

From Success to Significance

From serving at Wimbledon to Serving the World's Poor



Ann Guerrant

For Women, By Women
5 - 8:00 pm

Networking ~ 5:00pm - 5:50pm
Program ~ 6:00pm - 8:00pm

ASU Kerr Cultural Center

6110 North Scottsdale Road
Scottsdale, AZ 85253
480-965-5383

Light refreshments will be served

Moderator



Jenn Kaye
Communication Strategies

Panelists



Mary Delaney, PhD
Psychologist



Annie Groth
Financial Strategies

RSVP by March 8, 2013

to Annie Groth at
(480) 538-2987 or
agroth@financialguide.com



Arizona
Anne Groth is a registered representative of and offers securities through MML Investor Services, LLC. Member SIPC.



■ **Jim ARMSTRONG**
Managing partner, Canal Partners
Founder, JDA Group

WHY HE'S A LEGEND: JDA Software Group Inc., the company Jim Armstrong created to help businesses fix their supply-chain problems, brought notice to the region when it was involved in one of the top 10 tech mergers of the past year. When he hasn't been helping the company build its revenue, he has been helping others build theirs through investments as managing

partner of Scottsdale-based private equity group Canal Partners.
In your opinion, what is the single most influential thing you have done to help shape the Valley's technology industry? My company grew to about \$3 million in annual sales and about 25 employees in Canada. Moving to the U.S. to address North America and then the global market was the most influential thing I did for the Valley. When the company was sold in December 2012, we had over 3,000 employees worldwide (400 in Scottsdale), all high-paying jobs.
What is the greatest opportunity you've taken during your career? We saw an opportunity in the late '80s to move away from generic

accounting software applications toward a strategy of providing software to assist specialty retail chains in their expansion efforts. We soon became a leader in our industry.

What is the greatest opportunity you've missed during your career? Being late to the market with new-generation products, allowing a competitor to take market share from us. Fortunately we recovered from this, but it took some time.
What do you want your legacy to be? A provider of high-paying jobs fulfilling increasing market demand, combined with a personal focus on philanthropic issues centered on education.



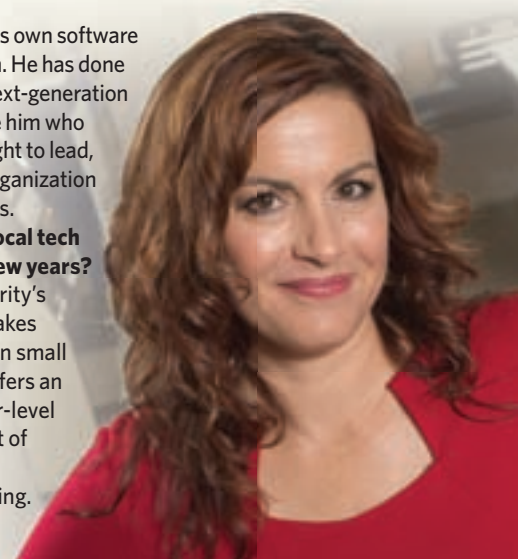
■ **Wendy JAMESON**
Co-founder and CEO
Colnatec LLC



WHY SHE'S A LEADER: When solar and semiconductor companies start pumping out better products faster and less expensively, a Colnatec sensor may be at the core of the operation. The company founded by Jameson and Scott Grimshaw has received interest and backing from such groups as the Arizona Commerce Authority to provide a better sensor to keep production lines moving in industries that are among the highest tech in the hard sciences.
What do you see as "the next big thing" in tech? Within the next few years, we will see flexible thin films with optically active coatings that enable

windows to be clear during the day and then light up at night, with solar receptors to capture the energy they need to power themselves. We will see sheets of low-energy lighting as thin as paper that can be applied directly to a wall or woven into clothing. People will no longer be just energy users; they'll become power generators.
What tech opportunities or advantages do you see in Arizona that might not be available elsewhere? Arizona has lower taxes than many larger markets; proximity to other tech markets; an abundance of space and lower rents; and a pleasant climate with rare natural disasters.
What's one name you expect to see among the next generation of tech leaders? There is one young individual in our company, Cristian D., a student at the ASU College of Technology and Innovation who has been with us since he was 19

and now, at 22, is in charge of his own software and electrical engineering team. He has done much of the inventing for our next-generation instrumentation. It's people like him who start something, fight for the right to lead, and learn from mentors in an organization that will be our next tech leaders.
In your experience, how has local tech funding changed in the past few years? The Arizona Commerce Authority's Innovation Challenge Grant makes tech invention and innovation in small companies more possible. It offers an opportunity to get some higher-level recognition and a good amount of money for hiring and R&D that enables the next round of funding. Success breeds success.



Take Control of Your Business

Wherever the Day Takes You

7:48 am
Disarm System
for Employees



12:35 pm
Check Live
Video Feed



8:16 pm
Adjust Lighting
& Temperature



LESS THAN

\$2 Per Day*

Get an ADT Pulse® Interactive Business Solutions system to help protect and manage your business from just about anywhere! With ADT, you can finally be in two places at once.



Small Business

Call 866.272.1588 or visit www.ADTpulse.com/smallbiz

*The minimum installed price is \$399. 36-month monitoring contract required with a minimum monthly maintenance fee of \$51.99 per month, for Intrusion Detection including Quality Service Plan (QSP). Additional \$200 charge will accompany packages that require electrician services. This offer is valid only for new ADT customers purchasing a new ADT alarm system and monitoring that results in a new ADT Services Contract. Not valid on purchases from ADT Authorized Dealers.

†Cellular data providers may charge data transfer fees for accessing system on wireless devices. May not be available in all markets. License information available at www.ADT.com or by calling 800.ADT.ASAP. AZ ROC 279591. ©2013 ADT LLC dba ADT Security Services. All rights reserved. ADT, the ADT logo, 800.ADT.ASAP and the product/service names listed in this document are marks and/or registered marks. Unauthorized use is strictly prohibited.