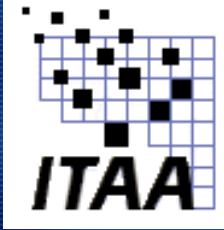


*Information Technology Association of America*

# CRITA July Meeting: ITAA and CRITA Going Forward

**Phil Bond**  
ITAA President and CEO

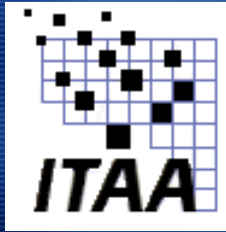


*Information Technology Association of America*

## What do we want to be when we grow up?

- The premier network in...
  - Policy
  - Programs





# *Policy: The CRITA-ITAA “Charter”*



*Information Technology Association of America*

ITAA will forward its policy statements to the CRITA

- Each RITA will review, participate and deploy
- Each RITA will decide individually how to respond

CRITA will forward its policy statements to ITAA

- ITAA will review, participate and deploy
- ITAA can support an individual RITA’s initiative that is not necessarily endorsed or reviewed by CRITA as a whole.

Common Themes where we can both agree:

- For example, increase the number of STEM degree candidates in higher education





# *Policy: The CRITA-ITAA Partnership...*



*Information Technology Association of America*

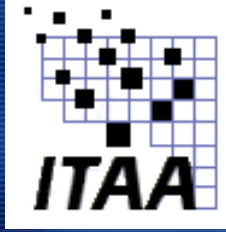
## Shared public policy goals (generally)

- Patent Reform
- Immigration
- Tax issues, including Internet tax

## Other Issues?

- Trade issues (free trade agreements)
- REAL ID funding for the States
- Procurement restrictions such as outsourcing of Food Stamps Eligibility Determination to private companies
  - Currently being debated in the Congressional "Farm Bill"
- Restrictions/prohibitions on Global Sourcing





# Policy: ITAA's State Issues Program



Information Technology Association of America

## State Issues Program (SIP)

- Managed and delivered to ITAA member companies by Stateside Associates, Inc.
- Three key elements:
  - Email alerts on state bills within defined SIP “scope” – often daily
  - Bi-weekly phone calls to discuss bill’s status, share info, and collaborate on lobbying strategies
  - Access to SIP database of all bills from all 50 states
- Fee to join/participate





# *Policy /Programs: CRITA-ITAA Collaboration*

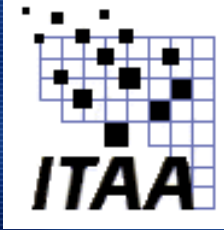


*Information Technology Association of America*

## DC Fly-In

- Date TBD
- Meetings on Capitol Hill and with Executive Branch
- Evening reception
- Each delegation will hold meetings with its own Congressional representatives
- Sponsorship opportunities
  - Establish ITAA-CRITA as a visible, active network





# *Programs: The CRITA-ITAA Partnership...*



*Information Technology Association of America*

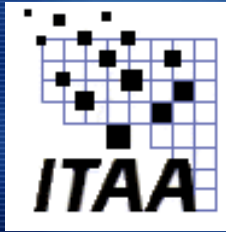
## National ventures between ITAA & CRITA

Some examples --

- CareerBuilder
- Jointly-funded Research (e.g. with Global Insights)
- Tech Talk on PBS (Maryland area TV show)
- NASDAQ offerings (D&O insurance, NewsWire, IR)
- Online Technical Training discounts

Need: Formal National Ventures committee of CRITA





# Programs: CRITA-ITAA Collaboration



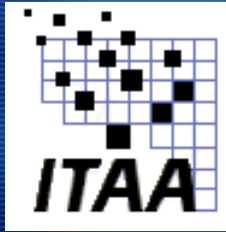
*Information Technology Association of America*

## Example: Workforce/STEM Collaboration

- Policy to propose
- Grants to pursue (Skills Map)
- Domestic Sourcing
- Appropriations to pursue

We should have very limited  
Number of initiatives (ideas?)





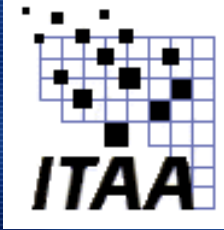
# Programs: ITAA-CRITA Partnership



*Information Technology Association of America*

- Grassroots lobbying
  - Scaled, web-based content to enable and encourage political action
  - See [www.bipac.net/itaa](http://www.bipac.net/itaa)





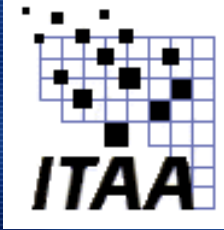
# *The CRITA-ITAA Partnership...*



*Information Technology Association of America*

# *Thank you*





# *The CRITA-ITAA Partnership...*



*Information Technology Association of America*

# The Vision:

The premier grassroots-to-global network in the world

