

[Talking Technology](#)

[AceTech hosts technology CEO/founder reception](#)

By Steve Burns, Capital News contributor

Last Thursday night the Academy of Technology CEOs (AceTech) held a reception for Okanagan technology CEOs and founders.

The reception was hosted by Tom Taylor, CEO of Itiva in Al Stober's new high technology building.



This event was an outstanding opportunity for CEOs, presidents, founders and leaders of technology companies to learn more about the AceTech Symposium

(www.acetech.org) being hosted in the Okanagan on June 13 at Manteo Resort.

This event is the first AceTech event being held in the valley and has been designed by an advisory board of local CEOs who recognize the challenges faced by technology leaders in the Okanagan.

As Tom O'Flaherty, chair of AceTech Symposium in the Okanagan, said: "The purpose of the AceTech Symposium in the Okanagan is to assist the leaders of technology companies by providing them with knowledge they can't learn in books and by exposing them to the ideas of CEOs who have successfully built larger companies."

At the reception I had the opportunity to meet a number of CEOs that have attended previous AceTech events.

There are a total of nine Okanagan-based technology CEOs, founders and presidents that have attended previous AceTech events.

Andrew Draper, CEO of Draper Systems, commented about his experience with AceTech.

"A few years ago I attended the AceTech Early Stage event, which is similar to the event being held in the Okanagan, and it was outstanding," Draper said.

"Being a CEO of a technology company can be a lonely job – the AceTech event created a unique opportunity for me to connect with other CEOs who were experiencing similar challenges in growing their high technology businesses."

Dennis Jacobsen, president of Windward Software, echoed similar thoughts. "If you are a technology CEO in the Okanagan, this is a must attend event."

"From the last AceTech event I have implemented several practical ideas that have helped my company continue to capture market share profitability."

The event gets under way with a networking reception on June 12 from 5 to 7 pm.

Greg Peet, CEO of A.L.I. Technologies Inc., will be giving his CEO War Story, including the events leading up to his company being purchased by McKesson.

The June 13 day-long event is packed full of interesting topics and speakers:

- Corporate Structuring – Doing it Right, Right from the Beginning by David Raffa, Partner, Catalyst Corporate Finance Lawyers
- Raising Money—Okanagan Style with Craig Harte, CEO of BuildIt Systems; Mike Satterfield, Partner, Yaletown Venture Partners; Darcy Detlor, CEO of MicroSurvey Software Inc.; and Larry Crabb, director, Presidents Network
- Getting to Market – a Focused Approach by Mike Satterfield, Partner, Yaletown Venture Partners
- Marketing Partnerships with John Fraissinet, past vice-president sales & marketing, Crystal Decisions
- Getting Acquired by Morgan Sturdy, independent director
- Being an Effective Leader by Shannon Byrne, president of Paradata Systems Inc.

With the help of sponsors such as AI Stober Construction Ltd., the Economic Development Commission for the Regional District of the Central Okanagan, the Okanagan Science and Technology Council, the Canadian Institute for Market Intelligence, the Science Council of British Columbia and the law firm of Petraroia Langford Edwards & Rush, the costs for CEOs to attend this event have been kept quite low.

The total cost of the event is \$295 plus GST and includes the networking reception on Thursday, June 12, all presentations, conference materials, breakfast and lunch on Friday, June 13.

To register online go to www.acetech.org/default.asp.

As one of the CEOs mentioned to me that evening, "If there ever was a no-brainer for a technology CEO it would be attending this event on June 13."

"Although I have never been to an AceTech event I was encouraged with the opportunity that I had tonight to connect with other technology CEOs – I simply do not have an opportunity like this very often."

After attending this event one thing was clear to me – if you are serious about growing your technology company you will be there on June 13.

The opportunity cost of missing this event is simply too high.

I look forward to seeing you there.

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