



**NCW TECH**  
ALLIANCE

## Mission

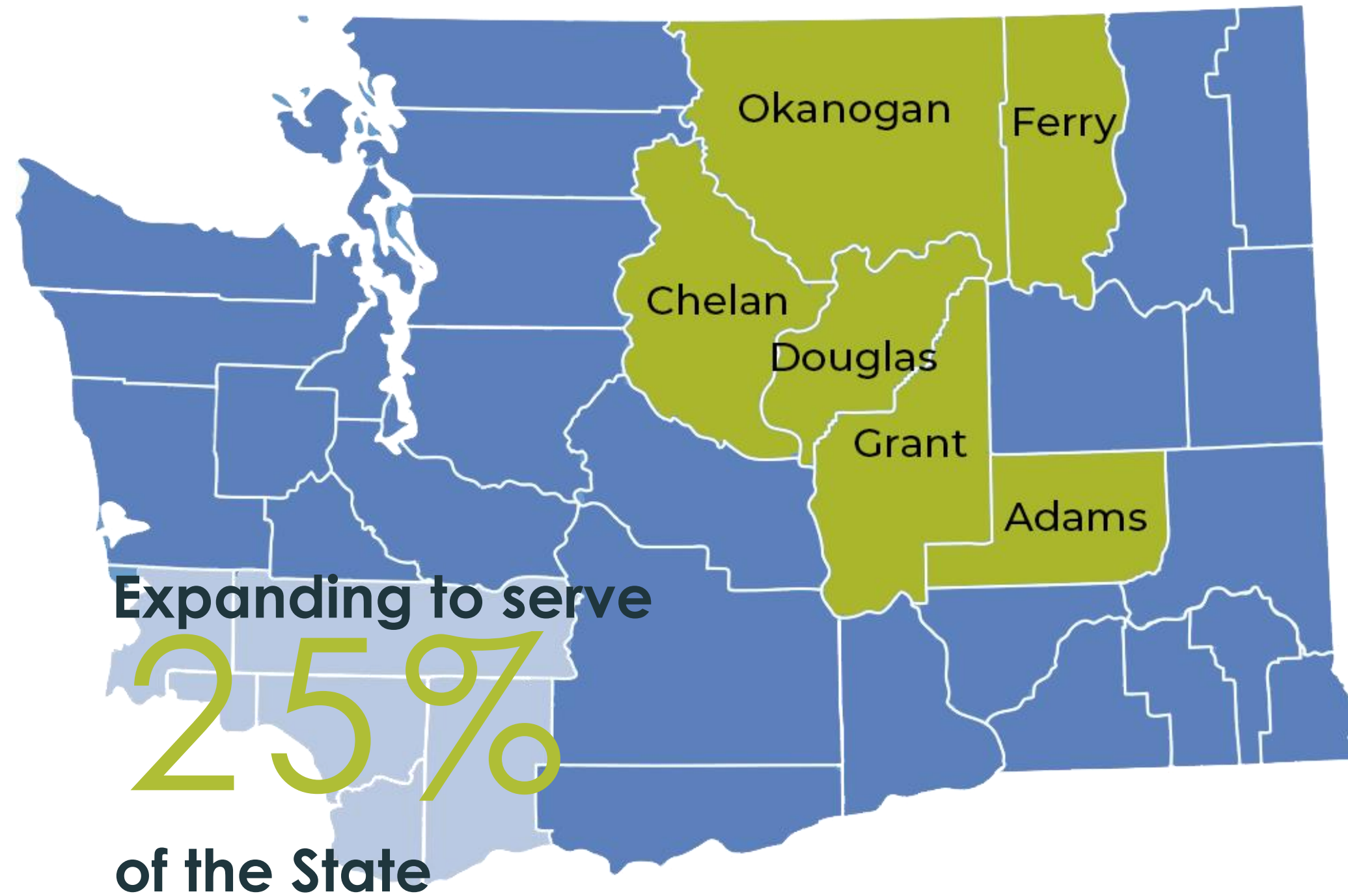
Connecting **people** +  
**technology** resources

## Passion

To ensure rural  
Washington is not left behind  
as technology accelerates



# Service Area: 22 Years Supporting Chelan County



## Three Pillars

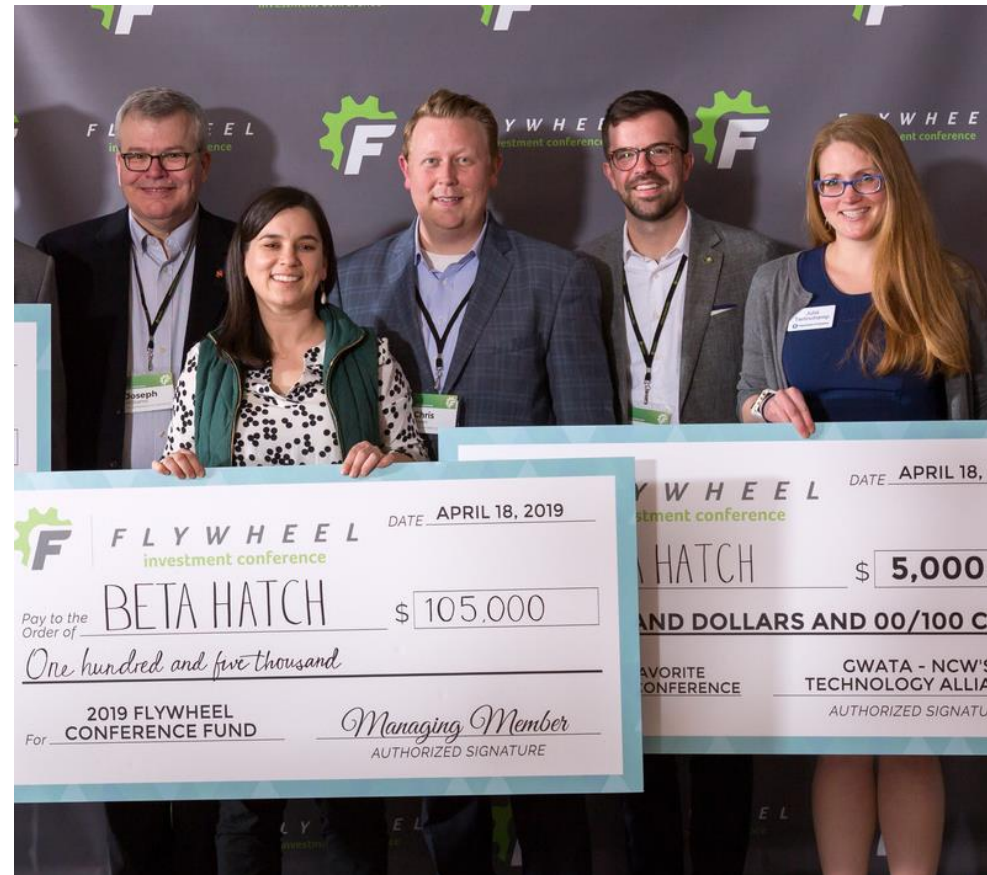
### Technology

Sharing the benefits of technology adoption



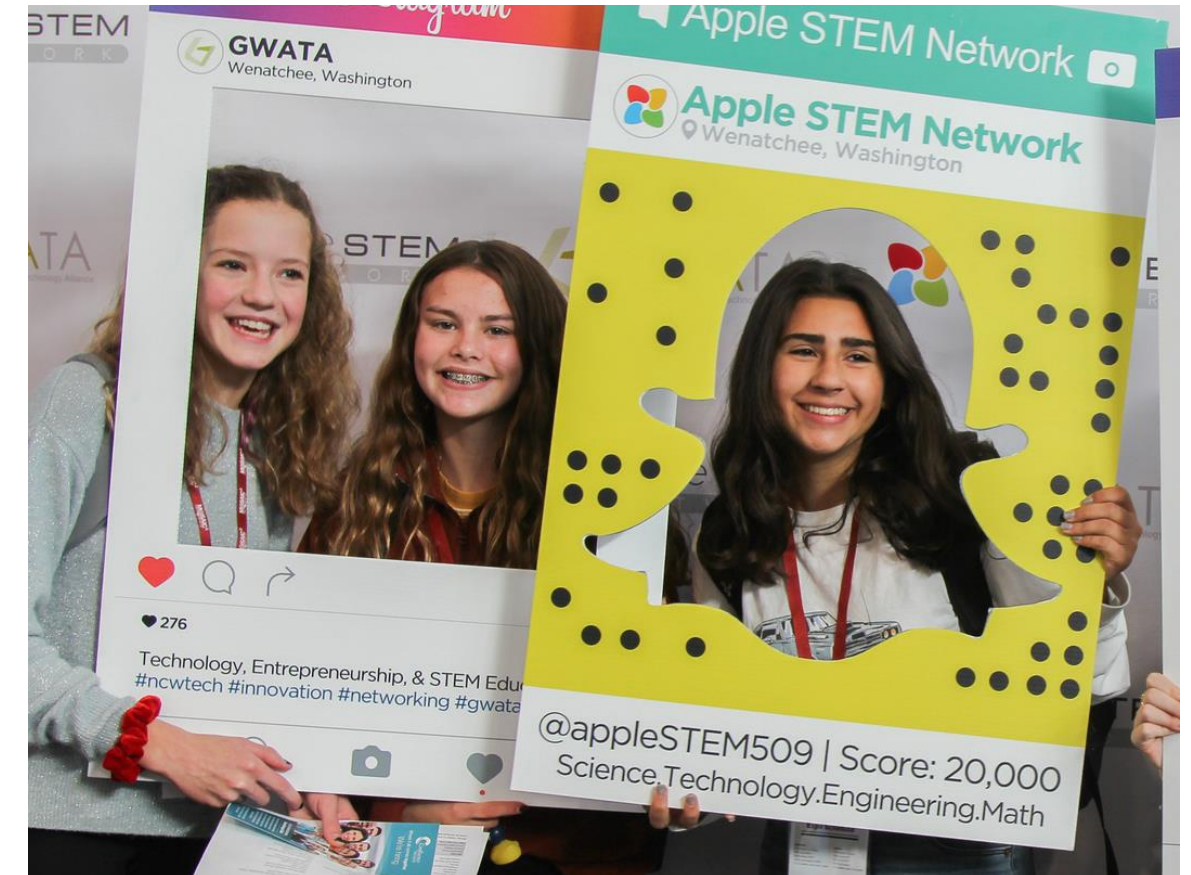
### Entrepreneurship

Providing resources and championing growth



### STEM Education

Ensuring our community has a workforce pipeline



We've built a proven track record of delivering high-quality programs that **engage**, **inspire**, and **connect** our community.



## **Fostering Community Connections**

We host educational and networking events for our members and community. These events foster meaningful connections and opportunities.

## **Celebrating the Entrepreneurial Spirit**

Our programs give individuals the skills, education, and connections for prosperity.

## **Inspiring Ideas + Innovation**

NCW Tech provides a platform for innovators to develop and share their ideas – and a spotlight to highlight their success.

## **Supporting STEM Learning**

We support STEM champions who are bringing their passion and expertise to prepare the future generation with the skills they need to thrive.

# NCW Tech Team & Board



Jenny  
Rojanasthien  
**Executive Director**



Blake  
Baldwin  
**Director of Operations**



Camille  
Dahlstrom  
**Events &  
Membership Manager**



Chanet  
Stevenson  
**Community Impact  
Manager**



Analee  
Calvillo  
**Program Manager  
& Latinx Outreach**



Robert Pageler  
**Board President**



Barbara Walters  
**Board Vice President**



Walter Thorn  
**Board Secretary**



Shon Dempsey



Andrew  
Gohl



Martin Straub



Judi Kuntz



Rachelle Lange

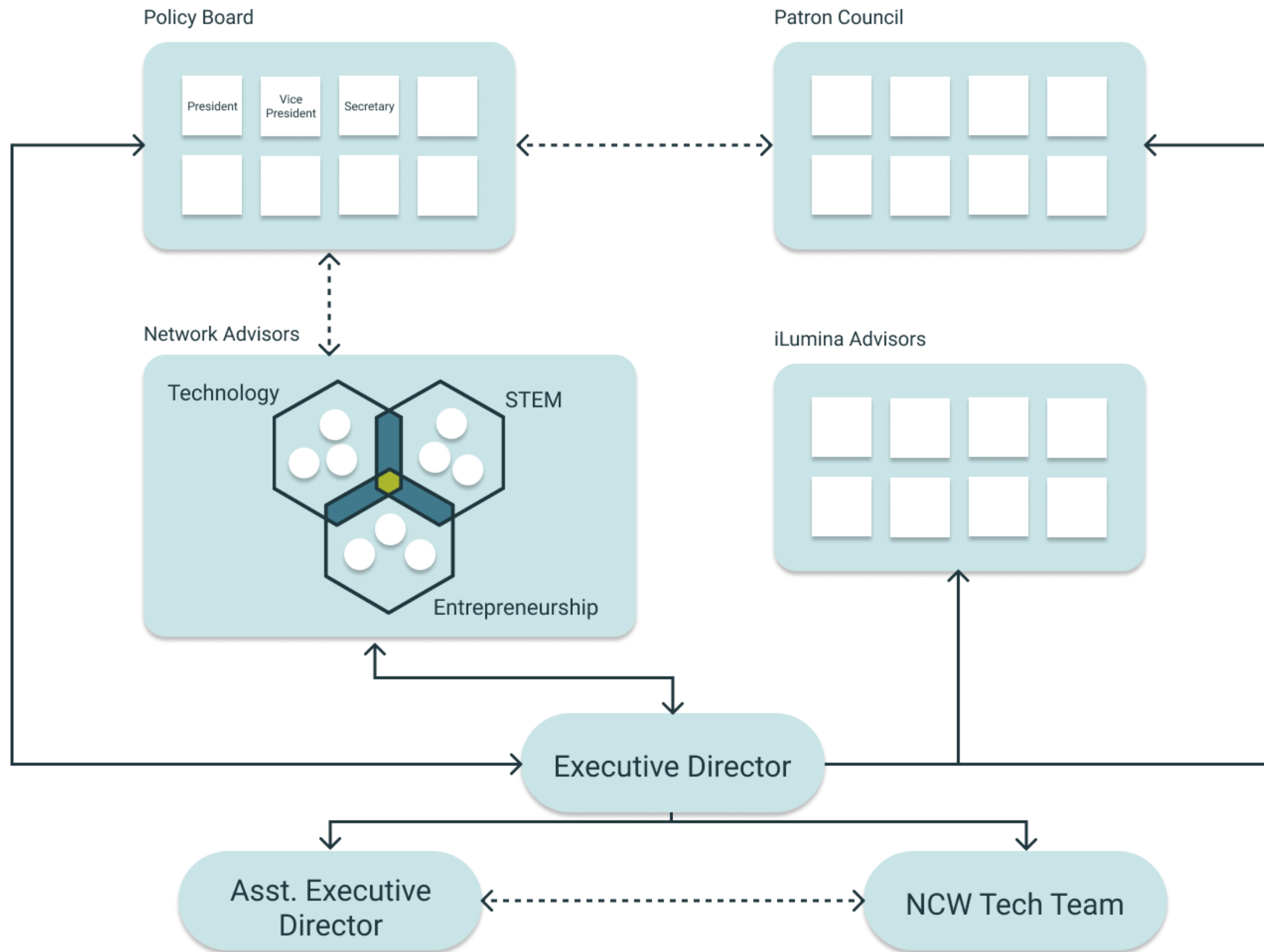


Russ Alman



Ian Fitzgerald

# Growing Capacity = New Organizational Structure



## Policy Board

Oversee big-picture strategy and manage financial health

## Network Advisors

Actively engage in delivering programs and building community skills and capabilities

## Patron Council

Recognition for companies making substantial annual donations

## iLumina Advisors

Opportunity for community leaders to engage in the program and support Network Advisors

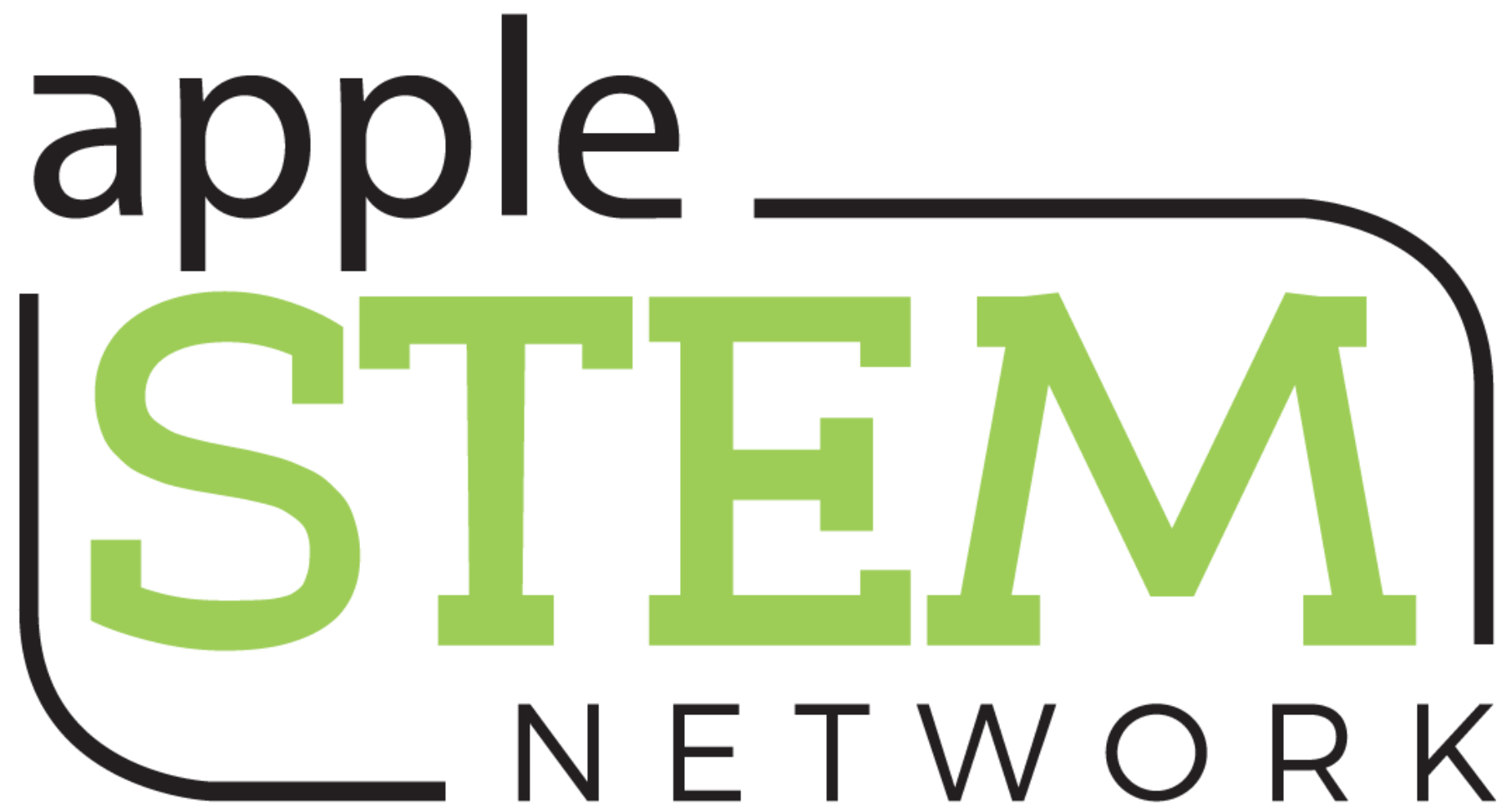
## Programs & Partnerships

We host and support dynamic programs in technology, entrepreneurship, and STEM education. In addition to NCW Tech branded programs, we lead programs under these names.





apple  
**STEM**  
NETWORK

The logo features the word "apple" in a lowercase, black, sans-serif font. Below it, the word "STEM" is written in a large, bold, green, blocky font. Underneath "STEM", the word "NETWORK" is written in a smaller, black, uppercase, sans-serif font. A thick black line starts to the right of "apple", curves over the top of "STEM", and then curves down to the left, ending under "NETWORK".

# Cyber Meetups

NORTH CENTRAL WASHINGTON



UpSkill



*F L Y W H E E L*  
investment conference

# Flywheel Investment Conference

"Washington's Meeting Place For  
Entrepreneurs and Investors"

May 18 5:00pm - 7:30pm

VIP Night at Pybus Market

May 19 11:00am - 6:00pm

Main Conference at Stanley Civic Center

# Why Flywheel?

- Supports economic development
- Signals to PNW that our region is open to new companies
- Creates opportunity for investors to learn and invest
- Creates access to capital for startups
- Drives both tourism and B2B opportunities
- Shows a pathway to entrepreneurship/careers for students



## Investment Competition

Every year our angel investors review company applications from across Washington State as part of the annual Flywheel Conference.

**2018: 28 companies applied**

**2019: 38 companies applied**

**2020: 38 companies applied**

**2021: 50 companies applied**

**2022: 77 companies applied**

Companies selected to compete travel to Wenatchee and are encouraged to participate in local tours.

We also have a \$50,000 relocation award to offer to the winner if they relocate to Chelan or Douglas County.

## Investment Fund + Management

A new LLC is formed every year to support the investment offering. Angel investors each put in between \$6,000 - \$24,000 in the fund to participate. Investors select the top companies to compete at Flywheel and then invest in one or more at the end.

**Angel investors are managed by a volunteer member of the LLC. Fund Managers include:**

2018: Jenny Rickel

2019: Peter and Karen Rutherford

2020: Peter and Karen Rutherford

2021: Rob and Bealinda Tidd

**2022: Tim Jenkins and Abby Jenkins**

**This year's LLC sold out and \$275,000+ will be awarded on May 18-19!**

# Flywheel Investment Conference Winners

Since 2018, Over \$675,000+ has been awarded through the Flywheel Conference.



2018



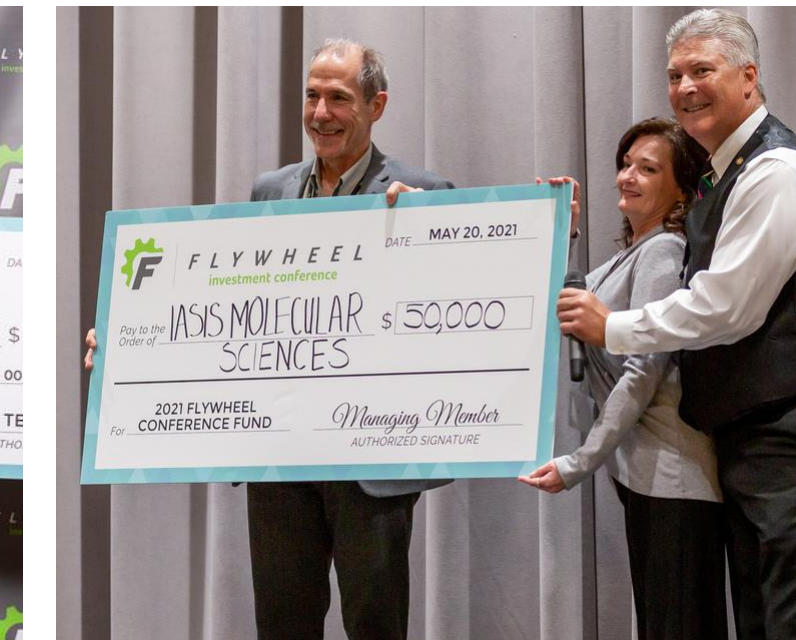
2019



2020



2021



2021

*Project*  
*ilumina*

The logo for Project ilumina features the word "Project" in a blue, italicized sans-serif font above the word "ilumina" in a larger, blue, italicized sans-serif font. The letters "i", "l", "u", "m", and "i" in "ilumina" are filled with a blue-to-orange gradient. To the right of the text is a graphic element consisting of three concentric, orange, curved lines that form a partial circle.



## iLumina

iLumina is a rural resilience and digital inclusion campaign that brings resources to rural communities. Microsoft TechSpark's investment shines a light on what's possible, and together with local residents, diverse leaders, and committed partners, we illuminate an inclusive path forward.

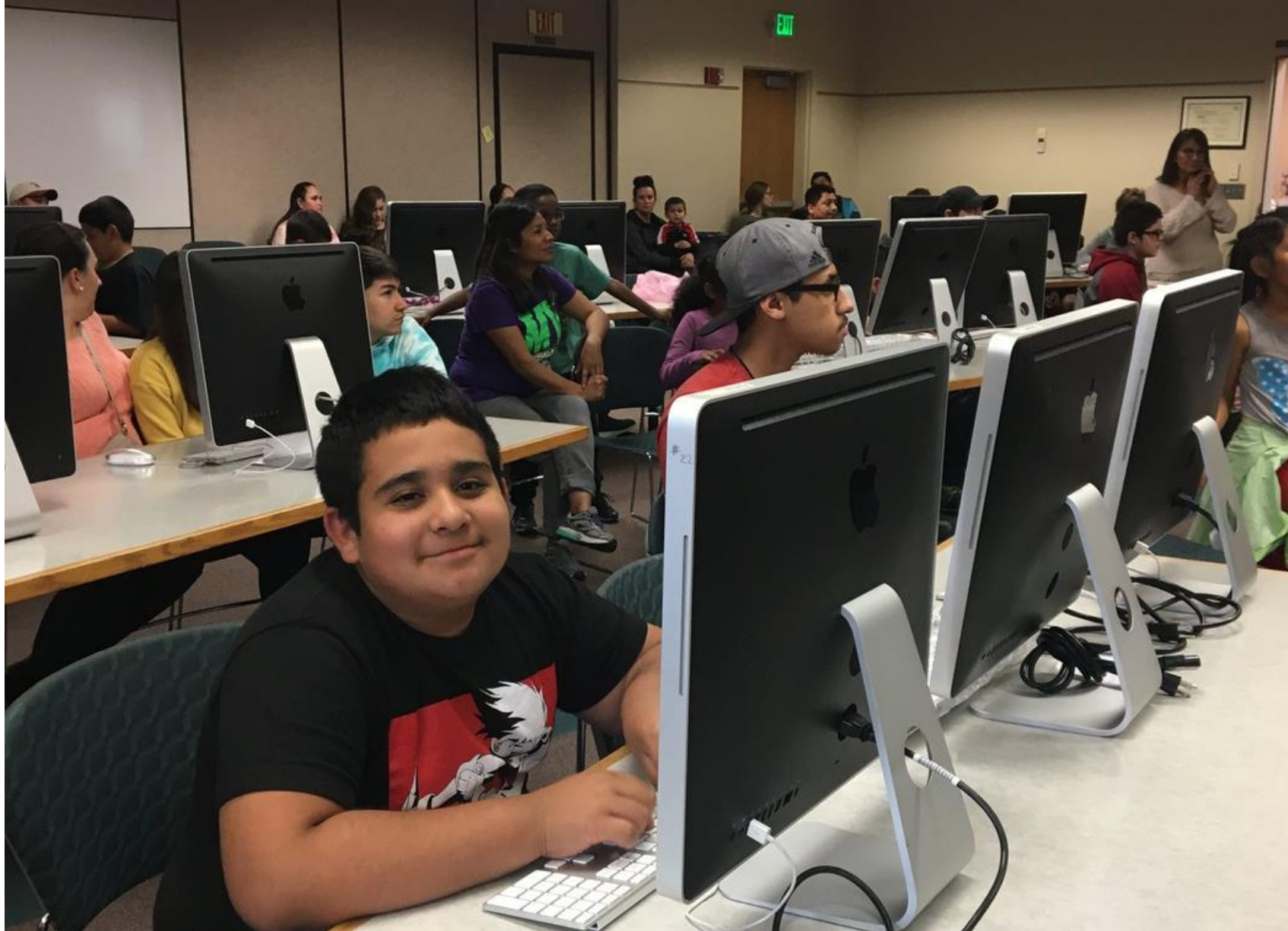
## Meeting People Where They Are

In order to help rural communities thrive, it's not enough to make technology tools available online.

We need organizations to meet business owners and individuals where they are: on their farms, at their stores, and in their libraries. Together with our partners, NCW Tech Alliance will lift that Cascade curtain and skill the region for tomorrow's economy.



# What is Digital Equity?



Access to digital literacy has a fundamental impact on community vitality and the health and wellbeing of its members.

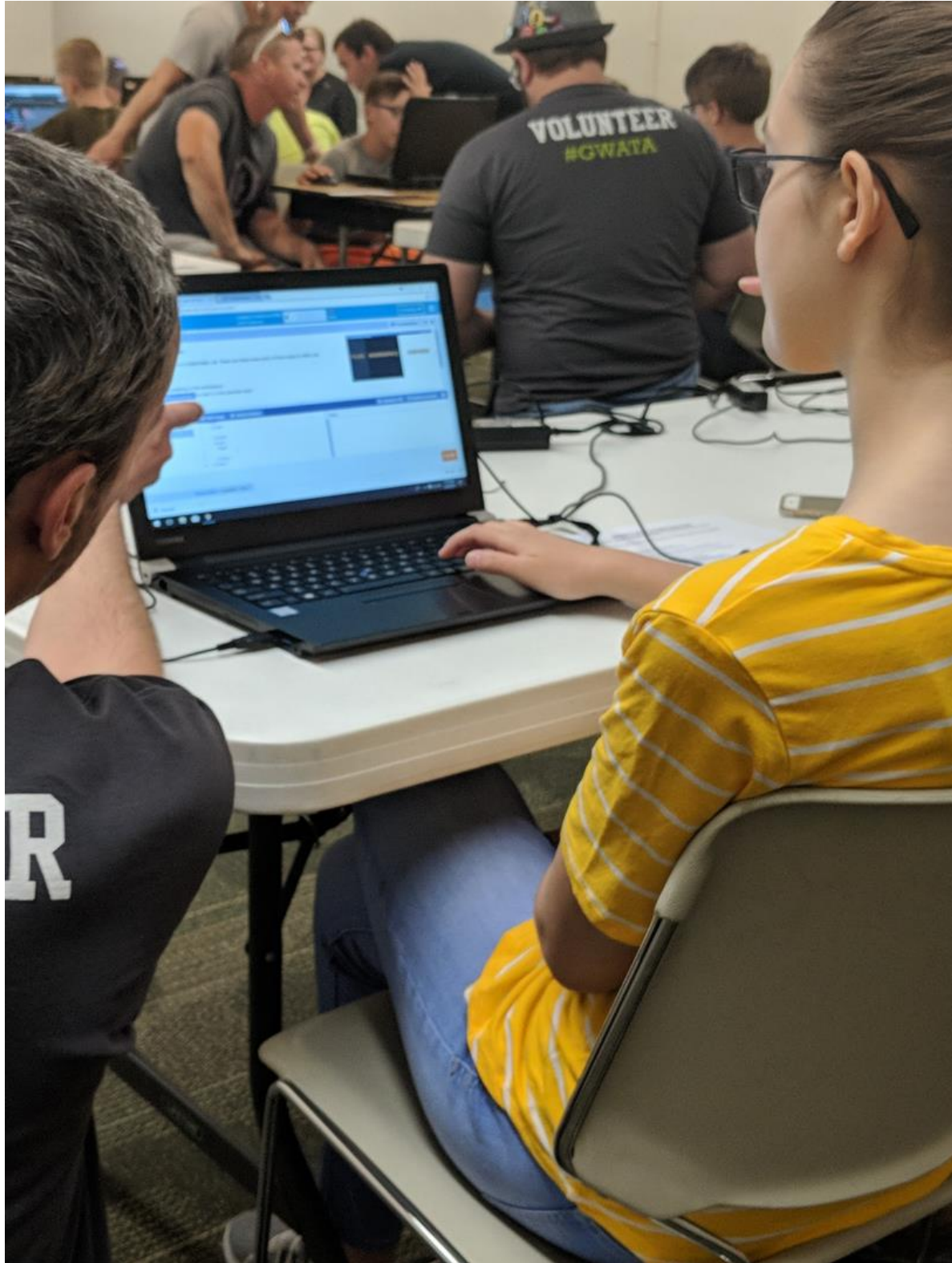
Many rural communities in North Central Washington are at risk of being left without opportunity for upward mobility, family sustaining employment, and essential resources including mental and physical health, financial support, and education.

# Our Valley Our Future: **Technology Ecosystem Gamechanger**

Building a tech-based network to promote economic opportunity in Our Valley



## Understanding The Challenges



Our region has the lowest average household income in the State of Washington and the lowest educational attainment.

We only have only two community colleges and no four-year universities. The distance and lack of public transportation makes community college attendance inaccessible for too many residents.

Over 30% of our residents identify as Latinx, and this population increases to nearly 70% in some of our smaller communities.

35% of Latinx adults 25 years old and older have no high-school diploma compared to 5% of white adults in our region. 32% of our Latinx adults have limited English language proficiency.

# iLumina Strategy

Empower individuals to achieve the qualifications of a changing workforce

- Boots on the ground training programs to upskill workers in agriculture and manufacturing
- Wifi Task Force works with ISP Providers, Public Utilities, and Schools to find the gaps and connect students

Cultivate a network of startups and investors to deliver new strategies and products

- Local investors build opportunities for small business lending and investment, focused on succession planning for generational change
- Startups gain the resources, support, and mentorship to thrive in rural cities



Equip businesses to meet the demands of a transitioning economy

- Local tech mentors provide wrap around support to small and at-risk businesses to launch digital commerce, data driven decisions, & technology integration
- Annual AI Expo generates curiosity and exploration of AI technology use across agriculture, healthcare, and public power systems

Inspire local champions to thoughtfully facilitate community change

- Leadership development programs focused on rural resilience trains advocates across the region
- Tech mentors work across systems to support both our pipeline of local talent and help drive the outreach/support needed for business transformation

# DO YOU NEED HELP CREATING AN ONLINE PRESENCE FOR YOUR BUSINESS?

Every day, people in our community use the internet to look for local shops, products, and services they need - including yours!

Our FREE website program can help you bring in new customers who are searching for your business online

## TOPICS COVERED:

- The basics of how to build a website
- What content you should include
- How to maintain your website and grow traffic

## SUPPORT INCLUDES:

- Get help from Tech Professionals
- Get paired with a Tech Mentor
- Get the skills to maintain and update your website
- Connect with your business community

## REGISTRATION:

Class size is limited, so early registration is encouraged.

## GRADUATION:

Completion of the program leads to a virtual graduation celebration. Graduates get the opportunity to showcase their business website with community members, partners, and other business owners across six counties - Chelan, Douglas, Grant, Adams, Okanogon, and Ferry.

## CONTACT:

**Analee Calvillo**  
Program Manager

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 [analee@ncwtech.org](mailto:analee@ncwtech.org)

 [ncwtech.org/web-program](http://ncwtech.org/web-program)

# Upcoming Events

Happy Hour | Moses Lake

Thursday, April 7 | 4:30 - 6:00 PM | Ten Pin Taproom, Moses Lake

Entrepreneurial Panel | Funding for Entrepreneurs

Thursday, April 21 | 4:30 - 6:30 PM | Pybus Public Market

Business Bytes | Webinar w/WTIA

Tuesday, April 26 | 12:00 - 12:30 PM | Online

Industry Tour | Moses Lake

Friday, April 29 | 12:00 - 1:00 PM | Automated Ag Systems, Moses Lake

# Ways To Get Involved



CONTRIBUTE



ATTEND



VOLUNTEER



# THANK YOU

Blake Baldwin, Director of Operations

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