

TAG to celebrate people, partners, momentum

TAG's recent announcement of the planned Georgia Technology Celebration generated kudos from business leaders, the Atlanta Chamber of Commerce and many other sources.

Yet, it may seem odd to some that technology folks are planning a celebration at all. At first glance, there appears little to stir a joyful chorus, with more than 40,000 technology jobs lost, a sluggish business climate and technology sales stalled.

Many think that technology has crashed, that there's a huge oversupply of technology, that it's all over, and they wonder who in the world wants to be around to pick up the pieces.

The problem with these attitudes? They are just not realistic.

The reality is that Georgia's technology industry is resilient, confident and growing stronger.

We say we're not crawling in our holes because we think the economy is bad. The concept of overbuilding doesn't hold up long term.

Just look at the past few years — innovations in the financial services industry, in the telecom field, in biotechnology and others. New technology will always be created, and people will continue to advance in the field.

That is why our celebration on Oct. 21 will be so timely.

And, by the way, what do we have to celebrate?

Our momentum

We've come a long way since the origins of TAG five years ago. Our role has grown in tandem with Georgia's emerging technology base to where we are today — rated among the top 10 technology regions in the nation.

We have an energetic technology community that continues to make new connections with business in every region of the state, learning, innovating and driving our industry's future. TAG is working ever more closely with our members and a range of professional organizations in all areas of technology, not just information systems, to keep that momentum.

Being in the top 10 is nice, but we are not satisfied. The opportunity exists to do even better, and with follow-through from our Technology Celebration, I have no doubt that we will break new ground.

Our partners

We have the infrastructure in Georgia to move ahead. We have great universities that produce tomorrow's technology leaders and support so many technology initiatives throughout the state. We have access to capital for feeding innovation and seeding new companies. We have great entrepreneurs who transform dreams into marketplace reality.

We have leading bricks-and-mortar companies like **BellSouth Corp.**, **The Coca-Cola Co.**, **The Home Depot Inc.**, **Delta Air Lines Inc.** and **United Parcel Service Inc.**, plus others of all sizes, which utilize innovations in technology to improve their business. And we have active, visible support from government and political leaders.

These partnerships will help TAG remain vibrant and vital and they make us unique among state technology associations. Our celebration will, I believe, help strengthen these bonds as together

we crystallize the view for even more compelling possibilities.

Our people

Of all the things to celebrate, our people are No. 1. Sure, we in the technology sector have felt some major bumps recently. But, we're not going to just roll over. On the contrary, we know that opportunity is out there, we're confident about our talents and abilities, and we're determined to persevere. We do that by learning, becoming involved, innovating, changing with the times.

Go to any TAG meeting, and you can feel an undercurrent of optimism, energy and interest in taking action. More than a hundred TAG volunteers are working in teams in Georgia, from

east to west, north to south, to make our vision a reality.

Now more than ever, people in technology fields want and need leadership, direction, a way they can help to reinvigorate the industry.

So, instead of sitting around and just letting everybody else say it's all over, we're getting together to acknowledge everything we've accomplished, but more to the point, we'll set an agenda for a better tomorrow.

What do we have to celebrate? Only our future. We have all the pieces in place, so let's do it!

Tripp Rackley is chairman of the Technology Association of Georgia and Entrepreneur in Residence at Noro-Moseley Partners. He can be reached at trackley@noro-moseley.com.



TAG TALK
Tripp Rackley

POWELL
GOLDSTEIN
FRAZER &
MURPHY LLP
ATTORNEYS AT LAW

is pleased to announce
that

JASON A. BERNSTEIN

has joined the Firm's Atlanta office as

PARTNER

and will lead the Firm's Intellectual Property Protection Group

OUR
TECHNOLOGY PRACTICES

Biotechnology and Life Sciences
Corporate Technology
IP and E-Commerce
Technology and IP Litigation
Intellectual Property Protection

191 Peachtree Street, NE
Sixteenth Floor
Atlanta, Georgia 30303
404.572.6600

www.pgfm.com