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| For ICT industryprofesionals interested in growing their career, their company and the industry.  |

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| **A Refection on Adam Chowaniec**Adam Chowaniec was a Director of ITAC from 2001 until his death late last month. He served as ITAC’s Chair in 2003/2004 and even briefly served as our President and CEO.Adam played an immense role in the creation of Canada’s ICT industry. First and foremost a scientist, he had an acute grasp of the alchemy that converts knowledge into innovation, enterprise and wealth. He founded Tundra Semiconductor Corporation, one of the most successful companies in our microelectronics sector and one of the foundational companies in Ottawa’s technology cluster. [Read More](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=472e919cde&e=af93ccf3fb)  |

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| **Helping Find New Financing**Government programs are one of the most promising, yet seldom tapped resources for ICT companies to fuel their growth. Now ITAC members can lean how to benefit from these opportunities thanks to a strategic partnership with the [Funding Portal](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=d2f3fa1663&e=af93ccf3fb).The Funding Portal is a one-window service to assist companies to secure R&D and growth funding. With a single search, companies can determine the funding opportunities available to their firm from more than 4200 federal. provincial and municipal public sector funding and tax incentive programs 775 funding programs that distribute $12 billion funding each year.Start your search today on [ITAC's SME portal](http://itac.us3.list-manage1.com/track/click?u=bf3deb6df8c993229e6ab520f&id=d3916d13de&e=af93ccf3fb) where you will find other resources to help grow your business.https://gallery.mailchimp.com/bf3deb6df8c993229e6ab520f/images/fc80cf2e-b218-4c55-ad7e-7f6884106457.png.  |

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| Trade Opportunities:CaliforniaCanadian emerging technology companies are invited to apply for two MarketLink events taking place in San Diego, California. MarketLink provides an opportunity for innovative companies to meet with top-level executives from large multinational corporations who are searching for new products, services and technologies. Canadian companies are invited to apply thanks to a partnership between the Canadian Consulate in San Diego and the MarketLink organizers.   There are two MarketLink events currently planned:•   [LG Electronics](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=612ee99dd0&e=af93ccf3fb) (April 14-15) – Deadline to apply: March 26•   [SK Telecom](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=67162a3fd3&e=af93ccf3fb) (May 18-19) – Deadline to apply: April 20Application deadlines and more information on the process can be found on the [MarketLink website](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=ff9a948725&e=af93ccf3fb). Companies are invited to submit an application that presents their technology and explains how it meets the companies areas of interest. MarketLink is not a pitching event. Successful applicants will get a one-on-one corporate meeting with the multinational, during which they will discuss opportunities for sales and partnership.  |

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| **COMING EVENTS****March 17:**  [ITAC’s Executive Briefing Breakfast](http://itac.us3.list-manage1.com/track/click?u=bf3deb6df8c993229e6ab520f&id=8a471c824f&e=af93ccf3fb) featuring Janice Charette, Clerk of the Privy Council, Ottawa (Members only)**March 18:** [Webinar: Building Your Own IoT Product](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=7f0d013c8f&e=af93ccf3fb)**March 26:** Launch of ITAC Quebec at Smart City Expo, Montreal**March 26**: [Partnership Program for SMEs](http://itac.us3.list-manage2.com/track/click?u=bf3deb6df8c993229e6ab520f&id=ea6ba566c4&e=af93ccf3fb), Toronto (Members only)**April 10:** ITAC Health Breakfast : Opportunities for Public and Private Sector Collaboration on the Digital Health Agenda in Ontario, Toronto**April 14:** [Canadian Reception at HIMSS](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=0ca9e02d4f&e=af93ccf3fb), Chicago  **April 16:** [HP Software Calgary User Forum,](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=f4a6239f7c&e=af93ccf3fb) Calgary**April 20:** CCIO Breakfast, Toronto**April 30** - [ITAC-IDC Directions Conference](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=386bf2894d&e=af93ccf3fb), Toronto   |

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| ****ITAC Industry Insider********DIGITAL DIALOGUE: Talent, Transformation and Trade****https://gallery.mailchimp.com/bf3deb6df8c993229e6ab520f/images/79bf66fb-9a44-4dae-984b-7e9bda38a033.jpgIt may still  be cold outside, but a delegation of 12 senior ICT leaders was warmly welcomed on Parliament Hill late last monthas part of ITAC’s DIGITAL DIALOGUE: Talent, Transformation and Trade.During a full day of meetings with government and opposition politicians, the delegation made it clear ICT is an important engine driving the economy and that should not be undervalued as the parties start to roll out their election platforms in advance of the Fall election.  A broad range of issues around the digital economy were raised, but the overarching focus was ensuring support for the development of talent, stronger innovation initiatives, and improvement of global trade opportunities. |

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| ****Get Your Head in the Cloud, says Ciena CEO****https://gallery.mailchimp.com/bf3deb6df8c993229e6ab520f/images/fccb7e40-53f1-4fd4-b67e-24eb82c60b3e.jpgIf you don’t have a cloud strategy, the President and CEO of Ciena says it’s possible you soon might not have a business.“The cloud is going to challenge every business,” Gary Smith told 100 industry leaders during ITAC’s annual Board of Governors meeting. “It will turn traditional business models upside down. It will touch every business, and those that don’t pay attention will be disappointed.”The information communications technology industry is going through a time of great opportunity and great challenge, he says, “and now is not the time for companies to be resting on their laurels.” [Read More](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=7d6735f46c&e=af93ccf3fb) |

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| **ITAC Launches Women on Boards Initiative**A new initiative that will help ensure improved gender diversity on corporate boards in the technology sector was officially launched February 24. ITAC is creating a registry for women in the ICT sector with the experience and skills to sit on corporate board of directors. The registry is designed to make it easier for ICT companies to tap into the impressive pool of female talent already in the industry.Lloyd Bryant, co-chair of ITAC’s Diversity Initiative, and Managing Director, Hewlett-Packard Canada, says repeated studies have shown that groups with greater diversity outperform heterogeneous ones. “In companies where more than three women sit on the board, the ROI is 18 per cent higher than those boards without women,” he says. “Our new Women on Boards initiative is just good business.” [Read More](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=1f4f41e3c3&e=af93ccf3fb)  |

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| New Opportunities to Connecthttps://gallery.mailchimp.com/bf3deb6df8c993229e6ab520f/images/30400221-bc29-45fd-bc65-29308e281b0f.pngAs an ITAC partner, you are invited to join ComLinked, a business to business social network that helps you grow sales by connecting to new customers, partners and suppliers. Unlike LinkedIn, ComLinked connects businesses instead of individuals.   Simply register and set-up a profile on this social network designed specifically for business to business connections. Once you are set-up on ComLinked, you will be alerted when other members view your profile; a great source of potential leads. It’s like a matchmaking service for businesses. [Register](http://itac.us3.list-manage1.com/track/click?u=bf3deb6df8c993229e6ab520f&id=7e9fd6bf63&e=af93ccf3fb) for free, set up your profile and connect with ITAC and other businesses both locally and globally.Check out this [recent article](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=08364bc9c4&e=af93ccf3fb) on ComLinked by Joe Panettieri, an influencer in the IT industry, and author of the blog Afternines.    |

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| **Setting the Stage**The federal government has begun work on a sequel to last years Digital Canada 150. ITAC's new paper [Canada's ICT Sector and the Digital Economy](http://itac.us3.list-manage.com/track/click?u=bf3deb6df8c993229e6ab520f&id=600dd5e005&e=af93ccf3fb) lays the groundwork the recommendations ITAC will be preparing over the next month.  |

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| **Speakers Sought for BTM Conference**https://gallery.mailchimp.com/bf3deb6df8c993229e6ab520f/images/bbba90da-76eb-41ff-8390-9ca821d814c2.jpg ITAC Talent is expanding its Business Technology Management (BTM) initiative to Halifax, Nova Scotia with the inaugural National BTM Conference taking place on June 13. The National BTM Conference is the primary forum for members of the private sector and business school academics to connect with like-minded individuals from across Canada and exchange ideas, advance discussion and receive insights into today’s hottest ICT industry and education topics.We are looking for innovative industry thought leaders to speak at the event and share their insight through thought-provoking keynote presentations, workshops and panel discussions.Showcase your organization’s expertise to the country’s leading academics and public sector members. Contact Darya Balyasnikova, BTM Outreach Coordinator for more details.  |

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| Do you have a a story you'd like to see featured in the ITAC Industry Insider? Send us an email and we'll work together to share it with the ICT community.   |

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| Copyright © 2015 Information Technology Association of Canada, All rights reserved.You are receiving this because this is important internal information**Our mailing address is:**Information Technology Association of Canada801-5090 Explorer DriveToronto, ON L4W4T9 Canada[Add us to your address book](http://itac.us3.list-manage.com/vcard?u=bf3deb6df8c993229e6ab520f&id=da0b232519)[unsubscribe from this list](http://itac.us3.list-manage1.com/unsubscribe?u=bf3deb6df8c993229e6ab520f&id=da0b232519&e=af93ccf3fb&c=b4fd154515)    [update subscription preferences](http://itac.us3.list-manage.com/profile?u=bf3deb6df8c993229e6ab520f&id=da0b232519&e=af93ccf3fb)  |

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