



September 19, 2011

FOR IMMEDIATE RELEASE:

**GWATA PRESENTS NCW INNOVATION SHOWCASE
-CONFLUENCE TECHNOLOGY CENTER-OCTOBER 6, 2011-**

North Central Washington-GWATA, the North Central Washington Technology Alliance (www.gwata.org), will present the NCW Innovation Showcase on Thursday, October 6, from 1:00 p.m.-5:00p.m. This free event, which includes package giveaways every 30 minutes, is centered-around the Confluence Technology Center (CTC) in Wenatchee. Immediately following the Showcase, guests are encouraged to continue networking at Chateau Faire Le Pont Winery, next to the Confluence Technology Center.

The NCW Innovation Showcase will feature the region's top innovators in education, healthcare, agriculture, energy, transportation and emergent technologies companies and partners throughout North Central Washington. The CTC venue will provide the ideal setting for our region's top businesses to provide hands-on demonstrations. The exhibitors will not be selling merchandise or programs, but providing real-time experiences for attendees to see, touch and learn about new products and services in the region.

Upon arriving at the Confluence Technology Center, the guests will be encouraged to walk through the new Link electric bus, and look inside the new Nissan Leaf and Chevy Volt electric cars. Inside the CTC, numerous exhibitors will present unique products and many new services from companies like Umbrella Consulting, Inc., Noel Communications, Port of Chelan County, Wenatchee Valley Medical Center, and many more! There will be tours of the Confluence Technology Center and Yahoo! offices, M&M Productions video production center, and the Van Doren's Compac Invision apple sorting machine at the AgroFresh building across from the Confluence Technology Center in Olds Station.

Tours include:

- 1:15 Van Doren's apple sorter at AgroFresh
- 2:00 M&M Productions, 201 Old Station, Ste A
- 2:45 Confluence Technology Center & Yahoo!
- 3:00 Van Doren's apple sorter at AgroFresh
- 3:45 M&M Productions, 201 Old Station, Ste A
- 4:30 Confluence Technology Center & Yahoo!

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The tours will be on a first-come, first-serve basis with limited participants per session.

Exhibitors & Partners:

- AgroFresh
- Cascade Auto Center – Chevy Volt
- Cherry Creek Radio
- Confluence Technology Center
- Genesis
- Kangen Water
- Link
- Local Tel/ShoreTel Communications
- M&M Productions
- Nissan Leaf
- Noel Communications
- Umbrella Consulting
- Port of Chelan County
- SnapItScrew
- Van Doren Sales
- Wenatchee Valley Medical Center
- Wenatchee Valley College
- Yahoo!

For more information on the NCW Innovation Showcase, visit www.gwata.org or call 509.661.9000.

The GWATA Board of Directors includes: President- Jenny Rickel, Edge Strategies; Jeff Heuple, Express Locations; Debra Purcell, LocalTel; Drew Zabrocki, Genext, Larry Cramer, Application Dynamics and Doug McLeod, Community Choice. **Board advisors include:** Laura Jaecks, Confluence Technology Center; Andy Metcalfe, NCS; Lisa Karstetter, Yahoo!; and Laurie Simon, Umbrella Consulting. Amy Lewis is GWATA's Program Director and JB Marketing Group has been the marketing arm for GWATA events, fund development, and public relations since 2008.

About GWATA

The North Central Washington Technology Alliance (GWATA) is a regional, non-profit organization founded in 2000 to promote the vibrant technology-based economy benefiting the citizens and communities of North Central Washington.

GWATA is a coalition of business organizations, government agencies, and academic and non-profit groups, promoting and recognizing technological

innovations throughout the region. An executive-level board comprised of local business and technology leaders directs GWATA's work.

For more information about GWATA or to volunteer, contact Amy Lewis at 509.661.9000 or JB Marketing Group at 509.888.0788.