

GWATA Technology Resource Directory FAQ's

What is the GWATA Resource Directory?

- It's a free, searchable database of North Central Washington technology-based businesses and support entities located in Chelan, Douglas, Grant, and Okanogan counties. Each listing contains a description of the organization's products and services as well as publicly available contact information.

What are the benefits of using the directory?

- Businesses can publicize themselves, find peer companies, and locate potential business customers.
- Businesses listed in the directory benefit from better search placement results with web search engines such as Google and Yahoo!.
- Support entities can publicize the services they provide to the technology sector and start-up organizations.
- Economic development organizations can identify local technology businesses, build industry clusters, and attract more businesses to North Central Washington.
- Job seekers can identify potential employers.

How can businesses add more information to their listing?

- GWATA members automatically qualify for an enhanced listing which includes logo placement, top-of-the-page search results, email contact forms, and a 500 character long description. Including key words in the long description will help improve a business' search results.

What is a technology-based business?

- Businesses are defined as technology-based according to certain North American Industry Classification System (NAICS) codes identified by the U.S. Department of Labor, Washington Technology Center, Technology Alliance, and other groups. These businesses are generally defined as those in industries with 7% or more workers in technology occupations such as engineers, scientists, computer programmers, technicians, and statisticians. (The sectors themselves, not necessarily individual businesses, employ 7% or more technology workers.) By this definition, technology-based businesses exclude those that are strictly in manufacturing or sales.

What are support entities?

- Support entities are public agencies, non-profits, and GWATA member-businesses that provide resources and services to the technology and start-up businesses. Examples include regional Ports and Chambers, lending institutions, and accounting and legal firms.

How is the directory maintained?

- Businesses may update their information at any time by clicking the "Update this listing" link in the directory. All updates will be reviewed to ensure compliance with directory standards before being posted.
- Annually, GWATA will review all listings for accuracy based on publicly available information and confirmations from all included businesses. Businesses that cannot be verified may be removed from the directory.

How can other businesses be included in the directory?

- To be added to the directory, click on the "Add a listing" link. Businesses must qualify as technology-based according to the designated NAICS codes and be located in Chelan, Douglas, Grant or Okanogan County. Support entities must be a public agency or GWATA member in good standing. All submissions will be reviewed to ensure compliance with directory standards before being posted.