



THE LARGEST ONLINE COMMUNITY
OF TECHNOLOGY PROFESSIONALS IN TEXAS

2009: YEAR IN REVIEW

A LETTER FROM THE FOUNDER

2009 turned out to be a rocky road from an economic and employment perspective. Although many argue that Austin and Central Texas were not hit as hard as other areas, indeed local technology professionals, entrepreneurs, and established businesses all experienced the downturn with some degree of severity. However, during this time networking has proven to be necessary as ever to navigate one's own career path, and even seed new business ventures. During such downturns, existing businesses and new opportunities often germinate to eventually drive economic growth. At all costs, we must continue to innovate, despite what the surrounding business climate hands to us.



In that light, 2010 holds great potential. In terms of door64, I will continue to grow and engage our community, and create meaningful experiences and events that will truly impact each of you individually, as well as the local technology businesses who continue pushing forward. By pulling together as a community and collaborating on new ideas, there is no telling what can be accomplished this year. All the necessary ingredients exist right here.

A handwritten signature in black ink that reads "MG".

Matt Genovese
Founder, door64.com

▮▮ We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths. ▮▮
-Walt Disney

COMMUNITY OVERVIEW

The goal of the door64.com community is to promote peer network growth in Texas technology professionals, enable both start-ups and established companies to amplify their local presence, and help all members to plug in and strengthen our local high-tech scene.

HISTORY

door64.com is a free grass-roots community of technology professionals in Central Texas. Launched in 2007 by Matt Genovese, this community has grown almost entirely through word-of-mouth while receiving excellent testimonials from both professionals and businesses who experience the benefits of involvement. During the final year of his graduate degree at the University of Texas at Austin, Matt realized that his professional network of colleagues grew significantly by returning to school, and this was extremely beneficial from a career perspective. As an engineer in the semiconductor industry, he also recognized that networking didn't always come naturally to technology professionals, and few avenues were available for them to meet regularly. Insisting that there must be a better way to meet his local industry colleagues, Matt started door64.com to help other technologists build their local peer networks, and discover the activities already happening in the local technology scene.

Today, door64.com boasts a membership of over 7,000 technology professionals, along with many thousands more who follow door64 throughout a variety of popular social media channels. Beyond online interactions, members meet face-to-face through periodic corporate-sponsored door64 networking events, meet-ups, and specialty events like the 2008 door64 High-Tech Career Fair, and the 2009 door64 Tech Fair.

Matt strives to find new ways to help local technologists and tech companies succeed through online and face-to-face interactions, and together positively impact our own Texas technology economy.

“door64 is where it all happens. When I first stumbled across this site, I knew it was a great community. The idea in itself was great, but to pull it off with the kind of success took dedication and a drive! When I first came onto the site, I was more interested in networking with local techies, and what I found was a new career! Thanks to door64 I now have a great new career and I truly believe that I would have never had this particular opportunity if it was not for this community! Now it is my turn to give back what I can!”



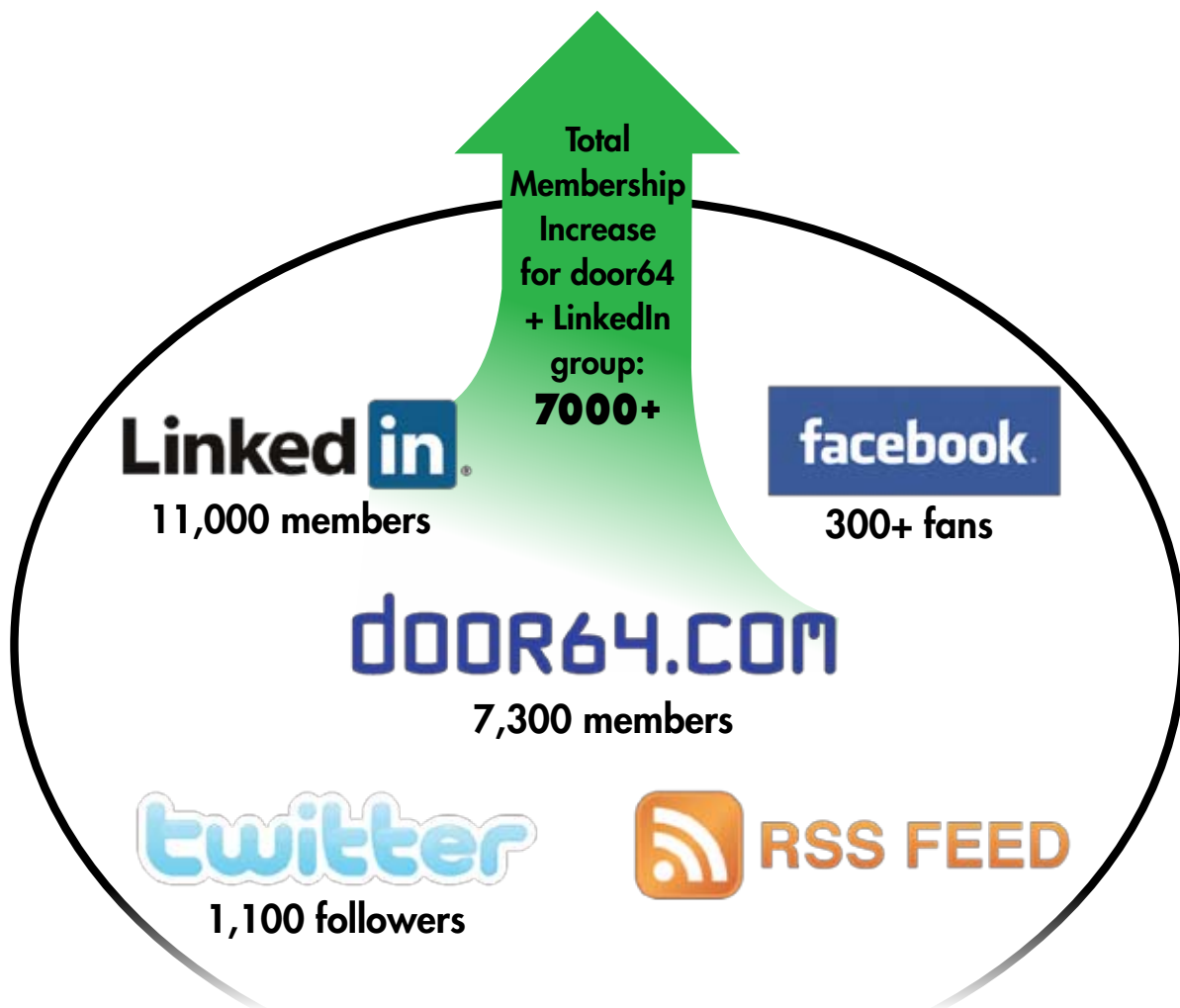
C. ESCHBERGER
 SALES ENGINEER
 AUSTIN, TEXAS

“As a co-sponsor of a door64 Happy Hour event, I want to say thank you for a great opportunity to get to know our own Austin tech community and grow our business. Even if we hadn't met people who want our services, it still would have been fun. We had a great time, and some of the leads materialized into new business for us. Meeting people in a casual business atmosphere is a great idea; we are ready for the next one.”

H. THORNTON, CEO
 EXPANDING SECURITY
 AUSTIN, TEXAS

2009 MEMBERSHIP

In 2009, door64.com doubled in membership to over 7300 members. Members continue to connect with door64 on other social networks like Twitter, Facebook, and our Austin High-Tech LinkedIn group.



The Social Universe of door64.com

FEATURES AT-A-GLANCE

ONLINE

MEMBER BLOGS

Online community discussion and Q&A between members.

FORUMS

Corporate-sponsored and branded areas of online conversation.

CALENDAR

Community-managed calendar of technology and networking events in Texas

TECHMAP

Geographic map and database of Texas high-tech companies, from start-ups to established businesses.

JOB BOARD

Local technology employment opportunities and database of members' skills.

OFFLINE

NETWORKING EVENTS

Corporate-sponsored evening happy hour-style events that attract hundreds of technology professionals for networking in a fun, social atmosphere.

DOOR64 MEET-UPS

Biweekly daytime networking meet-ups that provide a smaller and more frequent venue for networking.

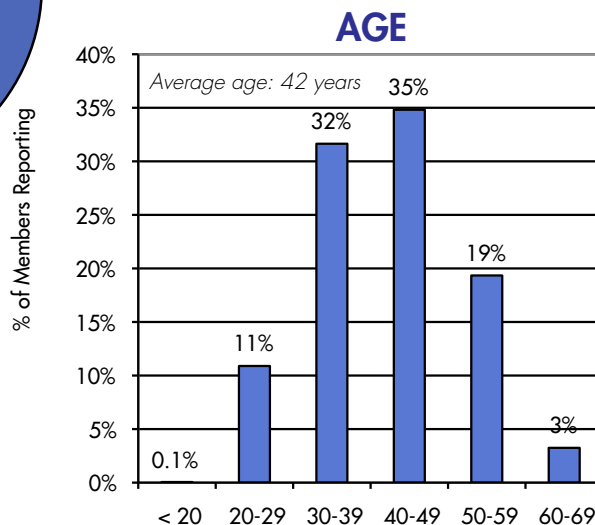
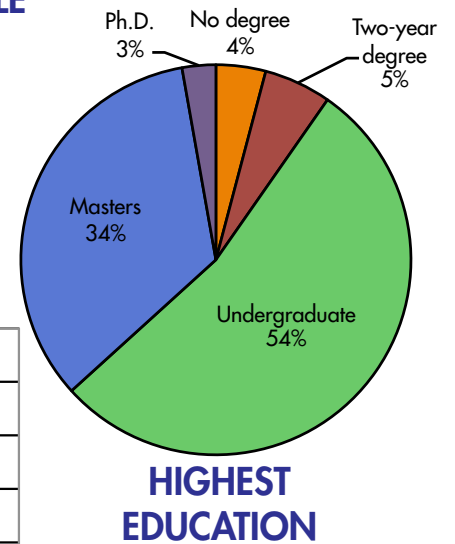
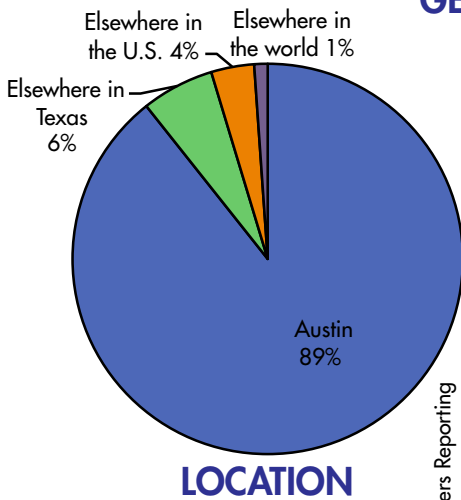
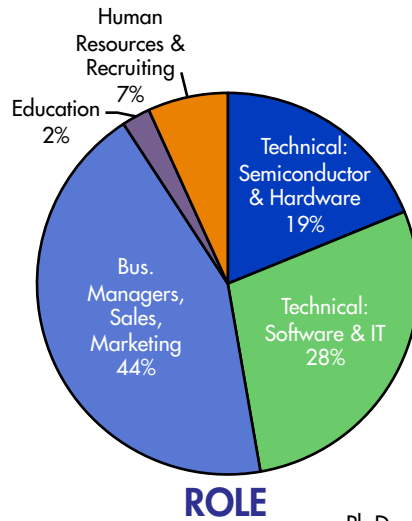
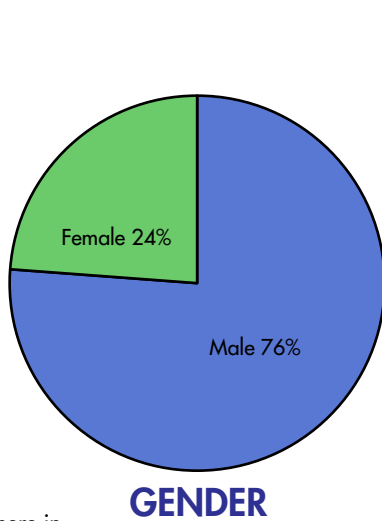
SPECIAL EVENTS

Events uniquely designed to meet community needs.

THERE IS NO COST TO JOIN.

COMMUNITY DEMOGRAPHICS

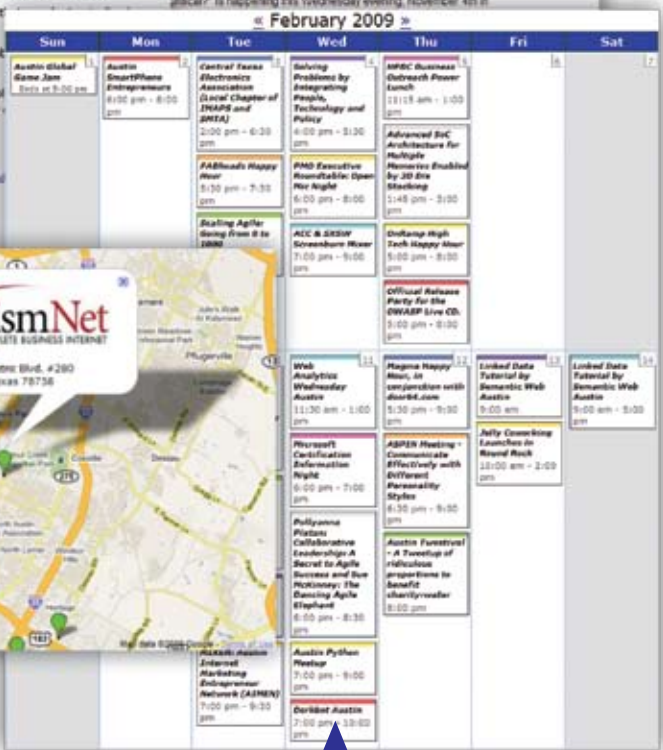
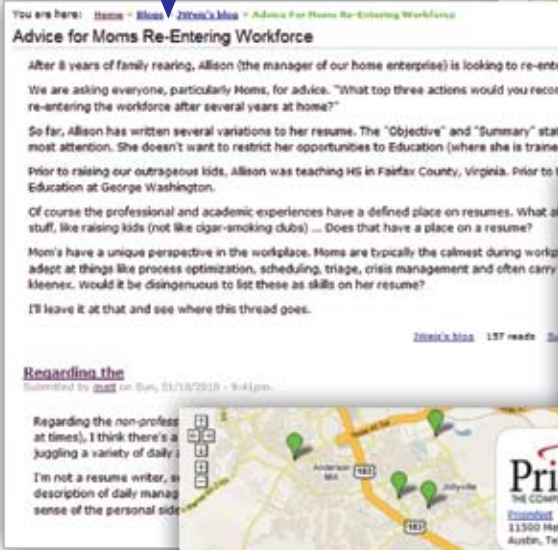
With over 7000 door64 members from analysts, developers, and engineers to directors, CEO's, and entrepreneurs, the following graphs depict various segments of our community.



ONLINE STATS FOR 2009

52 newsletters written, sent to over 6500 people each week by the end of 2009.

872 online discussions started and 4417 reply comments (average of 5 comments per post).



36 local technology companies listed on the new TechMap.



739 calendar events posted (average of 61 events per month)

CONVERSATION HIGHLIGHTS

Most discussed article
(74 comments)

Professors Urge Government to Eliminate Patent and Copyright Laws

Submitted by [softwareinsider](#) on Wed, 03/11/2009 - 3:01pm. ::

Economists Say Copyright and Patent Laws Are Killing Innovation; Hurting Economy
<http://www.newswise.com/articles/view/5498227ac-dwhn>

I know that this will raise a few eyebrows around here...

[softwareinsider's blog](#) 302 reads [Subscribe blog](#) [Subscribe post](#)

A new source of information for programmers looking for jobs.

Submitted by [JohnFx](#) on Mon, 04/20/2009 - 10:44am. :: [General chatter / What's happening](#)

I started a new blog this week called software++ that is focused on improving the overall software development process both in terms of management and programming issues, with a slight preference for the management side. If you are a programmer who would like to peek inside your boss' head or a manager who wants to collaborate on best practices, I think that you'll find it really useful.

I've been posting a series called "The Programmer's Guide to Getting Hired" this week which is intended to help job seekers take advantage of some tips I have to offer from the other side of the interview table.

Recent articles in the series:

- [Your resume, it's the little things that hurt.](#)
- [The Code Sample](#)
- [Combating Age Discrimination](#) (coming soon)
- [Do you need a cover letter, and what should it contain?](#) (planned)
- [Choosing a college major](#) (planned)
- [Be careful where you post your resume online](#) (planned)

I am just starting out on blogging and I'd love any feedback you give.

[Startup gang what day & time?](#)

Community members helping out other job seekers.

Welcome to Austin, all the way from Australia!

An Aussie in Austin, what have I got myself into?

Submitted by [Superstick](#) on Sat, 07/03/2009 - 12:42pm. :: [General chatter / What's happening](#)

G'day all,

I have just moved into the Austin area from Queensland Australia, and are looking to put my .Net skills to use. However, as you might have guess from the many other posts here, I'm not having much luck at getting any type of work.

Initially I did try to network as best as I could, but trying to make lasting business relationships from half a world away is tricky at best, so I was hoping to find something low paying and immediate now to build up my US "street cred" and try from something substantial down the line once I had some people here who could vouch from my .Net guru skills.

Also, I am hitting a lot of resistance and confusion about my E-3 VISA. This is NOT like a H1-B, in that I can renew it, but most employers don't want to gamble on me and take a lesser candidate instead. As you can imagine, this is very disheartening.

Finally, I am sort of locked into the Austin/San Antonio area, as I moved here to take care of my sick Texan wife. We met over the Internet, and I came to Austin to be with her, as Australian immigration won't allow someone who needs dialysis 3 times a week into the country without extensive medical insurance, which would cost me many thousands per month.

So here I am, unemployed, trying to support a sick wife with full renal failure and living on ever dwindling savings... does anybody have advice that I can use to help my situation?

Thanks in advance.

Locally unemployed tech folks venturing out to try something new...

Anyone interested in forming a tech startup?

Submitted by [scarolan](#) on Mon, 04/27/2009 - 8:59pm. :: [General chatter / What's happening](#)

I believe that the right group of people could come up with some great ideas for a new company. If any of you are interested in discussing some possibilities please post a reply in this thread. Let's form a group and build something really cool, and make some money while we're at it!

[July 6-10](#)

414 reads [Subscribe post](#)

Apparent age and interviewing

Submitted by [Susan@ig](#) on Tue, 06/30/2009 - 1:55pm. ::

If you are interviewing for mid- to senior-level development positions, is it preferable to appear to be 25 or 40?

Depending on whether my prematurely-gray husband bleaches his hair and has facial hair or not, he can look either of these ages. Where we currently live, everything is youth-oriented, but we're moving to Austin in a few weeks and mulling over whether it's better for him to look like a sort of preppy college-age guy or a mature gentleman. (Yes, the difference is that extreme.)

[the workplace](#)

2636 reads [Unsubscribe post](#)

Job search-related Q&A discussions are popular on door64.

Discussing the local job market is also a popular topic of conversation.

Austin Biggest Job Drop in Nation

Submitted by [threes](#) on Mon, 02/02/2009 - 7:14pm. ::

<http://tinyurl.com/a9rbdy>

From Austin Business Journal

"The number of job ads in the Austin market dropped 56 percent in January compared with January 2008—the biggest year-over-year decline of any major U.S. market, new data shows."

[threes's blog](#) 871 reads [Subscribe blog](#) [Unsubscribe post](#)

2009 EVENT PARTNERSHIPS

Door64 partners with key Central Texas technology conferences and events, often offering discounts to our members.



InnoTech Austin Conference
InnoTech San Antonio Conference



Global Game Jam



Interactive Austin 2009 Conference



PubCon South Conference



RISE Austin



SATAI STARs Conference



Tech & Jobs Expo



SXSW Interactive Conference

DOOR64 NETWORKING EVENTS

Door64 networking events were popular, and our new biweekly meet-ups quickly became well-attended.



DOOR64 MAGMA HAPPY HOUR

Premier Sponsor:
Magma Design Automation
Held at Dave & Busters in Austin
Attendance: 250+

DOOR64 TECH FAIR

Held at the Goodwill Center
in Austin
Attendance: 1000+
37 technology companies - 3 talks

DOOR64 HAPPY HOUR

Shared sponsorship
Held at the 360 Condominiums
in Austin
Attendance: 250

DOOR64 CHRISTMAS PARTY

Premier Sponsor: JobCannon.com
Held at the SIX Lounge in Austin
Attendance: 200

BIWEEKLY DOOR64 MEET-UPS

Both new and existing door64 members come out to network.
Held at Triumph Café in Austin
Attendance: 50+



Thanks to all the volunteers who helped make these events successful!



EVENT HIGHLIGHT: DOOR64 TECH FAIR

Goal: Drive exposure for local high-tech companies and their products/ services while educating our local community of technology professionals.

PARTICIPATION:

- 37 Texas technology companies
- 3 informational talks
- 1000 attendees in a one-day event.



At Dillotronics we consider ourselves lucky to have door64 working for us. Since we're growing our business organically, we're very concerned about bang for the buck; and there aren't many places you can get so much exposure for so little invested.



E. OVERTON
CEO, DILLOTRONICS
AUSTIN, TEXAS

Thanks a lot for a great door64 Tech Fair. I enjoyed all the presentations and met some interesting and potentially valuable contacts. I was impressed with the smooth administration, and I especially appreciated your personal touch at making everyone feel welcome.



C. VANSTON
TECHNOLOGY FUTURES, INC.
AUSTIN, TEXAS

"Bravo! Job well done! The door64 Tech Fair was impressive and very well organized. Thank you for your service to the community. It was great exposure for high-tech and for Goodwill."



C. CHADWELL
ROUND ROCK, TEXAS

CONTACT

For inquiries about advertising, event sponsorship, research, or other potential engagements with the door64 community, please contact us.

Website: www.door64.com/contact

E-mail: matt@door64.com

Phone: 607-699-1625 (Google Voice)

