

# Tech Companies get Caught Red Handed Supporting United Way

BY C.J. WILKINS

What do technology executives in sumo suits, air-hockey hustlers and lightning-fast rock, paper, scissors players have in common? They are all joining together to help support the United Way of Calgary and Area.

On October 8th, Calgary Technologies Inc. hosted a United Way celebration at the Alastair Ross Technology Centre (ARTC) for the dozens of technology companies that call the ARTC home. The afternoon was filled with fun and free activities to encourage people to have some fun and help make a difference by supporting the United Way.

And support they did. By the end of the event, technology companies raised more than \$8,000.

Tammy Herringshaw, ARTC United Way Campaign Chair, says helping those less fortunate in the community is a priority, even for startup companies. "Many technology companies in the ARTC are just starting out, but their energy and drive spills over into helping others. It's all part of the technology ecosystem we are building at the ARTC."

A highlight of the afternoon was CTI's CEO John Masters (who is also moonlighting as the 2009 co-chair of the United Way campaign this year) donning a padded sumo suit and squaring off against Roger Bertschmann, president of Rad3 Communications.

"I may not have won in the sumo ring, but everyone at the ARTC should be proud of their victory today by getting involved and collectively raising thousands to support the incredible work United Way and United Way-funded agencies are doing in Calgary," comments Masters after extricating himself from his sumo suit.

According to the United Way, the return on investment on donations is significant both in terms of dollars, and the impact on lives. In fact, some United Way programs such as incomes and employment along with shelter and housing achieve six dollars of cost savings to the society for every dollar invested in the programs, not including the improvement on the lives of those who benefit from the programs.

This year's United Way event was a first at the ARTC in the fall season. It complements the legendary annual Chili Cook-off held in July which also benefits the United Way.

"It's great to see technology companies step up to the plate – or the sumo ring in this case – to have a little fun while opening their hearts, minds and wallets to help build a better city for everyone," says Masters.



CTI CEO John Masters squares off against Roger Bertschmann, president of Rad3 Communications. Photo courtesy camerAdventures.



Employees in the ARTC attend the United Way event. Photo courtesy camerAdventures.