



## **Tech Biz Directory Frequently Asked Questions**

### **What is the Technology Business Directory?**

It's a free, searchable database of technology-based businesses in Benton and Franklin Counties in Southeastern Washington State. It contains a description of each business's products and services as well as publicly available contact information for each firm.

### **How is the directory used?**

Businesses use it to publicize themselves, find peer companies, and locate potential business customers. Business supporters and economic development organizations use it to identify local technology businesses, build industry clusters, and attract more businesses to the Mid-Columbia area. Job seekers use it to identify potential employers.

### **What's the definition of a technology 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, without an R&D component. So a business in the audio-visual equipment design and manufacturing sector would be included here, but businesses in the electronics retail sector would not be. See a summary-level list of technology industry NAICS codes [here](#).

### **How is it maintained?**

Businesses in the directory may update their information at any time online using their personal password.

### **How can other businesses get in the directory? How can listed businesses change their information?**

To be added to the directory, businesses must qualify as technology-based according to the designated NAICS codes. If the business fits under one of these codes and is located in Benton or Franklin Counties, complete the directory form. All forms undergo a review at PNNL before posting. PNNL reserves the right to deny listings that do not fit the qualification standards.