



# The U.S. Connection

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## TechnicallyHip.ca

"Home is where the Hip is"

**B**rent Halliday of Greenston Venture Partners may have created a funny, hip, self-deprecating and opinionated new Web site for Canadians, but his underlying goal is serious. With *TechnicallyHip.ca* ([www.technicallyhip.ca](http://www.technicallyhip.ca)) Halliday is trying to grab the attention of the half-million Canadian expatriates working in the U.S. high-tech sector — and maybe lure them home again.

Halliday got the idea for the Web site from some savvy Canadian bureaucrats in Silicon Valley who started the Moose Lounge, a meeting place where members reminisce about Canada over Moosehead beer and Smarties. Halliday happened to know Handol Kim, Vice Consul at the Canadian Consulate in San Jose, who also held the title of "Head Moose" at the lounge, and after some discussion TechnicallyHip.ca was born.

"My idea was to mimic the self-deprecating humor of the Moose Lounge," says Halliday. "As for the name, it's a take-off on the Tragically Hip, one of Canada's best-known secrets — sort of like our high-tech industry."

But TechnicallyHip.ca is more than just a long Canadian chuckle. The site includes information on immigration

and taxes, jobs, and Canadian success stories as well as on-line discussion forums and links to everything Canadian, including the Web site for Hockey Night in Canada.

Halliday believes the site could garner the attention of Canadians who, having acquired American

know-how, are discovering that home is best after all. He also hopes it will attract national sponsors looking to recruit expats back to Canada.

"Armed with high-tech experience and networks, Canadians living in the U.S. face the decision of going for permanent immigration or returning to Canada," says Halliday. "Until very recently, most opted to try and keep their career tracks in the U.S. Now, the shine is off the golden dream in the Valley and in the meantime Canada has been busy creating pockets of world-class technology opportunities. By connecting Canadians in the U.S. together and informing them of what is happening here, we aim to improve the flow of ideas, experience, information and maybe, just maybe, people."

Even if they don't return, Halliday hopes his site will allow expats to stay in touch with their Canadian identity.

TechnicallyHip.ca is currently run by a non-profit group formed by Canadian high-tech industry leaders including Greenston Venture Partners, PMC Sierra, PriceWaterhouseCoopers and A-Live Holdings. Organizations such as CanadaIT.com, Rocket Builders, Bull, Housser & Tupper have supported the site as well. The Digital Moose Lounge, a technology networking group for Canadians in Silicon Valley, plans to use TechnicallyHip.ca as on-line meeting place between its live weekly meetings.

**technicallyHip.ca**

the TECH north strong and free  
THE community for Canadians working abroad



The site is so popular it is attracting 200 new members a day and Halliday expects to hire several full-time employees to run it in the near future. "We have so many ideas, and already the feedback is great. We think it will grow organically, and everybody down there will learn a bit about us, and all the expats can hang onto a bit of Canada this way."

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