



CONTACT

Randall Ussery | 208.489.0105

FOR IMMEDIATE RELEASE

PUBLIC, PRIVATE PARTNERS CREATE IDAHO'S FIRST SMART BUSINESS ECOSYSTEM

Diverse group unites around sustainable business practices to serve as progressive model that changes the way we live and work

Meridian, ID (July 17, 2009) – A consortium of concerned business people, entrepreneurs, and city leaders are taking a forward-thinking approach to how we do business in Idaho. Their efforts to optimize business efficiency, productivity, and sustainability have led to the creation of a Smart Business Ecosystem (SBE) in Idaho's Treasure Valley, ready for launch July 2009.

The goal of the SBE is to connect smart, sustainable businesses and communities via projects from both private and public sectors. The SBE Consortium is made up of key players from the City of Meridian, Cisco Systems, VengaWorks Venture Centers, Modus and Erstad Architects, Boise State University, and Idaho Tech Connect.

“With this particular group’s diverse yet targeted expertise, the SBE plans to introduce to the community new models promoting workforce flexibility, enhanced productivity, collaboration, and a sharp focus on sustainability at all levels of enterprise – from design to operations to environment to output,” said Mark Gilbreath of VengaWorks. “One direct result will be higher levels of efficiency – efficiencies that result in operational savings for businesses and a smaller environmental footprint that positively affects us all.”

The first step of the initiative is to create regional SBE smart work center clusters that serve as models to business community members. Partner projects will include stimulating small and medium business activity; providing technology leadership; creating access to connected workspaces; promoting sustainable smart design and building efficiency; and other research and development support tools for building smarter business communities.

“The benefits to the valley will be wide-reaching – healthy business environments and practices will lead to lower energy costs and infrastructure savings. Big benefits all around,” said City of Meridian Mayor Tammy de Weerd. “New capabilities and skill sets will be introduced to our area that previously have not been utilized, directly impacting our current and our future workforce.”

The Smart Business Ecosystem concept will be introduced to the public at the Idaho Green Expo on July 18th and 19th at Boise Centre on the Grove. Innovators Cisco Systems and VengaWorks have teamed up with Boise State University to present Sustainable U, including “Greening Your Office” – an interactive model

demonstrating a green, connected workspace that will change your vision of the office.

SBE activity won't end with the Expo, however. Plans for partner expansion will continue, with the opening of the Boise VengaWorks site later in 2009. Bruce Poe, of Modus Architects and the Idaho Chapter of the USGBC, supports this growth. "The potential for real, positive impact through education, awareness, and economic growth based on shared values – values that focus on what's sustainable, what's both economically and environmentally sound – will propel us all into a better future."

FOR ADDITIONAL INFORMATION, SEE:

IdahoGreenExpo.org

VengaWorks.com

Meridiancity.org

VengaWorks is a progressive workspace and infrastructure model for dynamic business – delivering the flexible, efficient space that keeps teams connected to each other productively and to customers professionally. Located in Meridian, Idaho, with expansion plans into other key cities throughout Southwest Idaho, VengaWorks LiquidSpace™ offering provides co-working and private office space in convenient, healthy facilities available 24/7 for members to drop in and get to work, wired with the latest Cisco-powered unified communications infrastructure for teams to stay connected. For more information, visit vengaworks.com.