

An Applied R&D Lab Serving Solo and Family-based Entrepreneurs  
in Rural and Distressed Urban Communities  
**The “War College” of the Small Is Good Business Revolution**  
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FOR IMMEDIATE RELEASE

## **RICHARD FLORIDA JOINS SOHODOJO ADVISORY BOARD**

**STRENGTHENS COLLABORATION TO EXTEND CREATIVE CLASS THEORY TO  
RURAL AND DISTRESSED URBAN COMMUNITIES**

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**15 Dec 2003, Havre MT and Pittsburgh PA** – Richard Florida, distinguished professor of Economic Development at Carnegie Mellon University and author of the best-selling and award-winning book, “*The Rise of the Creative Class*,” has taken a seat on the Sohodojo Advisory Board. Sohodojo is a non-profit R&D lab dedicated to the exploration and development of new business models and associated software technologies to support solo and family-based entrepreneurs in rural and distressed urban communities.

“The members of the Sohodojo Advisory Board are an invaluable resource for developing our applied research projects and demonstration microenterprise networks,” said Timlynn Babitsky and Jim Salmons, co-founders and research directors of Sohodojo. “Richard Florida’s research and insightful publications document the impact of creative individuals as a source of innovation in local economies. With Richard on our Advisory Board, Sohodojo will be able to dramatically expand our exploration of Creative Class dynamics ‘in the small’ of rural and distressed urban communities.”

“The work that Sohodojo is doing to develop creative, value-added agricultural and craft-based product initiatives in distressed rural areas is vitally important to the wellbeing of the family farm in the emergent Creative Economy,” said Richard Florida. “Sohodojo is a proven innovator and valuable collaborator in all their Creative Economy projects. They understand that Creative Class dynamics are at work in rural and distressed urban communities just as surely as these dynamics are contributing to economic vitality in affluent, technology-rich metropolitan areas.”

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*Sohodojo is a 501(C)(3) non-profit applied R&D lab with an education and research agenda dedicated to the exploration and development of innovative “Small Is Good” business models and their associated software technologies supporting solo and family-based entrepreneurs in rural and distressed urban communities seeking sustainable futures.*



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**Richard Florida** is the H. John Heinz III Professor of Economic Development at Carnegie Mellon University, where he is founder and co-director of the Software Industry Center. His internationally influential book, *“The Rise of the Creative Class: And How It’s Transforming Work, Leisure, Community and Everyday Life,”* has been widely acclaimed for showing that the most profound changes in contemporary society come from the rise of creativity as an economic force. His book further suggests that the Power of the Creative Individual is the natural and necessary complement to the Power of the Organization/Corporation. For additional information and full vita, see <http://www.heinz.cmu.edu/~florida>. Additional information on the Creative Class Movement, see <http://www.creativeclass.org>.

**Sohodojo** is a U.S. 501(C)(3) non-profit applied research and development laboratory with a complementary educational and advocacy mission. Sohodojo envisions and develops new forms of decentralized and distributed business models to support solo and family-based entrepreneurs in rural and distressed urban communities. These new microenterprise and small business networks are designed to support these entrepreneurs’ participation in the Network Economy. Sohodojo works with local economic, community, and business development organizations to envision and perform applied research and demonstration projects that foster the spirit of entrepreneurship and individuality as a means of revitalizing community. All software technologies and educational materials developed by Sohodojo are made available under Open Source and Open Content licenses. Additional information can be found at <http://sohodojo.com>.

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