

Arkansas

*Southern Growth Policies Board presents
Southern Energy: Abundant, Affordable and American –
2009 Innovator Award Winner*

Green Valley Network

Objective: To create the next technology cluster in Arkansas by fostering collaboration, development and commercialization of sustainable technology.

1



Created in the Spring of 2008, Green Valley Network is a non-profit organization dedicated to creating the next technology cluster in Arkansas. It's been done before – the Research Triangle cultivated biotech, Silicon Valley owns IT, and Green Valley is the center of sustainability technology. It's where academia, government and business leaders share ideas, spur growth and foster economic development for sustainability technology.

Draw a circle using Northwest Arkansas as the center, with a radius of about a five hour drive from Fayetteville. Take a look at the resources within: the largest global consumer demand retailer and proponent of sustainability on Earth, the greatest number of consumer product goods companies (more than 1,300), the largest concentration of plant scientists in the world, a national energy center, and the world's busiest cargo airport. There is no other region on the planet that houses what exists in Green Valley.

The global business world knows that weaving environmentally sound corporate practices into their business models increases both profitability and "green" benefits. Green Valley Network serves as the communication and educational tool for academia, government, community leaders and businesses within Green Valley. On Green Valley's website, www.greenvalleynetwork.org, visitors can collaborate with innovators and businesses to eliminate the middle man be-



1. Green Valley Network directors Jon Johnson (left) and Steve Rust (right) with Managing Director Dan Sanker (middle).