

# South Street Media and Telework Coalition Partner for Premier Home Office Expo

**TelCoa to develop educational track for the growing telework segment**

BOSTON, MA – April 20 (SEND2PRESS NEWSWIRE) – South Street Media, producers of the Home Office Expo, announced today that they have partnered with The Telework Coalition – TelCoa, a Washington, D.C.-based group that brings together a diverse array of organizations, companies and individuals with the common interest of promoting awareness and adoption of telework and telecommuting in the workforce.



**Send2Press® Newswire** “We are

extremely pleased to have TelCoa as part of the team,” says Jeff Cooper, President & CEO of South Street Media. “Their lobbying power and expertise in the telework/home office community will be a crucial asset to the Home Office Expo in its efforts to serve a diverse audience of home-based professionals and consumers.”

TelCoa recently released a major Benchmarking Study which found that telework has evolved into a mainstream way of working in today’s technologically advanced world. TelCoa’s involvement will include a presence on the show floor as well as telework-oriented education in the event classrooms for the premiere event, being held June 2-4, 2006, at the Bayside Expo Center in Boston.

“People who telework have a better work/life balance, they save money on gas, and since they’re not on the road and busy getting ready to go to work, they’re more productive,” says TelCoa president & CEO Chuck Wilsker. “In the educational sessions we will introduce teleworkers to technologies that are going to help them to do their job more effectively and help them to have more fun while they do it.”

The educational sessions have not been finalized, but Wilsker says in addition to introducing new technologies, some of the sessions will cover areas that teleworkers take for granted, like ergonomics and safety in the home office.

“When people are working from home they don’t consider whether the chair they’re sitting in will have any negative effect on them physically; how they will escape their office in case of a fire; or if they’re working in the basement, if it has been tested for radon. A lot of this is common sense, but the majority of teleworkers don’t think about these issues,” says Wilsker.

Before and after attending the seminars, visitors can take a look at the latest in home office technology on the exhibit floor. Best Buy, Vonage and Merrill Lynch are just a few of the companies that have signed on to exhibit at the event.

The Home Office Expo is sponsored by Staples, Comcast Workplace, Sovereign Bank, The Boston Globe and Greater Media (96.9 FM Talk). Additional sponsorship and exhibiting opportunities are still available. For more information, visit <http://www.HomeOfficeExpo.com> or contact South Street Media at 484-625-4390.

### **About the Home Office Expo**

The Home Office Expo is a brand-new consumer event designed to bring together teleworkers and home-based professionals with manufacturers and providers of office supplies, communications, connectivity, hardware and software, fulfillment, insurance, accounting services, legal services, design services and technical support services. The show floor will be populated with companies offering a wide variety of goods and services for the home office worker, including office supplies, telecommunications equipment, and business opportunities and services. In addition to the exhibit floor, there will be an educational component that will focus on improving efficiency and increasing productivity.

### **About the Telework Coalition**



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Based in Washington, D.C., The Telework Coalition ([www.TelCoa.org](http://www.TelCoa.org)) is a not-for-profit 501 (c) (6) that brings together a diverse array of organizations and individuals with the common interest of promoting awareness and adoption of existing and emerging telework and telecommuting applications. The coalition's mission is summed up in its tag line, "Enabling virtual, mobile and distributed work through education, technology and legislation."

More information about this release, contact:

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