



BACK TO THE **FUTURE**

THE SUNPILLA MAKERS OF THE FUTURE

THE OFFICE OF THE FUTURE

Just because you work alone doesn't mean you don't deserve an office, or coworkers to bounce ideas off of, right?

That was the idea behind the creation of Ideas and Coffee coworking space (ideasandcoffee.com), which Jamii Corley brainstormed in 2012 to give independent workers an office to call home.

As the space's facilitator, or "catalyst," Corley makes sure the space has everything members might need to complete the office experience, including high-speed Internet access, printers, copiers, "and coffee, which is pretty important for some of us," she says.

But the space serves as more than just a different place to sit—it also serves as a fertile ground for sharing ideas and creating synergy, Corley says.

"You get the chance to run ideas past other people, and things happen," she says. "A couple of people may be talking about their work, and they find out that they could start a new business together."

Although the possibility of starting a new business venture is attractive, most of the space's members simply want a dedicated place to do their work—especially when the only other alternatives are working next to the dirty laundry at home or rubbing shoulders with others at crowded coffeehouses.

"We've had reporters, freelance developers, web developers, medical equipment customizers, and even educational bloggers," Corley says. "It's a great neutral space to meet a client for the first time, rather than taking them to your house. It's more professional-looking, and that gives our members more credibility."

Although Corley came up with the idea for Ideas and Coffee, it was funded and put into action by her primary employer, Southwest Cyberport, which provides Internet access and web services. In fact, the two share the same building.



Ideas and Coffee catalyst Jamii Corley makes sure independent workers have an office to call home (and plenty of coffee, of course).

The trend is catching on, too. Since Ideas and Coffee opened its doors in July, 2012, as many as seven other coworking spaces now serve as surrogate offices for sole employees of all shapes and sizes. The majority of them—Ideas and Coffee included—have joined together to form the ABQ Coworking Alliance (abq-coworking.com), giving Albuquerqueans a menu of spaces from which to choose.

And while each coworking space may have its own unique features, Ideas and Coffee is arguably the one that best lives up to its name.

"There is just so much distraction when you work from your house...there are dirty dishes, or the cat can bother you. But if you come to a coworking facility, you get energized by others," Corley says. And that means procrastination may be a thing of the past.

"You can chat for a few minutes with others, but if you tell somebody if you're going to do something, odds are they'll hold you accountable," she says.

