

# WESST

THE PLACE TO START & GROW YOUR BUSINESS

**CREATING  
CONFIDENCE**



**BUILDING  
BUSINESSES**



**ENCOURAGING  
ENTREPRENEURS**



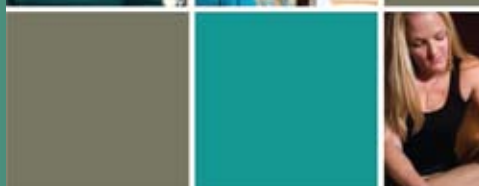
**FUNDING  
FINANCES**



**SUPPORTING  
SELF-SUFFICIENCY**



**ENRICHING  
ECONOMIES**



## **WESST's mission:**

WESST provides training, counseling and access to capital to ensure the success of small businesses and to promote economic development in communities throughout New Mexico.

## **WESST's history:**

Founded in 1989 by women to provide access to capital to help women become self-sufficient business owners, WESST grew to a statewide organization in 1994 and has evolved to provide its services to encompass all entrepreneurs needing business assistance.



## WESST Enterprise Center

The WESST Enterprise Center is a mixed-use business incubator. The facility includes office space and studio and manufacturing space designed to suit digital media and artisan industries along with other high growth potential businesses.

### **What is business incubation?**

Business incubation is a world-wide accepted economic development model that identifies promising young businesses and technologies and brings resources to those companies to grow them more rapidly and stronger than they might on their own.

### **The WESST Enterprise Center's facilities and services include:**

- Access to members 24/7, secured by biometric readers
- On-site business workshops, seminars and networking events
- Individual consultations with WESST business professionals
- Access to WESST's network of mentors and advisors
- High speed internet access
- State-of-the-art VOIP telephone system
- Conference and meeting rooms with audio/visual equipment
- Receptionist service
- Business resource library
- Flexible office and light industrial space

The building holds a LEED™ Silver Certification (Leadership in Energy and Environmental Design) for sustainable building design. It incorporates low-water use and energy efficient features throughout, in addition to other environmentally correct features.

**For more information, contact Doug Lee, Managing Director of the WESST Enterprise Center at [dlee@wesst.org](mailto:dlee@wesst.org).**

## What's Two Stories Tall, Green and the Only One of its Kind in the Southwest?



### The biofilter wall at the WESST Enterprise Center

Increasingly, researchers are establishing the correlation between indoor air quality and the health and productivity of workers. In a unique approach to establishing a healthy work environment, the new WESST Enterprise Center has at its core a biofilter wall, a living wall of plants engineered to filter out pollutants. The biofilter wall is a two-story cascade of various plants and is the centerpiece of the building's atrium.

According to the US Environmental Protection Agency, Americans spend about 90% of their time indoors. The EPA places poor indoor air quality fourth on a list of the top 31 environmental threats in the US. Indoor air pollutants can include toxic chemicals emitted from building materials and furnishings, combustion pollutants like carbon monoxide and biological contaminants such as molds and bacteria.

The EPA estimates that pollution levels in some buildings with HVAC systems are up to 100 times higher than outdoors. Typical air filtration systems rely on filters with a range of chemicals to trap pollutants. Filters have a limited lifespan and must be disposed of, and the filter medium becomes hazardous waste, dangerous to humans and the environment. A living wall is an organic method of maintaining the indoor environment. The biology component is a self-repairing, self-rejuvenating air purifier.

Design of the living wall comes from the Canadian firm NEDLAW Living Walls. One of only 6 in the U.S., the WESST biofilter is one of the largest in the country.



The variety of plants in the biofilter wall includes exotic flowers such as orchids. The plants grow in a hydroponic format.