

# FOR IMMEDIATE RELEASE:

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## SMI and iCohere partner to launch Global Standards Forum

**Pittsburgh, PA and Walnut Creek, CA, September 4, 2009.** Standards Management International LLC is pleased to announce a partnership with iCohere, Inc. to launch a global community of practice for standards and conformity assessment professionals— Global Standards Forum. This community of practice will provide a global access point for industry professionals to connect, learn, and collaborate. The Global Standards Forum site will be launched at a webinar on Tuesday October 13. Sign-ups for the webinar are available at both companies' websites.

SMI will administer the community that utilizes the iCohere technology platform. "We are excited about our new relationship with iCohere and the value it will bring to the standards and conformity assessment community," stated Steve Ezar, SMI's Managing Partner. "The issues surrounding standardization and conformity assessment are global in nature, so a global, online community is a natural progression in how these professionals need to interact. The speed of business, the economic climate, and the pervasive nature of technology in our daily interactions, all point to an interactive online community as a tool for a group of professionals to connect. The iCohere platform replaces the traditional model of a "portal" to one that offers subject- matter depth, the two-way interaction of a social networking site, as well as the content delivery and collaboration mechanisms of a webinar tool," Ezar continued.

"We are very pleased to be partnering with SMI on collaboration systems specifically tailored to the needs of the standards and conformity assessment community," stated Pascal Kaplan, Ph.D., Founder and CEO of iCohere, Inc. "Today more than ever, individuals are searching for new ways to stay connected with their peers through efficient and effective technologies. Organizations are searching for the means to extend their value to a growing global constituency through meaningful and dynamic content and events. Working together, SMI and iCohere will do exactly that."

**About Standards Management International:** SMI is a highly specialized firm, focused on standards, conformity assessment, and strategy. The group has three practice areas: Consulting Services, Content Management, and Training and Education, which focuses on the core markets of standards and conformity assessment developers, users, and specifiers. For more information, please see the website at [www.standardsmgmt.com](http://www.standardsmgmt.com) or contact the principals at [sezar@standardsmgmt.com](mailto:sezar@standardsmgmt.com) , [kmasri@standardsmgmt.com](mailto:kmasri@standardsmgmt.com) or [ray.morris@standardsmgmt.com](mailto:ray.morris@standardsmgmt.com).

**About iCohere:** iCohere is a state-of-the-art collaboration software solution for associations and nonprofits. The people of iCohere have been at the forefront of online learning and social networking since 2001. iCohere 8 supports Communities of Practice with Social Networking, Online Conferences and Events, eLearning Courses, Webinars and Meetings, and Organizational Change Initiatives. See the website at [www.icohere.com](http://www.icohere.com) or contact Lance Simon at (202) 870-6146, email [lance@icohere.com](mailto:lance@icohere.com).

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