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Meridian's The Core names executive board members

The next step is a marketing campaign to recruit members.

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The board will provide direction for promoting The Core to health care, science, education, research and technology-related companies and professionals who are expected to be drawn to the area by its proximity to St. Luke's Meridian Medical Center. It consists of 6 square miles bordered by the Meridian city limits on the east, Meridian Road to the west, Fairview Avenue to the north and beyond Overland Road to the south.

The board members are:

- Chairman Earl Sullivan, chief executive officer of Landela Pharmaceutical
- Bill Cannon, chief operating officer at PKG Inc.
- Phil Stiffler, economic development coordinator for the City of Meridian
- Local developer Dennis Baker
- David Sanna of RBC Wealth Management

A sixth board member is being recruited.

Next for the board will be phase two of a marketing campaign that will involve determining the benefits and privileges associated with membership in The Core.

The campaign will be based on selling The Core as an "inclusive" organization, Sullivan said.

"We want as many members as possible, because we think The Core is going to be good for Idaho," he said.

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