

AROUND TOWN

The Voice of

ROSWELL

JUNE 2007

MEETING  CENTER



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AROUND ROSWELL HAS A NEW LOOK!!

SOHO HERO™

MEETING CENTER™

SOHO HERO Meets “Free Agent Nation”

Finally, Small Office and Home Office Professionals Have a Place of Their Own

Professional Meeting Space, State-of-the-Art Video-Teleconferencing for Entrepreneurs in Roswell/East Cobb

Do you have a home office or small business? Have you ever met with a prospective client in a coffee shop, needed to get to a quiet atmosphere to work that wasn't in your basement, been interrupted by kids when school let out, needed to have a meeting with your “virtual” colleagues, or tried to pitch your goods and services in a noisy restaurant? If so, read on.

SOHO HERO, which specializes in meeting the needs of Small Office and Home Office professionals, opened its first meeting center in Roswell as a prototype for many more to come.

The **SOHO HERO MEETING CENTER** has 1,600 square feet, eight meeting rooms which can hold anywhere from a one-on-one meeting/interview to a 14-person



presentation, each with state-of-the-art video-teleconferencing equipment, 19 inch LCD monitors, and whiteboards. There is also a “lounge” or general meeting and workspace, complete with Wi-Fi connections, cozy chairs and worktables, free-flowing Starbucks coffee, hot chocolate, tea, and concierge services for the **SOHO** who needs a “change of atmosphere” at some point in their day.

“When we founded the brand **SOHO HERO** and did market studies, we found that the number one thing that people who worked from home and in small offices wanted was a local, private place that they could have a meeting, a small get-together with colleagues or clients, and interview a

prospective employee. People were doing this in coffee shops or out of their homes. In many cases, these are simply not appropriate or ideal environments to conduct business,” says Chris Kouloukas, the Founder of SOHO HERO.

The **SOHO HERO MEETING CENTER** ambiance was inspired by places like the Delta Crowne Room and the Ritz-Carlton — elegant, sophisticated, relaxed, and professional.

“Our Roswell customer base is thrilled with opportunity to use the **SOHO HERO MEETING CENTER** to expand their businesses and give a professional and quality look that matches the products and services they deliver,” explains Pam Hodges who owns both the

SOHO HERO Business and Meeting Centers in Roswell with her husband, Vic. "In my experience, and I interact with hundreds of East Cobb business owners each week, clients who hire SOHOs don't want to picture them doing their work in their pajamas for them. . . or in a coffee shop. Even if you do work at home or in a small office, the professionalism and expertise a SOHO can deliver (without huge overhead costs) needs to be conveyed in a hip, 'new world of work' atmosphere and that's what we provide."

The opening of the **SOHO HERO MEETING CENTER** builds upon the 10-year-old **SOHO HERO** Business Center concept. There are now 30 business centers around the Southeast. Beyond copiers, fax machines, private mailboxes, packaging and shipping services, the business centers provide a full line of graphic design services; logo design; 4-color marketing



pieces; and large-scale printing equipment for items like posters, trade show booths, and banners. In the **SOHO HERO MEETING CENTER** conference rooms are equipped with IP telephone systems with collaboration pieces



and computers can function essentially as 'interactive white boards' with people in different locations looking at and editing the same document. This is cutting edge technology seen on CSI, CNN, and some sports broadcasts.

"Our customers want more meaningful results — with less

effort," says Kouloukas, "And our software and technology offerings, for example, is one way SOHOs can save time and money is by eliminating a lot of out-of-town trips while maintaining close relationships with customers in a new way."

It was Daniel Pink, a former White

House speechwriter, who coined the phrase "Free Agent Nation" for the times we now live in. Among the catalysts for the new economy are advances in technology, outsourcing, telecommuting, and downsizing. Today, 10.5 million of

us are self-employed. And according to the AARP, a full 80 percent of Boomers, who start reaching retirement age next year, plan to work past the age of 65 — many as consultants. "Activities that were once employer-based are now commonly performed on a contractual basis by small businesses or individuals who are self-employed," according to the Department of Labor.

However, in large part, our country still lacks services and facilities to accommodate this new workforce. **SOHO HERO** is providing new solutions for this "new world of work." The **SOHO HERO MEETING CENTER** in Roswell offers memberships from \$25/month on up and is open Monday through Friday from 7:30 a.m. until 7 p.m. and Saturday from 8 a.m. until 2 p.m. The Business Center hours are 9 a.m. until 6 p.m., Monday through Friday and Saturday from 10 a.m. until 2 p.m. For more information, stop by for a free tour at 4401 Shallowford Road (at the Publix shopping center on Shallowford and Johnson Ferry), Suite 162, or visit **SOHO HERO** online at www.shallowford.sohohero.biz, (770) 642-8989.