



OffiCenters and VirtualOffiCenters WIN! Global Workspace Association's 2013-14 Most Innovative Workspace

Posted by GWA in Association News, Newsletter Articles October 1, 2013

Minneapolis-based OffiCenters and VirtualOffiCenters garnered GWA's 2013-14 Most Innovative Award, besting four other worthy competitors – BusinessSuites, AdvantEdge, Pacific Business Centers, and Miami Innovation Center.

Lori Spiess, President of OffiCenters won the attendee tabulated award for building 'a field of dreams' and changing the corporate culture through a 3-year project that transformed all 5 of OffiCenters locations into hybrid executive suite/coworking spaces. With 40 coworking seats in their centers and meeting rooms with flat screen presentation capabilities, OffiCenters has also transformed their culture increasing their virtual plan numbers by over 10 times in the last 3 years. They host networking, 'lunch and learn' and after hour programs. "Our latest program will launch in September with a client directory with free listings for all and paid ad space as an upgrade in order to offer people within the community special offers and access to one another," said Spiess. They now have flat screen advertising in the suite and will have a paid advertising plan to announce clients' business or if they have awards and offers. They are creating a monthly special to feature a certain group of clients: "For Example, in January we will feature accounting services and sell ads to the clients within the suite," Spiess said.