

Located in WingHaven, the Lifeworks Business Center is adding 17 private offices for small businesses.

LifeWorks Business Center

By Shelly A. Schneider

Angela Lieb wasn't sure a business incubator concept would work in WingHaven. Lieb, the director of the Lifeworks Business Center, said she has worked in the industry for 20 years, and the concept has been around for 40 years.

"Paul McKee was instrumental in the development of this community and the center," Lieb said. "He thought it would be good to have an environment that would attract small businesses that started in someone's home. I wasn't 100 percent sure, being from the St. Louis market, but we filled the space within 15 months."

The demand was such that the LifeWorks Business Center is in the process of adding 17 private offices. Those offices, Lieb said, should be ready for occupancy in May.

"LifeWorks" Business Center at WingHaven® offers flexible office solutions for the emerging and growing business," she said. "Our mission is to provide the space a person needs when they need it."

The center, located at 1001 Boardwalk Springs Place, is flexible, allowing the business to expand, contract or reconfigure the space when needed. The infrastructure, technology and support team are available immediately – without costly build-out, cabling, equipment purchases or long-term lease commitments.

"Right now we have a total of 15 businesses – 12 private offices and one larger suite that accommodates five to six people," Lieb said. "Within the center there are ten in-house companies and five virtual offices."

The virtual office, she added, is usually the easiest transition from a home-based business to an office situation.

"This gives someone a professional address and a live person to answer the phones," Lieb said. "So many of us give out our cell phone number and home ad-



Photo courtesy of LifeWorks Business Center

dress...this is more professional. One of the most exciting things about a virtual office is that there is a buffer between you and your clients, or between you and sales reps."

Someone is there to take care of you, Lieb said.

"We all want to have an executive assistant, and you get that for a very economical price," she said. "It's nice to have that live presence 40 hours a week. People are so tired of having to go through four (phone) menus before they get a live person."

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The next step is having a physical space that belongs to a person's small business.

"Typically the people who take the office space are looking for office space," Lieb said. "We've taken care of everything related to making that transition...the cable, furniture, carpet, internet...it's all there. It's not more expensive because

you're receiving several thousand square feet of shared space. We all don't use the kitchen the entire time, or the board room all the time...so it's nice that those spaces can be shared."

What kind of businesses is currently located in the LifeWorks Business Center? An insurance broker, a technology company, a temp agency and a credit car processing company, just to name a few.

The monthly fee includes: 24/7 access to a fully equipped private office, professional receptionist services, equipped kitchen with coffee service, incoming and outgoing mail, package receipt and delivery to your office, janitorial service, office maintenance and utilities, and access to meeting rooms and community room.

For more information about the LifeWorks Business Center, please visit the web site at www.lifeworksbusinesscenter.com, or call 636-755-2999.