

Office Evolution expands to High Point

BY CINDE INGRAM
ENTERPRISE STAFF WRITER

HIGH POINT — Office Evolution, one of the nation's largest coworking franchisors, is further expanding its footprint with a new location in north High Point slated to open in the fall.

The company will move into a first-floor suite at 3980 Premier Drive in Premier Park, between Eastchester and Penny Road. The 6,760-square-foot space will be upfitted to offer several private offices, two conference rooms and an open coworking space. The upfit is expected to take a few months and includes installing communications equipment, updating paint and flooring, upgrading the community kitchen and adding the coworking area.

"I think it offers an excellent opportunity for someone to have space if they don't need a full-size office in a beautiful building in north High Point with a great management team," said Sandy Dunbeck, executive vice president of the High Point Economic Development Corp.

High Point EDC has been connected for some time with Office Evolution of the Triad owner Peggy Barron-Antolin to assist her expansion, Dunbeck said.

"Peggy Barron-Antolin is a wonderful business manager and has done a great job with the Greensboro location," Dunbeck said. "She had indicated interest in High Point, so we tried to share information about potential buildings and the fact that we really did want them to locate in High Point."

EDC leaders felt fortunate to be able to find space available in north High Point in an area also called the airport



PHOTO BY TOM LASSITER
Office Evolution Greensboro Business Center Manager Amanda Barron, left, is shown at the company's Greensboro location with franchise owner Peggy Barron-Antolin.

submarket part of the Triad, Dunbeck said. "It's a wonderful location and just a great business culture that they offer with a full array of services," she said.

"After the success of the location in Greensboro, I felt that High Point would be a great city for another Office Evolution," Barron-Antolin said. "High Point is a developing area, and there are a lot of small businesses and independent employers who are seeking shared office space, which makes it a perfect market for Office Evolution to succeed."

Prior to becoming an Office Evolution franchise location owner, Barron-Antolin worked for more than 30 years in the engineering field. She most recently held a position as a program manager at global manufacturer Ecolab and also has held a leadership engineering position at Goodyear Tire

and Rubber. She plans on utilizing her experience from her Greensboro Office Evolution location and her operations management skills to help guide the High Point location to success.

With 64 locations open and nearly 80 in various stages of development, Office Evolution is a rapidly growing shared office franchise that provides executive suites, flexible office spaces and virtual offices to independent professionals and small business owners across the country. With more than 24 million nonemployer businesses in the nation and more than 3.5 million U.S. businesses with four employees or less, demand for shared office space is growing, according to the Colorado-based company.

"We are thrilled to see Peggy expand her business into High Point," said William Edmundson, Office Evolution



SPECIAL | HPE
Office Evolution will provide offices, conference rooms and an open coworking space in a first floor suite at 3980 Premier Drive.



SPECIAL | HPE
An example of a space offered by Office Evolution is shown.

chief operating officer and Global Workspace Association board member. "With her passion for community, entrepreneurial spirit and professional background positions, she will provide High Point business owners with workspace and services that enhance business performance."

With dedicated work spaces, including private offices, conference rooms and shared workspace, Office Evolution offers solutions for every business. There are also phone-answering services, address and mail services, and other professional capabilities to help each small-business owner exceed their goals.

"It is people like Peggy who open not one, but two Office Evolution spaces that help their local business communities thrive and grow," said Mark Hemmeyer, founder and CEO of Office Evolution. "We are thrilled to watch her take the next step in her journey and look forward to her continued growth and success. Peggy is living proof of entrepreneurs living out their goals."

For more information, visit officeevolution.com or contact the Greensboro location at 336-477-1161.

cingram@hpenews.com | 336-888-3534 | @HPEcinde



Associated Press | Lynne Sladky
UPS employee Liz Perez unloads packages for delivery July 17, 2018, in Miami.

Before you click buy, some Amazon 'Prime Day' tips

BY JOSEPH PISANI
AP RETAIL WRITER

NEW YORK — Amazon's "Prime Day" is back, and so is the temptation to shop and overspend on stuff you don't need.

The made-up holiday, first held in 2015, has become one of Amazon's busiest shopping days, offering discounts on gadgets, TVs and other goods. But it's also a way for Amazon to get more people to sign up for its \$119-a-year Prime membership.

This year, despite its name, Prime Day is happening on two days: July 15 and July 16.

Here are some tips for navigating the sales holiday:

PLAN AHEAD

To cut down on impulse purchases, write down what you want ahead of time and set a spending limit, says Ross Steinman, a professor of psychology at Widener University in Chester, Pennsylvania.

Much of what is on sale is kept a secret until the event, but you'll be able to browse deals ahead of time on Amazon's app, the company says. Based on past Prime Days, expect its deepest discounts to be on Amazon devices, like its voice-activated Echo speakers and Kindle e-book readers.

Sara Skirboll, a shopping expert at deals site RetailMeNot, recommends setting up a "Wish List" on the Amazon app and allowing it to send notifications so you can get alerts if those items get a price cut.

SLOW DOWN

Use the two days of discounts to your advantage. Before you buy, give yourself some time to think about whether you actually need the items you're eyeing. It can help cut down on overspending, says Steinman.

"You have some time to cool off," he says.

Businesses find problems, pitfalls in making goods overseas

BY JOYCE M. ROSENBERG
AP BUSINESS WRITER

NEW YORK — Danica Lause manufactured knitted hats in China for four years and struggled the whole time.

"I was unable to achieve the level of quality control our brand requires in any of the factories we worked with in China," says Lause, whose company, Peekaboos, makes hats with openings for wearers to pull their ponytails through.

To begin with, the factories were unable to make the hats on machines. Lause then had the hats knit by hand, but the sizing was often off or the openings were in the wrong place — problems she only learned about when shipments of the hats arrived.

Small businesses have been drawn to manufacturing overseas for the same reasons as Fortune 500 companies: Labor costs are lower than in the U.S. But there are downsides and complications to making goods overseas and owners have contended with these issues for years, long before the Trump administration's trade wars and tariffs added another layer of difficulty. Small businesses without the resources and bargaining power that larger companies have can struggle as they deal with issues like poor quality, missed production deadlines and legal disputes.

"It's a vexing problem for anyone, but being small and offshore makes it harder," says John Gray, a professor of operations at Ohio State University's Fisher College of Business. The disparities can start during the process of finding a manufacturer, Gray says, noting "large companies will get more attention from the suppliers."

Most companies soldier on and find solutions, but some end up moving their manufacturing to the U.S.

In 2016, Lause began moving the work to a facility in Germantown, Wisconsin. She found engineers who figured out how to get the hats knit on machines, and she discovered it's not as expensive as she thought to manufacture in the U.S.

When the owners of beyond Green began producing their compostable plastic bags three years ago, it was a natural for them to manufacture in India. CEO Veejay Patel came from India and had already been involved in plastics manufacturing in his home country.

But by early this year, Patel and co-owners Rudy Patel and Achyut Patel had reasons to move their manufacturing to the U.S., says Katrina Hart, coordinator of business development for the Lake Forest, California, company.

"Quality control was not up to our needs," Hart says. Customers were complain-

ing that bags, including those used to contain produce in supermarkets, had slits, making them unusable.

The Patels also realized they would save money by not having bags shipped from India to California and then sent to customers across the U.S. Cost aside, their shipping method wasn't as environmentally friendly enough for a company whose mission is to be green. They began production in Lake Forest early this year.

"This reduced our costs, allowed for a better handle on quality control, and now we are able to contribute to the business and economic success of the community that most of our employees grew up in," Hart says.

Problems beyond quality issues can crop up during the manufacturing process. A 2017 paper Gray co-authored studied some of the problems small and medium-sized businesses encountered overseas; it described one company that found out its overseas supplier had unilaterally decided to swap out one of the components in a product. In another case, a clothing company discovered to its surprise that a thinner fabric was being used.

"What you actually get as your final product doesn't exactly match what you originally purchased," the paper quoted one executive as saying.