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Media Contact: Lynne Andrews  
Marketing Expectations, Inc.  
770-886-5606  
[lynne@marketingexpectations.com](mailto:lynne@marketingexpectations.com)

## **Successful Executive and Business Consultant Brings “Your Instant Office” to Dunwoody**

*SOHO HERO Business and Meeting Center Assists Small Office/Home Office (SOHO)  
Businesses to Grow with Plethora of Services, Experience and Knowledge*

**Dunwoody, Georgia (October 15, 2008)** – Joining forces with a successful business is an empowering feeling, just ask Paul Shilling. After spending 30 years in the food brokerage, pet food, and cleaning products industries, Shilling, at age 56, will add entrepreneur to his resume with the opening of his SOHO HERO Business and Meeting Center. The Grand opening celebration will be held on Friday, November 7, 2008 from 8 a.m. until 3 p.m. and will open to the general public. The Chamber of Commerce ribbon-cutting ceremony takes place at 2 p.m. The event and ribbon cutting will be Dunwoody’s First SOHO Office Party; an event to showcase the value that SOHO HERO brings to small business. Learn how SOHO HERO can help you keep your “green” (\$\$) in the “black” through their innovative offerings of professional printing, meeting space, shipping, and other executive services. Businesses around the country are profiting from the professional touch and executive offerings of SOHO HERO.

**What is a SOHO?** SOHO is short for **small office / home office**, a term that refers to the small or home office environment and the business culture that surrounds it. The biggest challenge of a SOHO is maintaining a professional image while providing executive services to their clients. According to IDC, the expert on business trends and opportunities, by year-end 2011, the SOHO worker will make up 75% of the U.S. workforce (1 billion individuals).

For professionals from consultants to real estate agents, designers to corporate teleworkers/telecommuters, SOHO HERO goes beyond copying, faxing, 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. Business center owners work in partnership with their customers to achieve more meaningful results with less individual effort as they give them back their most precious commodity...time.

SOHO HERO, Your Instant Office, will provide Dunwoody SOHOs with an executive support team at the exact moment they need one. Shilling believes that people who work from a small/home office incur enough expenses running their business and he wants to provide the services, convenience, and support of a large executive suite without the overhead. Shilling also remembers his days of meeting in coffee shops and trying to conduct business in public places to save on office space and overhead. “This concept would have provided me with an

executive environment without the overhead of a full office and staff,” said Shilling. Shilling is proud to introduce SOHO HERO (Your Instant Office), offering the executive suite on a SOHO budget to residents of the Dunwoody area.

As Paul Shilling said, “My professional passion for strategic planning, execution, and creating profitable growth for companies in all trade channels is a perfect match for the SOHO HERO concept of assisting the Small Office/Home Office professional to launch, grow and expand their companies.” With his sales, marketing and management background, Shilling believes that now is the time to share his business and life experiences with the vast number of Dunwoody residents who have become SOHO business owners.

“The SOHO HERO Business and Meeting Center allows me to capitalize on my business specialties of providing strategic direction, evaluating a company's position in the marketplace and creating a subsequent plan for strategic solutions to accelerate business growth,” explains the husband and father of three, “and to be involved in the same cycles with over 75% of my customers who are also starting, developing and growing their own businesses, what could be better?”

“I am thrilled to bring a SOHO HERO Business and Meeting Center to Dunwoody,” explains Shilling who has been remodeling the former Mail and More over the past month to transform the space into the perfect SOHO HERO for the Dunwoody community, “This is a place where SOHOs can have a local, private place to conduct a meeting, present their business to a prospective client or interview an employee. People have been doing this out of their homes and in coffee shops and in many cases, these are simply not appropriate or ideal environments to conduct business. Our Meeting Center is the perfect ‘addition’ to a small business or a home-based worker.

The SOHO HERO Meeting Center ambiance was inspired by places like the Delta Crowne Room and the Ritz-Carton – elegant, sophisticated, relaxed and professional. Free flowing Starbucks® coffee brews all day and is served in a hip lounge area with workstations and desks “hidden” in plush couches and chairs. In the Meeting Center, the conference rooms are equipped with 19-inch monitors, cameras, whiteboards, and some LCD projectors.

Daniel Pink, a former White House speechwriter, 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 Americans 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, our country still lacks services and facilities to accommodate this new workforce. So, there is a need for new solutions and SOHO HERO has been a pioneer in this regard. The SOHO HERO Business and Meeting Center is located at 2090 Dunwoody Club Dr., Dunwoody, 30350 (Orchard Park Shopping Plaza). Hours of operation are Monday to Friday, 9am to 6pm and 10am to 2pm on Saturday. For more information call (770) 352-3448 or go to [www.dunwoody.sohohero.biz](http://www.dunwoody.sohohero.biz).

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