

## Local Media Magnate Cuts Distraction-free Deals at Centerway ExecuCenter

### Company Background:

Bill Christian owns Vision Communications, a media company headquartered in Corning, NY. The firm owns and operates 11 television stations nationwide, along with 11 radio stations through Sound Communications, a wholly-owned subsidiary.

“I’m a TV guy,” Bill says. “I’ve spent the last 40 years making TV and running TV stations. For the past 20 years we’ve owned the little Fox television station on Market Street. We have slowly grown it into a bigger company, all based here in Corning, New York.”

### Challenges:

Vision Communications leases its corporate headquarters in downtown Corning, a few doors down from the Fox station offices. Bill values privacy for performing the many duties related to overseeing dozens of media properties across several states. These back-office responsibilities include: filling out FCC reports, handling investor relations, and communicating by phone with numerous parties including attorneys and business associates. Bill also uses his office for one-on-one conferences with employees and for team meetings.

“It’s a sanctuary— a safe haven; a quiet spot to make some phone calls, or to hold a meeting away from the distractions of the TV station,” Bill says.

In early spring 2016, the owners of the building housing Vision’s corporate offices sold the property. The new landlord planned to significantly renovate the space, adding top-story living quarters and a new elevator, among other improvements. The project was expected to take four months.

“I really needed to relocate temporarily to a space that would enable me to get my job done,” Bill says. “I had a lot of choices. I could have moved into the TV station, which was not ideal because we don’t have doors there, and it’s hard to conduct a lot of business with the hustle and bustle of the TV station.”

Bill also considered working from home, but he worried about his productivity in such a familiar space.

“It sounds great but that isn’t always the most ideal way to get business done,” Bill says. “There’s always some distraction, like the dog barking while you’re talking on the phone with a lawyer. I was looking for a temporary space for just a few months during the building renovations. That’s when we discovered the ExecuCenter.”

## **Solution:**

Once he decided that moving into the Fox station offices or working from home weren't viable options, Bill began researching alternatives in the Corning area. But most available locations were simply empty office space, without furniture, office supplies, and operational support. This wasn't the ideal solution Bill was looking for.

"I looked at a couple of empty office spaces around the region, and on Market Street," Bill says. "Every one of them was kind of a hassle because for the short period of time, I didn't want to move desks or buy furniture. I needed a place where I could just pop in and get back to business."

It turns out Centerway ExecuCenter fit the bill perfectly.

"When I found the ExecuCenter, I walked in and they said, 'Look, you've got a desk. You've got a monitor, you've got a window, and you've got Internet,'" Bill says. "All you have to do is walk in with your laptop, plug in and in five minutes, you're up and running."

"It was a dream come true. It was just perfect, and I remember, after being there for about a day-and-a-half, I thought, 'Well gee, I like this a lot better than my regular office.'"

## **Results:**

As it turned out, the anticipated four-month temporary stay turned into 10 months due to construction delays at Vision's permanent offices. Fortunately, Bill's company realized real, tangible results and benefits during its stay at Centerway ExecuCenter. These included:

- ***Enhanced Productivity:*** After moving his corporate offices temporarily to the ExecuCenter, Bill experienced an uptick in productivity. In fact, he closed several significant business deals during his stay.

"In that short period of about 10 months that I was there, I built a television station from scratch," Bill says. "I built a second one from scratch in Indiana, purchased a group of radio stations, and sold a business. It was a very hectic time for the business, and all of the work was done at the ExecuCenter, through lawyers, FCC attorneys, and engineers."

"I had the luxury of the privacy, the professionalism, and access to fast Internet, all the tools I needed to get the job done. It was just seamless. It was like I never had to leave my office. That was just fantastic."

- **Fewer Distractions:** Without the distractions of home and a busy TV station environment, Bill found he could get more work done, more quickly.

“Other professionals come and go throughout the day,” Bill says. “Some are there full time, some part time, and some rent for an hour. Everyone is professional enough to give you whatever space you need. You could tell when someone’s in the middle of a project, and you don't disturb them.

- **Opportunities for Networking and Collaboration:** Bill didn’t consider some ancillary benefits of working at Centerway ExecuCenter, such as gaining access to a network of other business owners and professionals working regularly within the serviced office environment.

“I found a number of these professionals were very helpful to my business. I ended up working with a financial advisor I met there. I attended one of the small business seminars which the ExecuCenter hosts monthly.

“I had some great conversations with the partners who run the facility, who have been in business their whole life. We shared a lot of ideas, concepts that didn't even cross my mind. Going from a single office with a locked door, to this living, breathing office, a truly professional space, was wonderful.”

- **Professional, Fully-serviced Offices:** One key difference between maintaining an office presence at Centerway ExecuCenter, versus renting out vacant office space elsewhere, is that the ExecuCenter comes fully-serviced, with a full-time receptionist, office supplies, and drinks and snacks available on demand.

"You don't think about the little things they offer, how professional that can make you look," Bill says. “I've seen people come in there who are financial advisers, lawyers, or people starting up their own business on the side from their day job. You can rent a private office for an hour, and your client is greeted by a receptionist and offered a Coke, water, or coffee. Your visitor is then professionally introduced to you into a beautiful office with windows overlooking the Centerway Clock Tower in downtown Corning. You can look really impressive for not a lot of money, and not a lot of background or history.”

- **Convenient Access to Leading-edge Technology:** From reliable high-speed broadband Internet service, to videoconferencing equipment and high-capacity printers, Centerway ExecuCenter provides business owners with everything they need to plug in and get to work.

“I did a seminar at the ExecuCenter that was extremely effective, and it didn't disrupt our whole organization to create this presentation,” Bill says. “It's plug and play. You

walk in, you want lunch for the crew, no problem, there's lunch. You want coffee, you want drinks? You want a video projector, you want Internet access? Whatever you want, they've got it and they can move on a dime and prepare it for you. The convenience can't be beat."

- ***Flexible Options Customized to Your Needs:*** Bill also values the flexibility Centerway ExecuCenter offers its clients, from customized, pay-as-you-go plans, to offices and meeting rooms available for daily rental.

"I thought it was going to be a four month need but it turned into 10 months," Bill says. "The team at Centerway ExecuCenter was totally flexible. Every month I asked for another month, and it was no problem. You can rent space there for an hour. You can do a deposition in an afternoon. You can do work remotely via the Internet in a conference room. That was fantastic. Nobody kicked me out. They told me I could stay as long as I wanted!"

At the end of his ten-month stay, with renovations completed on his permanent offices, Bill found it tough to give up his home at Centerway ExecuCenter.

"It was a tremendous experience," Bill recalls. "I remember thinking, 'Boy, I don't really want to go. This is so convenient, the people are so nice, and the facilities are world class.'

"I'd go back in a heartbeat. It was just wonderful."