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## Business

May 20, 2012

# Valdosta Shared Office Space

## Redefining Office Space for the Future

**Brittany D. McClure**  
The Valdosta Daily Times

VALDOSTA —

VALDOSTA — Though Valdosta Shared Office Space is not new to Valdosta, it is newly green. The first and only shared office space in Valdosta owned by Gino Fina, just became the first Downtown Valdosta business to work with the Georgia Cities Foundation's Green Communities Fund to implement environmentally friendly, energy-efficient improvements, reducing energy consumption upwards of 50 percent.

"Downtown Valdosta really has an interest in being green," said Fina.

Valdosta Shared Office Space, 100 N. Patterson St., in the Wisenbaker Building, can be seen on the earliest Sanborn Fire Insurance Company Map for the City of Valdosta and the "Panoramic View of Valdosta Ga." map which both dated the building at 1885.

The two-story building is a brick-masonry construction covered in stucco and rusticated concrete facade. Though the building's facade has been altered over the years, certain elements such as the decorative window hoods remain on the front of the building which are design elements leftover from the Victorian era.

With its prime location at the corner of two major downtown thoroughfares — West Hill Avenue and North Patterson Street — the building has held several enterprises over its long history. The first known business was a general store with offices and a printing press on the second floor. In 1895, the First National Bank was established and remained until 1954. Afterwards, the building served as offices to Dr. Tom Smith and the Robinson Humphrey Company.

In 1980, the building served as the law offices of Wisenbaker and Brooks, where the building got its present name.

"I kept the name to pay tribute," said Fina.

In 2006, Fina purchased the building for his enterprise, Valdosta Shared Office Space.

"We're in the business of putting people into business," said Fina.

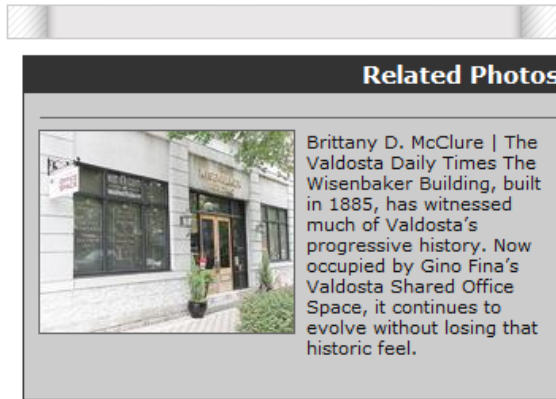
Since its opening, Fina has had more than 32 businesses utilize Valdosta Shared Office Space, five of which have made it their permanent home. His success derives from his unique business model that takes the logistics of starting your own business and condenses them to a simple applicable, fully inclusive alternative to the traditional office space.

"Generally, the concept is you don't have any worries," said Fina.

Along with a completely private office, tenants will have professional amenities — including phone service, cable, Internet, mail reception, conference room, customer lobby, fully stocked break room, network printing, all utilities included, emergency IT service, website marketing and more — that are all included in one low monthly price that saves tenants 50 to 65 percent in monthly costs.




"You don't have to come with a whole office," said Fina.


With a non-compete which only allows one of each type of business and a design that makes networking wholly organic, Fina has brought that big city business scale to Valdosta.



### Related Photos

Brittany D. McClure | The Valdosta Daily Times The Wisenbaker Building, built in 1885, has witnessed much of Valdosta's progressive history. Now occupied by Gino Fina's Valdosta Shared Office Space, it continues to evolve without losing that historic feel.

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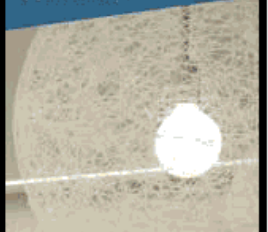
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"Very stress-free for a small company."

Valdosta Shared Office Space, which is ideal for companies moving from home to a more professional setting or a satellite company, has taken that idea of efficiency one step further by creating an environment that is not only conducive to small business but to the reality of being green.

Making a 127-year-old building green was by no means an easy task, but made possible by Ron Jackson of South Georgia Solar Power who served as the project manager and Andy Dukes of Dukes HVAC (Heating Ventilation Air Conditioning) Systems who custom-engineered the system according to specifications provided by South GA Solar Power.

"(South GA Solar Power) came up with custom solutions," said Fina.

The project not only replaced a roof-top, 1970s era, 10-ton HVAC system with a 10-ton, split, manual system with newer technology, but also modifications were made to the building to refine an entire living-breathing system of parts that more efficiently work together to fine tune every aspect of energy efficiency. This includes airflow analysis, insulation, digital monitors and an excess-heat removal system.

These modifications were made after Jackson made an assessment of the property which he states is crucial when making the transition to greener living. The current system needs to be studied so that a correct system that is unique to your situation can be put in place.

"We did a system check to find the best application," said Jackson. "We will find the most efficient system for our clients."

The changes implemented by South GA Solar Power will reduce Fina's energy bill from \$11,000 to \$12,000 per year down to \$5,000 to \$6,000 per year.

The current changes, implemented in April, were just phase one of the project. Now that Fina has reduced his energy usage, phase two of his green project will be adding solar panels to the roof.

"Solar power does work here in Valdosta, Ga.," said Jackson.

Adding solar panels will not only make Valdosta Shared Office Space more energy efficient, but will further save on Fina's energy bill by taking it from \$5,000 to \$6,000 per year down to about \$2,000 per year.

"Ron brought back the point that this isn't just a revolution, it's a feeling," said Fina.

The building runs more efficiently, the air breathes easier and overall when Fina can keep down costs, everyone at Valdosta Shared Office Space wins because ultimately, the cost stays down for them as well.

Being so green-minded is just one more thing that makes Valdosta Shared Office Space the epitome of all that the Downtown Valdosta area is trying to strive for and accomplish. With forward-thinking and innovation at the forefront of Fina's business, he's not only redefining the office space, he's revolutionizing it.

Fina currently has six vacant offices. For more information on Valdosta Shared Office Space, call (229) 247-0877; or visit their website [www.ValdostaShredOfficeSpace.com](http://www.ValdostaShredOfficeSpace.com).

For more information on South GA Solar Power, call (229) 232-8133.

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