

## Business spotlight

# New Life Office

**Kelly Way, project manager**

**Malinda Siemsen, office manager**

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**Describe your business and the products/services you offer.**

We buy previously owned, high-quality modular office furniture and remanufacture it to customer specifications. Our customers save 40 percent to 60 percent. We also warehouse hundreds of workstations and market them to small and large businesses.

**What are your responsibilities?**

To coordinate and manage 26 employees and try to help every employee achieve his or her potential and instill teamwork and commitment to the job.

**What got you interested in this business?**

Discovering a huge gap between the prices of "new workstations" and used office furniture. We are priced between the two, but when our job is completed they look like new.

**How does your business differ from others in the same market?**

We sell recycled, used, and remanufactured furniture and market our product in a well-designed atmosphere. We tell our customers that just because they don't pay a lot of money for office furniture doesn't mean they won't have an office that looks beautiful and runs efficiently.

**What is your business philosophy?**

Overperform in what we provide for our customers. Give customers a new look for a used price.

**What is the biggest problem you faced and how did you overcome it?**

Growing pains. Finding good employees. Executing superior quality on every project. Solution? Don't grow too fast. Every day make small improvements!

**What is your greatest success?**

Hundreds of happy customers.

**Who is your role model?**

Sam Walton, because he built Wal-Mart from nothing. Jackie Robinson, because I admire his courage. And my dad, because of his sense of humor.

**Are you facing increased competition from national chains or the global marketplace and how are you adapting?**

Remanufacturers are local or regional companies. There are no "national" companies that do what we do. We are facing increased local competition.

**Who is your average customer?**

Small businesses with 10 to 50 employees.



Mike Vogt/IPT

Business Development Manager Terry Fox, left and Project Manager Kelly Way, right of New Life Office.