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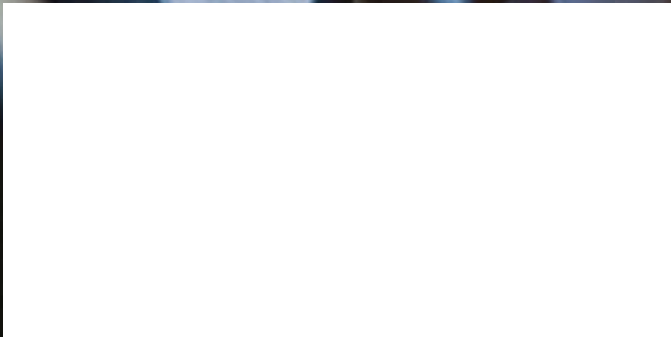
## OMAHA MAGAZINE

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March/April 2011

# Spokes-Person

Omaha Bicycle/Pedestrian Coordinator Carlos Morales



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Bozell managing principals  
Kim Mickelsen, Corey Meyer  
and Robin Donovan.

This will really help us be **part** of the **creative** community in Omaha.

## Trading Spaces

Bozell's search for a more creative space leads it to the Butternut building

by Corey Ross | photo by minorwhitestudios.com

**B**ozell & Jacobs began the new year in a new space. When the marketing and public relations firm flipped on its computers in 2011, employees began work in the Butternut building downtown, 1022 Leavenworth St., instead of the Valmont building out west, where it had resided for 11 years.

Corey Meyer, one of the three managing principals at Bozell, says the company had pondered a move for two years, but, even after looking at more than 40 possible locations, never found a suitable space, meaning one more conducive to creativity and collaboration than the standard office environment.

Then Meyer and his partners were invited to explore the warehouse-like Butternut last fall, and the space formerly occupied by the Halo Institute, and Meyer says it was almost an instant fit.



"We loved the high ceilings and urban look," he says. "And we thought we could make something out of it because of the openness of it."

That decision, and the support of the company's 52 employees, prompted a move over two chaotic days around the first of the year. Meyer and his co-workers were still settling in the day of

the interview and working out the kinks, such as getting all five furnaces working.

"I think we have one working right now," Meyer says, joking, "We'll theoretically have some heat here momentarily."

The square footage – 10,000 feet – matched the usable area at Bozell's old space, but otherwise the two offices have little in common.

The new space doesn't contain any offices. The principals

sit amongst their employees in an open-air environment. The dominant features of the space are three towering pods made of recycled wood. The pods serve as three of Bozell's nine conference rooms.

Meyer says the intimate pods serve a two-fold purpose.

"We wanted additional meeting areas and also wanted to break the space from a visual standpoint," he says.


A move downtown made sense for Bozell for several reasons, Meyer says, one being that many of its staff reside in downtown, midtown or Dundee.

Scott Bishop, Bozell's director of social influence, is one of the downtown denizens. Bishop endorsed the move not only from a convenience standpoint, but also a creative one.

He liked that Bozell's new neighbors would be such Omaha creative catalysts as the Bemis Center for Contemporary Art, Kaneko and Nomad.

"This will really help us be part of the creative community in Omaha," he says. "Hopefully we'll be able to put together a couple events at Nomad and places like that to play a role."

Bozell began as a downtown business when it was founded by Leo Bozell and Morris Jacobs in 1921. Meyer says that the return to downtown has been well received on all fronts.

"You think in a move some people won't be overly pleased," he says, "but we've had resounding positive feedback." 

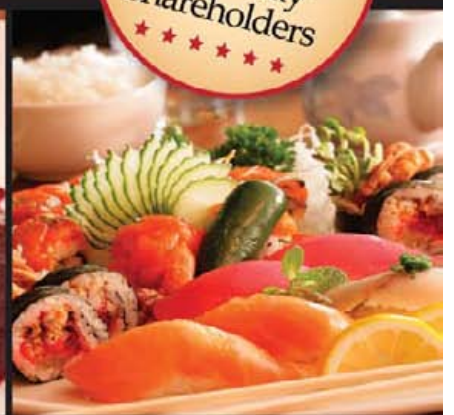
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