

Clary and Waters Receive Business Dividend\$ Award

On Wednesday, February 27, 2002, Jerry Cartwright, FSBDC Network State Director; Dr. Morris Marx, President of the University of West Florida (FSBDC host institution); and Paul Ledford, Executive Vice President of the Florida Chamber of Commerce, presented the 2002 *Small Business Dividend\$ Award* to Senator Charlie Clary and Representative Leslie Waters. The award presentation took place at the FSBDC's Third Annual Product Exposition and Reception on the 22nd Floor of The Capitol in Tallahassee.

Senator Clary and Representative Waters were selected by the FSBDC, in coordination with the Florida Chamber of Commerce, to receive the *Dividend\$ Award* for their support of organizational business issues that broaden and enhance the environment in which entrepreneurs can successfully form, sustain and grow businesses. During the 2001 Session, Senator Clary championed an economic development bill to correct aspects of the 1994 Florida Enterprise Zone Act that failed to achieve the goal of economic development and investment in distressed areas of the state. As Chair of the House Insurance Committee, Representative Leslie Waters championed the business community's cause to find a solution to the ever-escalating Workers' Comp Insurance problem.

Each year, a member of both the House and Senate is selected to receive this distinguished award at the FSBDC's Annual Product Exposition, Luncheon and Reception.



▲ L-R: Jerry Cartwright; Senator Charlie Clary; Paul Ledford, Florida Chamber of Commerce
▼ L-R: Irene Hurst, USF SBDC; Representative Leslie Waters; Eileen Rodriguez, USF SBDC; Jerry Cartwright



Florida's Business DIVIDEND\$ Newsletter

Editor: Kelly McLeod

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"I am deeply honored to receive the 2002 Florida Small Business Dividend\$ Award," Congressman Young said. "Small business is the engine that drives Florida's economy. In Pinellas County, for example, many of the fastest growing companies began as small, family-owned businesses. Congress must continue to encourage the spread of organizations like the Florida Small Business Development Center which play such an essential role in fostering entrepreneurship throughout the nation."



▲ Congressman Bill Young
▼ Irene Hurst, USF SBDC Director; Randall West, Vice President, Robison International, Inc.; Jerry Cartwright, FSBDC State Director; Michael Crews, Custom Manufacturing and Engineering, Inc.

Bill Young Recognized for Supporting Small Business

On March 20, 2002, the FSBDC Network held the Third Annual Capitol-Business Briefing & Reception at the Florida House on Capitol Hill. The event provided a unique and informal opportunity to discuss with Members and their Small Business Staff the value of the FSBDC's federal partnership with the State of Florida and the State University System to deliver proven business management assistance to their small business constituents in Florida.



▲ Johnnie Albertson, SBA Office of SBDCs; Jerry Cartwright; Manuel Rosales, SBA Office of Intern'l Trade
▲ Jerry Cartwright; Richard Ginsberg and Allen Gutierrez, SBA Office of Intern'l Trade

▼ Award Acceptance Speech by Randall West



At the event, Congressman C.W. Bill Young was recognized as the 2002 *Small Business Dividend\$ Award* recipient. As the Chairman of the House Appropriations Committee, one of the most powerful and distinguished committees in Congress, Young ultimately sets the direction of funding levels for all Federal agencies, programs and departments. Young was selected as the award recipient for continually ensuring that the SBDCs receive their fair share of federal resources to continue providing much needed assistance to the small business community. Young represents the 10th Congressional District of Florida, which is composed of southern Pinellas County and includes the cities of St. Petersburg, Largo, and Clearwater. The University of South Florida SBDC offices provide small business assistance to entrepreneurs in Young's district.

Randall West, a long-time personal friend of Congressman Young and a former legislative person in his office, proudly accepted the award, because an extended committee meeting prevented Young's attendance at the event. West spoke of Congressman Young's strong commitment to small business constituents in southern Pinellas County and stated that Young was regretful that he was unable to accept the award in person.

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Celebrating Entrepreneurial Excellence at The Capitol

"Small businesses are vital to the economic future of Florida, and the companies represented here today reflect the critical role that the SBDCs play in fostering their growth... I commend the FSBDC Network and the entrepreneurs present today for taking the lead in building our vibrant and dynamic economy. Best wishes for a successful event," says Governor Jeb Bush.

On February 27, 2002, the FSBDC Network hosted the *Third Annual Product Exposition, Luncheon & Reception: A Capitol-Business Experience*, on the 22nd Floor of The Capitol in Tallahassee. Approximately 20 successful entrepreneurs from Pensacola to Key West traveled to Tallahassee to participate in this extraordinary event, despite the economic challenges that many of them were facing as a result of September 11. An additional 22 companies were represented at the Exposition by providing products for their local SBDC to display. The FSBDC implemented this annual event three years ago to recognize the achievements and contributions of Florida's most dynamic entrepreneurs and demonstrate the essential role of the SBDCs in promoting a favorable climate within which entrepreneurs can start and grow successful businesses.

The event attracted approximately 60 Florida State Legislators and small business staff members. The FSBDC State Director's Office, as well as the Regional Directors and professional staff from the 32 SBDCs located throughout the state, represented the Network at the Exposition. Other attendees included representatives from the Governor's Executive Branch, including the Office of Tourism, Trade and Economic Development, Enterprise Florida, Department of Revenue and the Department of Community Affairs; key officials from the State University System of Florida; representatives of the U.S. Small Business Administration; members of the FSBDC Statewide Advisory Board; and representatives of partner associations and organizations including the Florida Chamber of Commerce and Florida Economic Development Council.

At the event, Senator Charlie Clary and Representative Leslie Waters were recognized and presented with the FSBDC's 2002 *Small Business Dividend\$ Award* (see page 1 for details).

Honorary Chairs of this year's event were Representative Jeffrey Atwater, Senator Anna Cowin, Representative Mike Haridopolos, Representative Chris Hart IV, Representative Bev Kilmer, Senator Ron Klein, Representative Bruce Kyle, Representative Carlos Lacasa, and Representative Jerry Maygarden.

The FSBDC's co-sponsoring Partners in Business were Enterprise Florida, Inc., Florida Power, Gulf Power, Florida Chamber of Commerce, and Florida Drug Screening, Inc.



▲ Irene Hurst, USF SBDC; Senator Victor Crist
▲ Senator Charlie Clary; Dr. Morris Marx, UWF President
▼ L-R: Dr. Parks Dimsdale, UWF Executive Vice President; Senator Durrell Peaden; Larry Strain, UWF SBDC



▲ Michelle Berger, MobileEyes; Representative Gayle Harrell; Marsha Thompson, IRCC SBDC
▼ Jerry Cartwright, FSBDC State Director; Mike Higgins, U.S. Commercial Service; Marcia Sergent, FSBDC Office of International Trade



▲ Angela Burnes, GCCC SBDC VBOC; Representative Bev Kilmer
▼ L-R: Mike Donnelly, FSBDC Statewide Advisory Board Chair; Representative Jeffrey Atwater; Nancy Young, FAU SBDC



▲ L-R: Alesia Christian, FAMU SBDC; Representative Curtis Richardson; FAMU SBDC staff member
▼ L-R: Vicky Peake, Brevard CC SBDC; Representative Mike Haridopolos; Barbara Butler, Brevard CC SBDC; Todd Shoulberg Florida Drug Screening, Inc.



Entrepreneurs Support FSBDC by Participating in Third Product Expo at The Capitol



▲ Alex Sokoloff, Key West SBDC; Dave Colwell, Cool Breeze



▲ Bill Phillippe, Data-Maxx Software Systems, Inc.; Rep. Bruce Kyle; Dan Regelski, FGCU SBDC; Jeannie Brantley, Data-Maxx

▼ Noel Turnball, VIP Import/Export; Representative Gayle Harrell



▲ Don Kramer, Sr. Partner Care Services, Inc.; Representative Mike Haridopolos

▼ Rep. Joyner; Irene Hurst, USF SBDC; Florestine Pierce, Omni Massage; Skip Meadows, Meadows Business Systems



- **Aerospace Integration Corp., Okaloosa County**
Aircraft systems engineering
George Gonzalez, President and CEO
Assistance: Business planning, financial analysis
Summary: 300% annual growth; established six project-management facilities in other states; selected for Governor's Business Leadership Award in 2001; created 80+ jobs
- **Cool Breeze of Key West, Monroe County**
Manufacturer of evaporation cooling systems
Judith Goldberg, Gregg Steinriede and Dave Colwell, Owners
Assistance: Business/Marketing plan; SBA loans
Summary: Obtained \$150,000 SBA loan; created/retained 8 jobs; distributors in U.S. and Latin America; projected sales of \$5M in 2004
- **Data-Maxx Software Systems, Inc., Lee County**
Software/hardware programs for construction industry
Jeannie Brantley, President
Assistance: Business plan; minority business enterprise (MBE) certification; SBIR opportunities
Summary: \$140,000 loan; created 2 jobs; MBE certified
- **Desloge Home Oxygen & Medical Equipment, Duval County**
Medical equipment
Bryan Desloge, Owner
Assistance: Business plan; financial analysis
Summary: Increased profitability
- **Ego Trip Salon, Inc., Broward County**
Upscale hair salon
Cathleen Carr, Owner
Assistance: SBA pre-qualification loan package
Summary: Obtained \$100,000 SBA loan; opened 2nd location; created/retained 17 jobs
- **Jerry's Cajun Café & Market, Escambia County**
Cajun restaurant and cajun products
Jerry and Bobbi Mistretta, Owners
Assistance: Training; business plan; loan package; marketing; operations
Summary: \$1.2M financing; created 50 FT & PT jobs; sales greater than \$1M
- **Lampf Herbert Consultants, Leon County**
Organizational and business consultants
Linda Lampf and Thomas Herbert, Owners
Assistance: Procurement opportunities; contract strategies; review of GSA MOBIS application; marketing
Summary: Obtained \$60K GSA MOBIS contract
- **Meadows Business Systems, Pinellas County**
Records management products and services
Skip Meadows, Owner
Assistance: MBE certification; business plan; loan
Summary: MBE certified; created/retained 10 jobs
- **Medical Reimbursement Advocates, Orange County**
Software reimbursement solutions to alternate site healthcare industry
Julie Graham and Nancy Williams, Founders
Assistance: Marketing; business planning; management
Summary: Created 2 jobs; manages \$20M in accounts receivable
- **MobileEyes, Ft. Pierce County**
Optician supplies and services
Michelle Berger, Owner
Assistance: Business planning; loan packaging
Summary: Opened business; obtained loan to purchase equipment; created 1 job
- **Omni Massage, Hillsborough County**
Massage therapy
Florestine Pierce, Owner
Assistance: startup; marketing; accounting; business plan; MBE certification
Summary: Opened business; MBE certified
- **Senior Partner Care Services, Inc., Brevard County**
In-home senior care provider
Don Kramer, President
Assistance: SBDC roundtables covering business plans, marketing, accounting and taxes, business insurance, business law, banking and finance and press release writing
Summary: Opened business; created 45+ jobs; opened 2nd location; received licensure as a Florida Nurse Registry
- **Solar Lights, Marion County**
Energy efficient technology and products for home and office
Kevin McMonigle, Owner
Assistance: Business planning; general growth strategies
Summary: Expanded and moved into a new facility
- **STAT Mobile Diagnostic, Miami Dade County**
Mobile X-ray service
Lamar Wilkins, Owner
Assistance: Financial; SBA loan packaging
Summary: Created/retained 14 jobs; obtained SBA loan; 30% sales growth
- **Sterling Sleep Products, Orange County**
Manufacturer of mattresses
Leydi Nunez, Owner
Assistance: Government contracting; marketing; cash flow statements
Summary: Obtained government contracts
- **The Bishop Group, Inc./Fiber Blo, Bay County**
Engineering and support services
Paul Bishop, Owner
Assistance: Business development; government contracting; technology; financial data
Summary: Opened business
- **The Sanctuary, Palm Beach County**
Hair, skin and body care salon
Liza Basil, Owner
Assistance: Business options; refining business plan for expansion and increased profitability; SBA loan
Summary: Obtained \$50,000 SBA loan; acquired business; expanded and remodeled business; created 7 jobs
- **V.I.P. Import/Export, Palm Beach County**
Exporter of sun-activated products and screen printing
Noel Turnball, Owner
Assistance: International trade; marketing; attended various workshops related to business start-up, import/export, marketing and financing
Summary: Started business; created/retained 3 jobs; sales of \$552,000 in 2001

Data:Maxx™ Software Systems, Inc.

contributed by the Florida Gulf Coast University SBDC

"Dan Regelski, Suzanne Specht, and the whole team at the Small Business Development Center have been instrumental in providing necessary education and help, enabling me to grow as a business owner, as well as helping Data-Maxx grow as a business... I have been extremely fortunate to receive the valuable information they have provided. I have recommended them to many other business owners, as well as potential business owners in the planning stages," says Jeannie Brantley.



Jeannie Brantley; Bill Phillippee at the FSBC Network's Product Exposition at The Capitol

in 1998, with the SBDC providing business plan assistance and a business plan training seminar. Dan Regelski critiqued the business plan and subsequently Data:Maxx™ was approved for a \$140,000 small business loan. The SBDC has counseled the owners to restructure as a woman-owned business and get their MBE certification. That certification process will be completed in 2002. Also, Suzanne Specht counseled President Jeannie Brantley on potential SBIR opportunities for the future.

Says Jeannie, "I took Dan's first class on creating a business plan here in Lee County, and it was successful enough to get our business loan approved through a local bank. The Small Business Development Center has also helped with guidance and education in all aspects of business, including marketing, financial loans and grants available, as well as networking. In addition, they are currently helping me obtain my WBE status of a Woman Business Enterprise."

Data:Maxx™ Software Systems, Inc. develops and markets a family of mobile and stationary ADC (automated data collection) hardware and software products for tracking and managing labor force and related resources for the construction industry and other environments.

Why Data-Maxx™? Their products allow you to significantly reduce manual paperwork, such as time cards, while automating and streamlining your entire information collection and processing efforts. Data-Maxx™ gives you time and attendance tracking, payroll integration, job, task, cost, production, equipment tracking, job site security, and more.

Founded in 1997 with corporate headquarters in Fort Myers, Florida, Data:Maxx™ Software Systems, Inc. is quickly establishing itself as a leading solution provider with systems installed worldwide.

Data:Maxx™ became a client of the Florida Gulf Coast University Small Business Development Center

Meadows Business Systems, Inc.

contributed by the University of South Florida SBDC

"...I was at the lowest point I have experienced in the 17 years I have owned my business... Eileen [USF SBDC] stepped right in, conducted a health check, and connected me to expertise I couldn't begin to pay for in the private sector. I have sought help over the years from other entities..., but have usually come away disappointed. Quite the opposite this time!" says Skip Meadows.



Skip Meadows; Joe Mannion; Senator Clary at the FSBC's Product Exposition

Meadows Business Systems is owned and operated by Jerilee "Skip" Meadows and her son, Andy. MBS has been in business since 1985 and offers record management products and services. Their products include file folders, color-coded labels of all types, cabinets and shelving, high-density mobile storage and computer-generated label programs. They offer on-site production of color-coded folders, supply on-site workers to purge inactive records, and install cabinets and high-density storage units. MBS is located in Clearwater and has 10 employees. Skip says that her participation in the FSBC's Product Expo was a very small gesture on her part as an attempt to thank the SBDC for the tremendous support and guidance she received.



Jerry Mistretta; Larry Strain, UWF SBDC; Senator Charlie Clary; James Hosman, UWF SBDC at Product Exposition in Tallahassee

Jerry's Cajun Café & Market

contributed by the University of West Florida SBDC

In 1992, Jerry Mistretta found himself a laid-off electrical worker with a dream. He wanted to open a Cajun restaurant in Pensacola. He began to develop recipes, as well as the concept, in his head.

In that same year, he began attending seminars at the University of West Florida Small Business Development Center. There he learned about the necessary steps to start his business, about business planning, financing his venture, accounting and record keeping, and marketing his venture.

In 1993, Jerry began his business in a 1,200 square foot space in a small strip mall, with four employees, little capital, no advertising and no grand opening - and people came! The restaurant grew and so did the number of employees. In 1995, he approached the UWF SBDC again for assistance with writing an employee manual. A student team, guided by the SBDC Director, wrote the employee manual as requested and also helped Jerry evaluate the potential for moving to a new, larger location.

Plans progressed and, in 1997, the SBDC worked with Jerry and his wife, Bobbie, to put together a business plan and loan proposal to build a new restaurant on 9th Avenue in Pensacola, just up the street from his original location. Jerry was approved for an SBA guaranteed loan and, today, Jerry's Cajun Café and Market occupies a beautiful 5,100 square foot building and employs over 50 full- and part-time people. His sales have followed suit, growing over 300%, from just under \$500,000 in his first year to over \$1.5 million.

Jerry has continued his relationship with the UWF SBDC through the years. Most recently he has sought advice on marketing, an operational analysis and is examining the prospect of franchising or licensing, and the SBDC is delighted to be of assistance. To show his appreciation and support of the SBDC program, Jerry participated in the FSBC's Third Annual Product Exposition at The Capitol in Tallahassee on February 27, 2002.

Custom Manufacturing and Engineering, Inc. (CME)

contributed by the University of South Florida SBDC



L-R: Randall West; Jerry Cartwright; Michael Crews; Irene Hurst; Don Wilson at the Capitol-Business Briefing at the Florida House

For five years, Nancy Crews has been at the helm of her company. While she now reports an annual income of \$7 million for Custom Manufacturing and Engineering, Inc. (CME), Crews attributes her success to several things.

"I have a strong desire to succeed," she says. "Some people tell me I have a passion for excellence, and that's what it takes to succeed."

She describes CME as a monitor and control company that also does research and development for the federal government. CME also builds spec products for the government.

Such is the case with the LANTIRN missile. These missiles can launch a precision attack on tactical targets at night and in inclement weather. They are generally attached to the US Air Force's F15's and F16's and the Navy's F14. CME produces crucial data logging modules for the missile, using embedded microchip processors, which they produce at their St. Petersburg plant. "As the missile fires, it logs the data," says Crews proudly.

Crews sought the help of the University of South Florida Small Business Development Center in her company's infancy. "The SBDC helped me learn about 8(a) certification which helped us overcome some of the gender bias out there," says Crews.

Initially, CME was a spin-off of Lockheed Martin, getting its start at the Young-Rainey Star Center. As part of the Defense Conversion Initiative, Congressman Bill Young wanted to preserve as many jobs as possible in Pinellas County following the closure of a nuclear plant.

"Congressman Young has been very supportive in helping out with the conversion from Lockheed to an independent company," says Crews. "He was a strong supporter during the conversion, and he has helped as we go forward," she says.

Nancy Crews' son, Michael, traveled from St. Petersburg, Florida to Washington, D.C. to participate in the Florida SBDC Network's Third Annual Capitol-Business Briefing and Reception, held at the Florida House on Capitol Hill, on March 20, 2002.

"...you [Cathy Hagan, UNF SBDC] have been an integral part of the business growth and maturity, acting as an advisor and great source of guidance through some of the ups and downs of the business cycle. I would also say that with your help it became obvious that being profitable was more important than growing revenues, and that we have been profitable in 1999, 2000, and are finishing a profitable year in 2001. Thanks !!!!," says Bryan Desloge.

Desloge Home Oxygen & Medical Equipment

contributed by the University of North Florida SBDC

Bryan Desloge met Cathy Hagan, Senior Business Analyst at the University of North Florida SBDC, in 1997 at a small business conference held in Jacksonville.

While his main office is located in Tallahassee, he has a service office in Jacksonville that he visits regularly. Bryan takes the business planning process very seriously and was looking for a third party to provide objective feedback on his plan and assistance in using this plan to guide the growth of Desloge Home Oxygen. Cathy's expertise in business planning was exactly what Bryan needed to help shape his plans for the future. Over the last four years, Bryan has met with Cathy every few months to address a variety of planning issues as his goals and objectives have changed.

In 1999, Bryan was trying to decide what direction to take the company, in light of his business and personal goals. With Cathy's help, he worked through different scenarios. They looked at opportunities for future growth through the acquisition of other DME companies and how this would impact the organization. Cathy helped Bryan create the structure for a profitsharing plan to reward employees for their contribution to the bottom line.

In 2000, Bryan's focus shifted to creating a smaller, more efficient company that would allow him to spend more time with his family. He closed two of his offices and began working with Cathy to revise his business plan to reflect his new objectives. Bryan is particularly interested in reducing company debt, so Cathy created spreadsheets to help him visualize how changes in revenues, expenses, and cash flow influence the health of his balance sheet. Recently, Bryan sought Cathy's advice on how to minimize his tax obligation for the business. They have also looked at alternatives to lessen his personal and estate tax burdens.

Bryan credits his ongoing relationship with Cathy and the Small Business Development Center with keeping him on track and helping him look at issues within his company from a different perspective. He values the



L-R: James Smith, Seminole CC SBDC; 2 Expo attendees; Bryan Desloge at the Product Exposition on the 22nd Floor of The Capitol

feedback Cathy provides him and feels it has had a positive impact on the growth and direction of Desloge. Bryan will continue to work with Cathy in the future as his business and personal goals evolve.

Bryan also participated in the Florida SBDC Network's Third Annual Product Exposition, Luncheon and Reception on February 27, 2002, on the 22nd Floor of The Capitol in Tallahassee to support of the SBDC program and show his appreciation for the valuable assistance he has received from the University of North Florida SBDC.



Bryan Desloge

NCMA Presents 2001 Dana Award to USF PTAC Specialist

After many years of outstanding dedication to the National Contract Management Association (NCMA) and the contracting profession, Richard A. Hardesty, Procurement Specialist at the USF SBDC's Procurement Technical Assistance Center in Tampa, earned the recognition and high honor of the 2001 Charles A. Dana Distinguished Award. His past records a remarkable example of a Dana Award winner's profile. According to an article in the May 2002 issue of *Contract Management*, Hardesty served 24 years in the U.S. Air Force in a variety of contracting functions. He has been involved in program and proposal management, marketing, and contract negotiations with a wide variety of government agencies, both DOD and civilian. Over the last 10 years, he assisted more than 8,500 small business owners in obtaining close to \$750 million in government contracts at the USF PTAC. As a member of NCMA, he served at the national and chapter levels--from national vice president (NVP) to membership director. He is the only five-time Cravens Award winner in the history of NCMA. He authored the NVP manual to provide guidance to new leaders, wrote several articles dealing with government contracting and is a well-known, recommended speaker for NCMA. Overall, Hardesty has served his chapter, NCMA, PTAC clients and the contracting profession for more than 30 years. Congratulations, Dick!



2002 FSBDC Performance Award Winners Recognized



Award winners present at Professional Development Conference: Front L-R: Eunice Choi; Kris Manning; Sharon O'Hara / Middle L-R: Ricki Shoraka; Tom Hermanson; Miguel Nieves; Ken Stephanz / Back L-R: Mark Patrick; Jim Parrish; James Smith; Len Hamel

Each year, FSBDC Network employees and volunteers are recognized for their outstanding efforts in supporting and fulfilling the Network's mission to help entrepreneurs form, sustain and grow successful businesses in Florida. State Director Jerry Cartwright presented the following awards on June 17 at the Network's Annual Professional Development Conference in St. Augustine.

Star Performer

- Eunice Choi, UCF SBDC, Orlando

Excalibur Award for Excellence

- Miguel Nieves, FAU SBDC, Miami

Statewide Volunteer of the Year Award

- Mark Patrick, UNF SBDC, Jacksonville

Regional Volunteer of the Year Awards

- Pedro Luis Campo, FAU SBDC, Miami
 - Roy Valdes, Brevard CC SBDC, Melbourne
 - Len Hamel, USF SBDC, Tampa
 - Mark Patrick, UNF SBDC, Jacksonville
 - Glenn Gillyard, UWF SBDC, Ft. Walton Beach
 - Ray Schumann, FGCU SBDC, Ft. Myers

Regional CBA Impact Awards

- Miguel Nieves, FAU SBDC, Miami
 - Eunice Choi, UCF SBDC, Orlando
 - Jim Parrish, USF SBDC, Tampa
 - Sharon O'Hara, FGCU SBDC PTAC, Ft. Myers
 - Ken Stephanz, Indian River CC SBDC, Vero Beach

Regional Employee of the Year Awards

- Parbatee Chang, FAU SBDC, Boca Raton
 - Tom Hermanson, UWF SBDC, Ft. Walton Beach
 - James Smith, Seminole CC SBDC, Sanford
 - Kristene Manning, USF SBDC, Tampa
 - Peggy Chambers, FGCU SBDC, Ft. Myers
 - Ricki Shoraka, UNF SBDC, Jacksonville
 - Andre Brewton, Gulf Coast CC SBDC, Panama City

"Each year, the Network recognizes individuals, such as these award winners, who have demonstrated an outstanding commitment to the SBDC program and the small business community. Their work ethic ensures Florida's entrepreneurs receive the best information and assistance possible and facilitates a business environment that contributes to their success," says Cartwright.

FSBDC Clients and Volunteers Receive 2002 SBA Awards

Annually, small business owners and advocates are recognized by the Small Business Administration for their achievements and dedication to an entrepreneurial spirit that fosters economic growth in Florida. Congratulations to the following FSBDC Network clients and volunteers who were nominated by the UNF and FAU SBDCs and won at the District, Regional and/or State levels.



Back L-R: Michael Brown; Wilfredo Gonzalez (SBA); Eve Brown; Arlisa Jackson; Teresa Elmore; Gilbert Levy, Jr. / Front L-R: Erin Shirley; Janice Donaldson (UNF SBDC); Jody Richards



L-R: Gilbert Colón (SBA); Nancy Young (FAU SBDC); Eve Bazer; Carole Colvin; Irene Hurst (USF SBDC); Jack Lowell

Small Business Person of the Year, NF District
 Josephine (Jody) Richards
 East Coast Greenery, Inc., Atlantic Beach

Accountant Advocate of the Year, NF District
 Eve Brown, CPA
 Presser, Lahnen & Edelman, Jacksonville

Financial Services Advocate of the Year, State/NF District
 Gilbert Levy, Jr.
 Perkins State Bank, Gainesville

Minority Small Business Advocate of the Year, NF District
 Arlisa Jackson
 ARJA Enterprises, Inc., Jacksonville

Small Business Exporter of the Year, State/NF District
 Teresa Elmore
 Triangle Maritime Exports, Jacksonville

Women in Business Advocate of the Year, State/NF District
 Erin Shirley
 Priority Management-Jacksonville, Inc.

Young Entrepreneur of the Year, State/Regional/NF District
 Michael Brown
 BrownINK Designs, Inc., Jacksonville

Small Business Person of the Year, 1st Runner-Up SF District
 Rene Balmaseda
 Greene Beech Advertising & Design, Ft. Lauderdale

Accountant Advocate of the Year, SE U.S./Regional
 Pedro Luis Campo
 Pedro Luis Campo, CPA, Miami

Small Business Journalist of the Year, State
 Lucy Chabot Reed
 Women's Business & SF Business Journals, Deerfield Beach

Small Business Journalist of the Year, 1st Runner-Up SF District
 Peter Zalewski
 World City Business, Coral Gables

Financial Services Advocate of the Year, SF District
 Christopher Large
 Union Planters Bank, N.A., Boca Raton

Financial Services Advocate of the Year, 1st Runner-Up SF District
 Kaela Lerner
 Wachovia Bank, Boca Raton

Minority Small Business Advocates of the Year, State/Co-Winner SF District
 Eve Bazer
 City of Ft. Lauderdale

Women in Business Advocate of the Year, SF District
 Rose Lee Archer
 Rose Lee Productions, Inc., Boca Raton

FSBDC's OIP Supports Presidents Bush and Fox's "Partnership for Prosperity"

contributed by Marcia Sergent, Director of the FSBDC Network's Office of International Programs

The FSBDC's Office of International Programs (OIP), in conjunction with the Florida International Volunteer Corps, recently completed two weeks of assisting in the development of Small Business Development Centers in Villahermosa, Tabasco, and Merida, Yucatan. Funded by FAVA/CA, John Hosman, Certified Business Analyst from the University of West Florida SBDC, and Jorge Lopez, Certified Business Analyst from the Florida Gulf Coast University SBDC, accompanied Marcia Sergent, Director of the FSBDC Network's Office of International Programs, on this project.

John spent two weeks in Villahermosa working with the Universidad de Tecnológica Tabasco in the development of their small business assistance programs. Along with sharing information on how the Florida SBDC's select and train their consultants, John also taught a business planning class and helped put together a strategic plan for their SBDC.

Jorge provided assistance both to the Consortium Director who is housed in Merida and to the Instituto Tecnológica de Merida's small business assistance program.

Marcia spent one week in each location sharing information on the Association of Small Business Development Center (ASBDC) Accreditation Standards and on structuring a Small Business Development Center.

These efforts are in conjunction with Presidents Bush and Fox's "Partnership for Prosperity", a private-public alliance to harness the power of the private sector to foster an environment in which no Mexican feels compelled to leave his home for lack of jobs or opportunity. Says President Bush, "Most of the money for development does not come from aid. It comes from domestic investment, foreign direct investment and, especially, from trade." The Partnership action plan, therefore, seeks to leverage private sector resources and expertise, and includes projects to facilitate investment in small business, housing, agriculture, roads, ports, airports, and information technology. One such project includes supporting small businesses in Mexico, with assistance from the Small Business Administration and other agencies, by establishing small business development centers in Mexico to promote entrepreneurial competitiveness. Outreach efforts in support of the Partnership's action plan remain an ongoing part of the FSBDC Network's Office of International Programs.

University of West Florida SBDC Provides Training and Start-up Assistance To Curacao SBDC

Larry Strain, Director of the University of West Florida Small Business Development Center recently traveled to Curacao, Netherlands Antilles to provide training and start-up assistance to the fledgling Curacao SBDC called Sentro pa Desaroyo di Empresa Chiki Korsou (SEDECK), which roughly translated means the Center for the Development of Small Enterprises in Curacao. His visit spanned the dates May 14-19 and was a follow up to the June 2001 1st Caribbean Conference on Entrepreneurship, at which Strain and members of the Florida Small Business Development Center Network and faculty from the University of West Florida were presenters.

In June 2001, an agreement was signed between the FSBDC Network, the University of West Florida, the University of the Netherlands Antilles, the government of the Netherlands Antilles, and the Asosashon di Empresarianan Chiki di Korsou (ADECK) to work together to develop entrepreneurial assistance programs and education on the island of Curacao. As part of the agreement, the FSBDC agreed to work with these groups to begin a small business development program following the SBDC model. This agreement led to the formation of SEDECK, which is the SBDC in Curacao, and the FSBDC offered SEDECK the opportunity to become an affiliate member of the FSBDC Network. During the June 2001 trip, Jerry Cartwright, State Director, and Larry Strain, UWF SBDC Director, participated in the opening of SEDECK and pledged on-going support of their efforts.

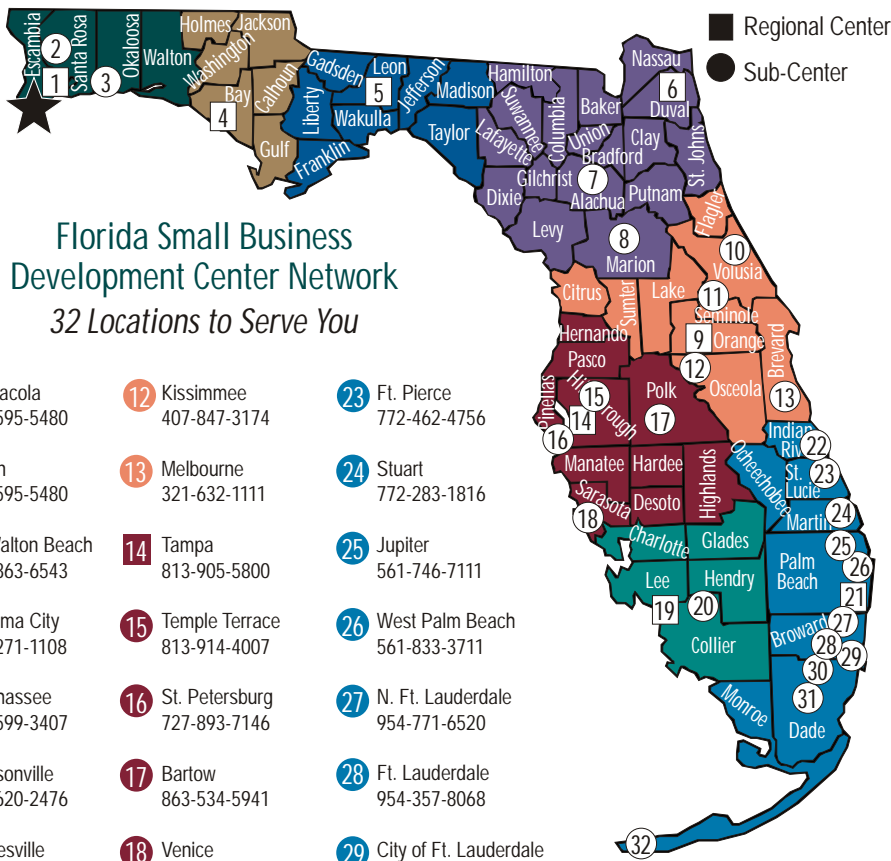
In May 2002, SEDECK's representatives asked the FSBDC and UWF SBDC for training. They were finally able to secure funding from the government of the Netherlands Antilles and the Dutch government and were anxious to move ahead. It was decided that a week-long, highly intensive training period, and later attendance at the FSBDC Professional Development Conference, would be an efficient and effective way to "jump start" the Center. In addition to the training, the intention was for Larry to meet with as many stakeholders and business groups as could be arranged to explain the program and the potential benefits to the island.

The week got off to a fast start as just one hour after arriving in Curacao Larry participated in an Entrepreneurial Forum at the University of the Netherlands Antilles. Later that evening, he met with the Executive Committees of ADECK and SEDECK, as well as the Minister of Economic Affairs Suzanne Camelia-Romer and Deputy Minister of Economic Affairs R. Chong for a briefing and to finalize the agenda for the rest of the week.

Training covered a broad spectrum of topics, including SBDC consulting and training practices, identifying and selecting employees and volunteer counselors, marketing the SBDC, securing private sector funding, developing and maintaining strategic alliances, the SBDC as a resource center and the importance of a strong management Information system for reporting and record keeping. The sessions started early, usually before 8:00 AM and ended late in the day, often after 8:00 PM. Participants in the training included Agnel Douglass, Director of the SBDC, Carl Camelia, SEDECK Board Chairman and Dean of the College of Business at the University of the Netherlands Antilles, Janette Hagan, Director of the Center for Entrepreneurship at the University of the Netherlands Antilles and several board members from SEDECK, as well as the SEDECK staff.

In addition to the operational training, Larry conducted a two-day train-the-trainers session for administering the FSBDC Professional Development Program to Curacao staff and volunteers. Three individuals were trained to be Professional Development Coordinators and will be responsible for training counselors and trainers in Curacao.

Finally, Larry met with and made presentations to numerous stakeholders and interested parties during the week. He met with the Boards of Directors of SEDECK, ADECK, the Curacao Micro-Loan Board, the Curacao Chamber of Commerce Board and several government officials. The purpose of these meetings was to present the SBDC concept, delineate the benefits of the program to local entrepreneurs and to answer any questions or concerns the group members might have. On Thursday May 16, a press conference was held to promote the Curacao SBDC, the partnership between Curacao and the FSBDC and to promote Larry's visit. The press conference received media coverage in eight local papers, as well as being carried on numerous radio stations and on television.



Florida Small Business Development Center Network

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Bill Young Recognized...

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The 2000 and 2001 award recipients were Andy Ireland and Connie Mack, respectively.

This year, the FSBDC opened the invitation list to key economic development organizations to provide an opportunity to increase visibility and awareness of the SBDC program; develop and/or enhance relationships with representatives from these organizations; and discuss future potential partnerships. Representatives from the State University System of Florida; U.S. Small Business Administration's Office of Entrepreneurial Development, Office of SBDCs, North and South Florida District Offices, Office of International Trade, and Veteran's Business Development; Foundation for Democracy in Africa; National Veterans Corporation; US Department of Labor, Office of Small Business Programs; and the Association of Small Business Development Centers were among those who were invited to the event.

Regional SBDC Directors from the University of West Florida, Gulf Coast Community College, Florida A&M University, University of North Florida, University of South Florida, University of Central Florida and Florida Atlantic University, as well as the State Director's Office, represented the Network and facilitated the Briefing.

Michael Crews, a client of the University of South Florida SBDC and small business constituent of Congressman Young, also participated in this year's event in support of the FSBDC Network. Michael is the son of Nancy Crews, owner of Custom Manufacturing & Engineering, Inc. (CME) in St. Petersburg. (Read CME success story on page 5.)

The FSBDC Network is the only program in the national network of more than 1,100 SBDCs that coordinates an entire delegation briefing in a relaxed informal setting.



▲ Randall West; Jerry Cartwright

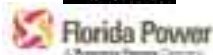
▼ Patricia McGowan, FAMU SBDC; Greg Simpkins, Foundation for Democracy in Africa; Casey Welch, Staff of Adam Putnam

▼ Doug Davis, GCCC SBDC; Jerry Cartwright; David Claggett, National Veteran's Corp.; William Elmore, SBA Veteran's Business Dev.



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