

Since 1980, the National Small Business Development Center (SBDC) program has developed into a network of approximately 1,000 centers. These centers provide small business owners, managers and entrepreneurs assistance in virtually all areas of business management, including marketing, finance, accounting, business planning, taxes and business start-up. They work with all industries no matter what phase of development.

The types of services include personalized counseling, educational training events, extensive business libraries and information centers, and conferences/seminars on current business issues. SBDCs also provide assistance in specialized areas, such as international trade, energy conservation, disaster preparedness, defense transition, government procurement, women in business, minority and veteran-owned businesses.

The Florida SBDC Network was part of the original SBDC pilot project funded in 1976 by the U.S. Small Business Administration. Today, the FSBDC is the only statewide business assistance program in Florida. The Network features 31 centers strategically located throughout the State of Florida. Additional outreach is provided at partner locations such as chambers of commerce, economic development councils and banks.

The FSBDC Network links resources of the federal, state and local governments with the resources of the state education system and the private sector to meet the specialized and complex needs of the diverse Florida business community.

On average, Florida SBDCs spend over 60,000 hours providing one-on-one counseling to more than 11,000 entrepreneurs and small business owners; conduct approximately 1,300 business training events for over 19,000 participants; and provide answers to over 70,000 business information requests annually.

Since its inception, the FSBDC Network has counseled over 270,000 small business owners and entrepreneurs with close to 1,250,000 hours of one-on-one counseling; conducted nearly 21,000 business training events for more than 500,000 participants; and provided answers to over 1,500,000 requests for information.



# Florida's Business DIVIDEND \$

## 2002 Annual Report

Editor: Kelly McLeod

www.floridasbdc.com

"The Center is a great resource for anyone who wants to start or grow a business," said Karyn, who admits opening a business with her husband has been a dream come true.



Karyn and Kevin Kruszewski (left)

### Pane' Rustica Bakery & Café *Harvesting A Business*

contributed by the University of South Florida SBDC, Tampa

"Friends, leave your worries behind. Relax and eat well." Italian Proverb

That proverb is the impetus behind the Italianate bakery and eatery in south Tampa. Simply stated, Pane' Rustica is a labor of love. Combining a background in culinary art with experience in the

restaurant industry, retail and finance, Karyn and Kevin Kruszewski embarked on a journey to start their own business, in the late 1990's. With guidance from the University of South Florida's Small Business Development Center (SBDC), they carefully crafted a business plan that would successfully help them apply for a loan.

"The Center is a great resource for anyone who wants to start or grow a business," said Karyn, who admits opening a business with her husband has been a dream come true.

A team of SBDC experts coached the hardworking couple on a variety of business issues ranging from accounting to financing, energy conservation to marketing methods. Each one of those counseling sessions helped the couple better envision the neighborhood bakery, deli and café they've successfully created. Splashes of terracotta and sunny yellow envelop customers as the aroma of fresh-baked bread and buttery croissants waft through the European-style eatery. One bite into the middle of a signature Pane' Rustica loaf with its delectable and pillowy-soft interior, and you're reaping the benefits of the Kruszewski's expertise and hard work.

Pane' Rustica opened its doors in 1999 with three tables and three part-time employees. Now, the couple employs a staff of 19. Purveyors of fresh bread to local, fine restaurants in the Tampa Bay area, Pane' Rustica evokes the dependable and creative eateries lining villages throughout Tuscany. Each day, Pane' Rustica is crammed with a loyal following of patrons--some come for just a pastry or a single loaf of bread, while others hunger for tasty sandwiches crammed with the freshest ingredients and mouth-watering homemade spreads. From the banter and smiles shared in this bustling eatery, it's obvious the bread, food and atmosphere allow patrons to truly relax and leave their worries behind.

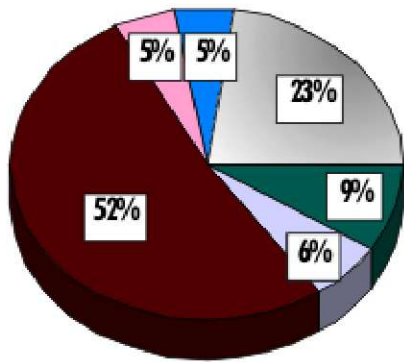


Photo by Bob Waselewski, Teco Energy

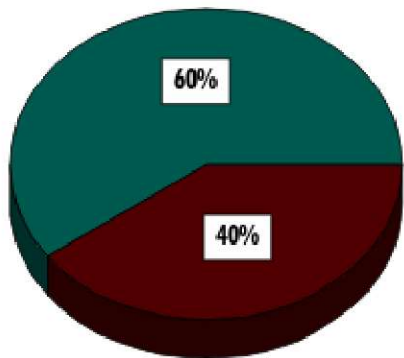
Visit Pane' Rustica Bakery & Café at 2821 S. MacDill Avenue, Tampa, Florida or call (813) 902-8828.

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### Industry Sectors Served



### Business Status



### Areas of Counseling

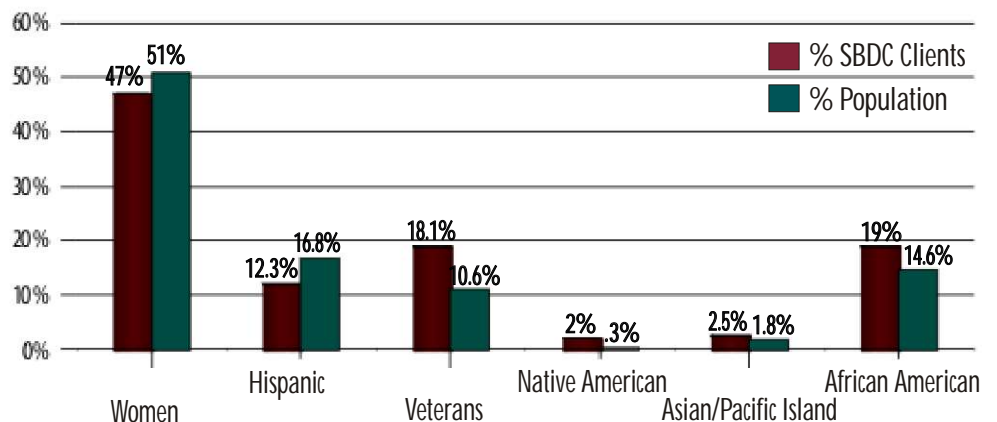
CONSULTING TOPICS	Hours	Clients
Business Startup	29,353	6,973
Marketing/Sales	9,728	1,558
Gov't Procurement	6,565	2,220
Sources of Capital	7,046	1,534
Financial Anal./Cost	3,260	304
International Trade	863	208
Accounting & Records	1,921	205
Energy/Environment	1,910	114
Technology	858	172
Personnel/HR	622	132
Business Liquidation	141	52
Engineering R&D	85	20

*"...The high quality consulting, training and information provided by SBDCs makes a genuine difference in assisting entrepreneurs to acquire the knowledge they need to make educated decisions for business success," says Governor Jeb Bush. "I commend the FSBDC Network and the entrepreneurs...for taking the lead in building our vibrant and dynamic economy."*

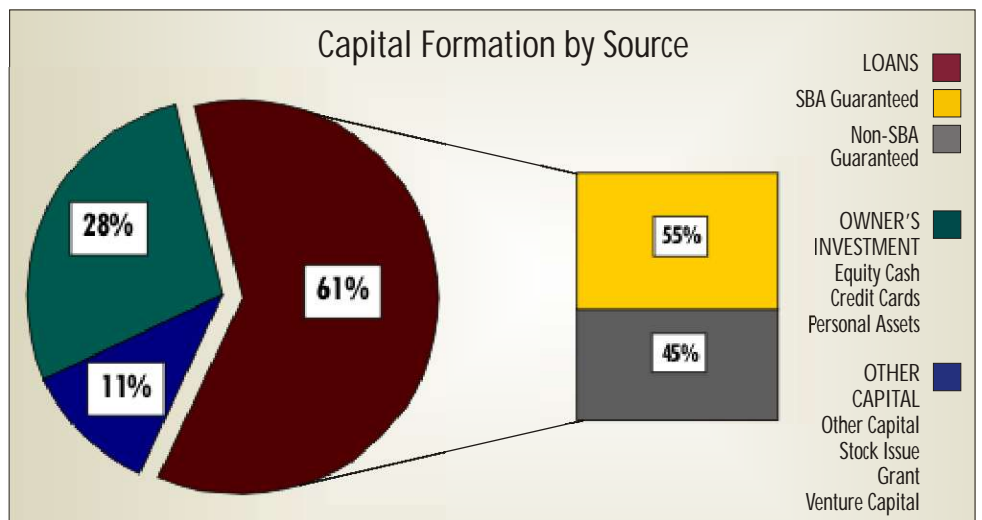
Service Delivery	2002	1980-02
Entrepreneurs Counseled	12,212	272,188
Total Hours of Consulting	63,549	1,238,925
Training Events	1,447	20,994
Training Event Attendees	25,068	511,116
Requests for Business Information	73,171	1,551,321
Client Impact	2002	1980-02
Capital Formation	\$73,284,234	\$365M in 8 years
Business Startups	431	2,249 in 5 years
Sales Growth	\$72,602,838	\$421M in 6 years
Contract Awards (SBDC & PTAC)	\$126,197,789	\$3.7 Billion
Jobs Created/Retained (SBDC & PTAC)	8,501	220,635

### Client Demographics

Source: "2000 Census; Statistical Abstract of U.S.: 2001"



### Capital Formation by Source





### Sacha

*Cathy's encouragement and advice over the last year was wonderful. I couldn't have made it this far without her.*

Product/Service: Jewelry manufacture  
 Owner: Sacha Van de Zande  
 SBDC: University of North Florida, Jacksonville  
 Assistance: Workshops; business plan development; marketing; legal structure; recordkeeping; financing options  
 Impact: Opened business

### Room In A Kit LLC

*We have and are still referring everybody we know who is even pondering the idea of starting a business to make a visit to the SBDC the first item on their business to do list.*

Product/Service: Fine home interiors boutique and services entity  
 Owners: Steve and Carmen Natschke  
 SBDC: Brevard Community College SBDC, Melbourne  
 Assistance: Various workshops; SBA Economic Injury Loan packaging; marketing  
 Impact: Opened and expanded business



### Broadway Communication Enterprises, LLC

*I needed assistance in the areas of financial planning, business plan design, start-up planning and grant package design. I received excellent one-on-one counseling from Mrs. Janet Hawkins on grant package preparation and business plan critique.*

Product/Service: Telecommunications  
 Owner: Donna Lynn Dickens  
 SBDC: Florida A&M University, Tallahassee  
 Assistance: Start-up; financial planning; business plan design; grant package design  
 Impact: Opened business



### Premier Brush, Inc.

*The SBDC is a good starting point for a business. They provided me the flexibility and freedom I needed to make my business successful.*

Product/Service: Shoe brush manufacturer  
 Owner: Albert Stopka, Jr.  
 SBDC: Gulf Coast Community College SBDC, Panama City  
 Assistance: Started business in SBDC's Incubator; clerical support  
 Impact: 2nd largest shoe brush manufacturer in the U.S.; expanding business from 1,500 sq. ft. to 15,000 sq. ft.



### Liners and Coatings Unlimited, Inc.

*The SBDC has provided a tremendous amount of education through the classes offered. I highly recommend taking them all... The support, advice and tools acquired from the SBDC has been overwhelming. This company owes a lot of thanks to James Hosman, Larry Strain and the team at SBDC.*

Product/Service: Truck and auto accessories  
 Owner: Tim Sheppard  
 SBDC: University of West Florida, Pensacola  
 Assistance: Workshops; business plan; financial projections  
 Impact: Obtained \$20,000 loan and \$20,000 line of credit; expanded product line



### Premium Travel of Naples, Inc.

*Without the help of Suzanne Specht and the SBDC I never would be able to continue the day trips of seniors in Collier and Lee County and be in business.*

Product/Service: Travel and tour co. specializing in motorcoach trips  
 Owner: Anthony Menchella  
 SBDC: Florida Gulf Coast University SBDC, Fort Myers  
 Assistance: SBA Economic Injury Disaster Loan packaging  
 Impact: Obtained \$107,000 SBA loan; \$47,000 loan increase



## Dragonfly Yoga Studios



contributed by the UWF SBDC, Fort Walton Beach

*"The SBDC helped me turn my entrepreneurship into a real small business," says Laura.*

Laura Tyree Hetzel, an avid college athlete, suffered a training accident that left her with a chronic back injury. Instead of pursuing surgery she started yoga. Within 12 months of regular practice, the pain was gone. In 1990, Laura met Rodney Yee and discovered a greater meaning to yoga and decided to share her knowledge by teaching.

In 1996, Laura co-founded Yoga Source yoga studio in Nashville, Tennessee. After building a successful business with her partner, Laura did not hesitate to open a new studio after moving to Destin in 2001. Dragonfly Yoga Studios serves as a studio for practicing yoga and offers a range of class levels taught by professionally trained yoga instructors. The studio also offers Wholebirth™ Yoga courses for expecting mothers.

The success of her first studio and desire to expand opportunities for people to partake in yoga prompted her to research a second location. In November 2002, Laura sought the assistance of the UWF SBDC in Fort Walton Beach. The meetings focused on determining optional funding sources, obtaining applications, reviewing the business plan, enhancing her marketing plan and reviewing her financial projections.

In January 2003, Dragonfly opened its new branch in the Main Street district of Fort Walton Beach. Main Street is undergoing extensive revitalization and the city has targeted it with a federal Community Development Block Grant. The positive energy and revitalization efforts made the location a perfect choice. Laura is already looking to the future and planning to use the SBDC's resources to prepare for future growth.

## New FAU SBDC Alliance



Office Depot recently teamed up with the FAU SBDC and the U.S. SBA by providing space in three South Florida stores, including Ft. Lauderdale, Palm Beach Gardens and Miami, for SBDC services, including seminars and counseling by appointment.

## Curacao SBDC Update



Curacao SBDC Grand Opening: (L-R) Hendrik Abraham, Commissioner; Suzy Camelia-Romer, Former Netherlands Antilles Deputy Prime Minister; Carl Camelia, Dean, University of the Netherlands Antilles; Jerry Cartwright, State Director

In 2001, an agreement was signed between the Florida SBDC Network, the University of West Florida, the University of the Netherlands Antilles, the government of the Netherlands Antilles, and the Asosashon di Empresarionan Chiki di Korsou (ADECK) to work together to develop an entrepreneurial education and technical assistance program in Curacao utilizing the SBDC model. This agreement led to the formation and government funding of SEDECK, which literally translated means the Curacao SBDC.

SEDECK officially began operations in February 2002 with a mission to support the government with its small and medium business administration policy; create coherence in the micro-, small-, and medium sized business (MSMSB) sector; and provide entrepreneurs with one-to-one counseling, management training, and information they need to prosper and grow in a competitive regional and global economy.

From February through December 2002, a total of 64 entrepreneurs received counseling from SEDECK, of which, 20 involved new venture business plans; 18 involved existing venture business/reorganization plans; 12 involved general assistance; and 14 were one-time sessions.

The Association of Small Business Development Centers recognized SEDECK as an official associate member during its 2002 Professional Development Conference in Nashville, Tennessee.

## FSBDCs Honored With Export Achievement Award

Commerce Department's Deputy Director General Carlos Poza presented numerous Florida SBDCs with the U.S. Commercial Service's Export Achievement Certificate. The award recognizes the SBDCs for helping local businesses make their first or a significant new-to-market export sale. The following SBDCs received the award in 2002:

- Office of International Programs, Pensacola
- University of West Florida, Pensacola
- University of Central Florida, Orlando
- Seminole Community College, Sanford
- University of South Florida, Tampa
- Florida Gulf Coast University, Ft. Myers
- Brevard Community College, Melbourne
- Florida Atlantic University, Boca Raton & Miami

"The SBDC is an excellent source of help and guidance for the development of your business," claims Sam Jani. "The success of my business since start-up has been due to the counseling received at the Florida Atlantic University SBDC in Miami."



Sam Jani

## D'Oro Cosmetics International

contributed by the Florida Atlantic University SBDC, Miami

In 1988, Sam Jani joined his brother's cosmetic company in Texas where he worked for 11 years supervising the production department. They had been successful in the Mexican market, so Jani began pursuing other Latin markets in Central and South America and some Caribbean Islands. Jani and his nephew decided to move to Miami and start a business. They arrived with \$10,000 worth of merchandise, but were unsure where to start.

Jani contacted the U.S. Export Assistance Center who referred him to the FAU SBDC in Miami. They met with Nancy Orozco, SBDC Certified Business Analyst, who guided them through start-up procedures, legal forms of business, licenses, permits, site location, international trade, exports and market penetration. Following the counseling they received from Orozco, they worked hard on building their business.

After much persistence in the Latin American markets, Jani was able to obtain some customers in the islands of Jamaica and St. Martin and countries such as Venezuela. "...I am happy to report that D'Oro has been in an expansion mode and that its sales during this year have reached \$350,000," states Jani. He has been able to obtain the account of '99 Cents Store', serving 10 main chain stores in Dade and Broward Counties.

At the same time, the SBDC was working with a client that was looking to export a U.S.-made product to his home nation of Venezuela. German Roa, owner of Nayani Investments, had not been totally successful in his business of freight forwarding. With permission from both Jani and Roa, the SBDC arranged a meeting with both of them hoping they could find some common ground in their business ideas. Today, Jani also sells his product to Roa who, in turn, has been exporting and marketing the product in various cities in Venezuela.

"The FAU SBDC is a valuable tool created for the entrepreneur wishing to start a business in Florida. They really know about all issues related to starting a business," states Oscar Henao.

## Centrix Corporation

contributed by the Florida Atlantic University SBDC, Miami

In his home country, Oscar Henao had gained a lot of experience managing a business, as he had been the owner of several companies. Henao decided to move to the U.S. and began looking for help on how to start a business in this country. He heard about the FAU SBDC through the Colombian American Service Association, an organization that helps Colombian immigrants. Henao was interested in starting a web design business, but needed the know-how to do so.



Oscar Henao

After attending numerous seminars offered by the SBDC, Henao called the SBDC in Miami requesting an appointment with one of the Certified Business Analysts (CBA). He initially met with SBDC CBA Jimmy Pinto. Says Henao, "I had already been in the market for about a year and a half and was trying to develop all these ideas regarding information technology, but was not seeing any results. Mr. Pinto helped me sort out all these ideas through the completion of a questionnaire that allowed me to look at almost all aspects of the business. I had several meetings with him to organize all the answers and finally the actual writing of the business plan, which has been my most valuable tool." When Henao had a complete and accurate picture of his business, he continued with the SBDC counseling for assistance with developing a marketing plan. For this task, he worked together with CBA Ruby Ortiz, a specialist in marketing.

"...I've been able to give an identity to the name of my company--Centrix Corporation; find a spot in the market; and create a database of clients and referrals. I'm even working with international customers...I now have clients from Costa Rica, Colombia and Mexico," happily states Henao. "The SBDC helps you from the conception of the idea to the design of the business plan, from documentation to the preparation of lead generation, from financial advisory to the design of sales strategies. They really help!!" Henao's success can be measured in his growth of sales during the last year which has been over \$150,000.