



L-R: Ron Webber, Larry Powell, Bill MacKenzie, Doug Merritt, Darek and Ed VerVane

Investment in ECAP Generates Returns for All

contributed by the USF SBDC ECAP, Tampa

Several months ago, Jamie Self, Central Florida Administrator of Florida Baptist Children's Homes, was graced with a donation for the implementation of energy conservation measures in the facility. He, first, contacted Bill MacKenzie of Energy Home Shield Inc. who, after an initial evaluation, recommended he contact Al Othmer at the USF SBDC's Energy Conservation Assistance Program,

a program funded by the Florida Energy Office. Upon arriving at the facility, Othmer realized that some of the normal recommendations were not going to be easy to implement, due to the age and historical attributes of the buildings. ECAP's standard thermographic analysis located numerous air-conditioning and heating duct anomalies, faulty window systems and the standard problems associated with this type of construction. The Home needed to be evaluated by a group of experts with experience in upgrading historical facilities.

Through the years, the ECAP program has rendered assistance to hundreds of entrepreneurs seeking help with their energy-related products. On more than one occasion for Front Porch Florida, Florida Energy Smarts Schools, Rebuild America and, now, on this project, the ECAP calls on the expertise of some of these SBDC clients to assist school districts, neighborhood associations and, in this case, a Children's Home. The following SBDC clients donated time, energy and expertise on a pro bono basis: Ron Weber of Global Energy Group Inc. converted air-conditioning systems to geothermal-assisted units; Bill MacKenzie of Energy Home Shield Inc. installed hurricane clips, along with the Radiant Barrier System; Ed VerVane and his son Darek replaced the windows using their Winsulator System; Doug Merritt of Tubular Skylight Inc. designed a Daylight Harvesting System; and Larry Powell of Select Manufacturing of Florida Inc. installed their Hurricane/Security Solar Screen System.

Othmer explains, "I can't put a dollar value on the services these SBDC clients provide to our ECAP program. Our Florida Energy Office and SBA have invested in helping them through our FSBDC Network, and they have repaid the debt 10-fold. I consider this an excellent Return on Investment!"

Business Continuity Program

The Business Continuity Pilot (BCP) program, a one-year project funded by the DCA's, Division of Emergency Management, in late 2002, helps small businesses reduce personal and economic costs of disasters by preparing them to protect against natural and man-made disasters. The program is administered by the FSBDC Network's State Directors Office in Pensacola and operates through the UNF SBDC in Jacksonville to provide targeted services to Duval, St. Johns, and Clay Counties, and the UWF SBDC in Ft. Walton Beach to provide services in Escambia, Santa Rosa, Okaloosa and Walton Counties. The pilot focuses on conducting facility audits of small businesses to assist them in developing disaster preparedness plans and implementing mitigation measures into business operations. Since the start of the BCP, more than 900 clients have heard about the program through the business audits and workshops.



Harris Barker and Charles Parry at a workshop in Okaloosa County



DETA Specialists L-R: Gary Beckert (Melbourne); Sharon O'Hara (Pensacola); Carlos Cardenas (Homestead); Dick Hardesty (Tampa)

Defense Transition Assistance

The Defense Economic Transition Assistance (DETA) program is a new specialized initiative that provides business management and technical defense transition assistance to targeted defense-dependent populations impacted adversely by cuts in defense spending. Services are offered to three targeted populations: Employees of military or defense contractors transitioning from current employment; small defense contractors and their

subcontractors; and small firms that are defense-dependent, but do not sell directly to the DOD or defense-related prime contractors. Services include counseling, training and information resources and cover areas such as business planning, start up, market research, strategic planning, global trade opportunities, doing business with the government and Military Reservist Economic Injury Loans. The program is administered by the FSBDCN and funded by the SBA. DETA Specialists are located at SBDCs in Pensacola, Tampa, Melbourne and Homestead. Contact Sharon O'Hara, Program Coordinator, at (850) 595-6067.

Veterans' Business Outreach

The Veterans' Business Outreach Center (VBOC), administered by the GCCC SBDC in Panama City, is a specialized program funded by the SBA's Office of Veterans Affairs. VBOC conducts research, counsels, and educates veterans interested in starting or growing a business in Alabama, Florida, Georgia, Kentucky, Mississippi, N. and S. Carolina, and Tennessee. For more details, call (800) 542-7232 or email vboc@knology.net.

Statewide Veterans' Impact Review

2,220 Counseled

2,013 Training Event Attendees

\$9M in Capital Formation

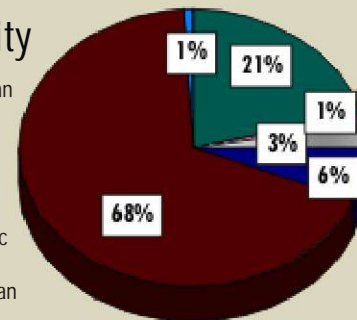
\$24M in Contract Awards

68 Startup Businesses

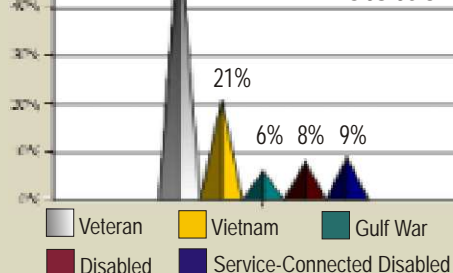
618 Jobs Created/Retained

Ethnicity

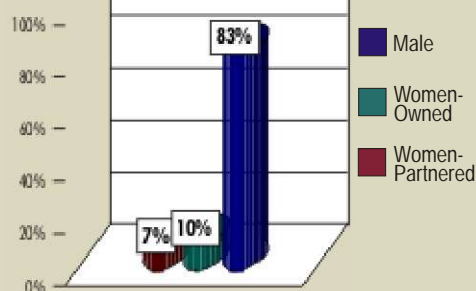
- Hawaiian
- White
- Black
- Asian
- Hispanic
- Native American



Veteran Status



Gender



Procurement Technical Assistance Center (PTAC)

The Florida Procurement Technical Assistance Centers (PTAC), a specialized program under the Florida Small Business Development Center Network, assists Florida firms across the state on how to conduct business with local, state and federal government agencies. Funded by a Cooperative Agreement through the Department of Defense (DOD) and the University of West Florida (with four other major universities as sub-recipients), six Procurement Specialists provide free, one-on-one assistance to businesses throughout Florida that wish to participate in government contracting at all levels.

In 2002, PTACs served 3,280 Florida businesses, resulting in over \$81 million in state and local government contracts (prime and sub) and over \$149 million in federal contracts as reported by program clients who shared that information. In the 16 years that the Florida PTAP has existed, its clients have won over \$3.8 billion in contracts, helping to create/retain 80,407 jobs in Florida.

3,280 Businesses
Counseled in Contracting

29,288 Businesses
Trained in Contracting

\$149M in Contract Awards
Received by PTAC Clients

\$81M in Minority & Women-Owned
Contract Awards Received by PTAC Clients

5,051 Jobs
Created/Retained

"Global Business Solutions, Inc. attributes much of its growth to the Procurement Technical Assistance Center (PTAC)..." says Terri. "Laura showed us how to give the government the 'cow', not the 'bull'."



▲ Terri Ramos and Laura Subel
▼ Randy Ramos (right)



Global Business Solutions

contributed by Laura Subel, PTAC State Program Manager

In 1995, the year Global Business Solutions Incorporated (GBSI), Randy Ramos, owner and CEO, attended a workshop on "How to do Business with the Government" facilitated by PTAC's program manager Laura Subel. The course offered a basic roadmap and a list of points of contact for state, local and federal agencies. Using this information, Randy and his wife, Terri, co-owner of Global Business Solutions, developed a plan to capture government business. After PTAC assistance with their Minority Business Enterprise application, Laura recommended that they attend an on-site MBE certification workshop and trade show at the University of West Florida. GBSI was certified on the spot as a Florida MBE. Their first award was a 5-year computer software training contract with the State of Florida. Laura reviewed their proposal and made vital recommendations that led to the award.

At the time, GBSI, a Pensacola-based technical training and consulting company, operated out of the Ramos' home. Randy traveled to client sites providing mainly Oracle training and consulting to state agencies, private corporations and other

computer training companies. Their goal was to teach two classes per month. In 1997, they moved their business to a 1200 square foot office and hired an administrative assistant and independent consultants to fill the demand. As their business grew, they opened their own training center. They expanded their office space to include an 1100 square foot state-of-the-art classroom that accommodates 16 students. They added a sales person and 2 more administrative personnel to handle the scheduling and courseware fulfillment.

GBSI became a school for independent study licensed by the Florida Department of Education and grew to become the largest independent Oracle training provider in the U.S. It was time to expand their offerings to include the latest technology, such as Java and web authoring. GBSI now employs 8 full-time personnel and 15 contracted instructors and consultants. They offer over 300 technical courses providing solutions for the entire corporate enterprise. They also added a development center and are now producing computer-based training (CBT), web-based training (WBT) and virtual classroom learning (VCL). The number of classes taught averages 12 per month. "We have the perfect business situation," says Randy. "We have a team of knowledgeable experts at GBSI that work together to create the best training and consulting experience, whether it's for an individual, a Fortune 1000 company, or a government agency. This is evident in the repeat business we're experiencing."

Recently, GBSI had an opportunity to bid on a contract with the Naval Education and Training Professional Development and Technology Center. They contacted PTAC for assistance, and Laura was sensitive to the time-critical response. Terri explains, "Laura told me to get my information together and meet with her in two days. The important thing," she said, "is to give them all the information they are requesting. We showed up with a ton of paperwork. She red-lined about half of it and showed us how to take the fluff out. She said the government wants 'all cow and no bull'. By the time we finished, our proposal was succinct, to the point, with no 'bull'.

Laura advised them how to develop a price proposal and even contacted the Navy contracting officer to clear up questions that would affect pricing. "Most importantly, she raised many questions we would not have considered. She helped us put together a proposal that protected both us and the government." GBSI was awarded the contract for \$79,000. In two months, it has grown from \$79K to \$180K. The Navy is currently discussing adding more classes to the contract.

Meanwhile, GBSI is working on the Small Business Administration's 8(a) Business Development Program certification. Again, Laura is playing an instrumental role in preparing the application. Global Business Solutions admits the process seems huge and unattainable, at times, but with Laura's guidance, they have organized their corporate and financial information and plan to submit the application in April. Laura is walking them through every detail and GBSI expects a smooth acceptance process because of the PTAC assistance. "We have been approached by vendors promising 8(a) certification for fees up to tens of thousands of dollars," says Terri.

"The PTAC advice is a free service," says Terri. "Their expert staff has the experience and willingness to assist, and Laura keeps us focused and on track. The Procurement Technical Assistance Center continues to be an invaluable asset to our business in pursuing government contracts."





Congressman Boyd Receives FSBDC Award

In July, the GCCC SBDC and FSBDCN presented Allen Boyd the *Small Business Dividend Award* at the SBDC's 2nd Annual Congressman Allen Boyd Conference for his lifelong support of small business. The conference attracted more than 100 attendees and featured exhibit booths, workshops, women-in-business programs and a keynote address from Scott Dennison, Director of the Center for Veterans Enterprise in Washington, D.C.

FAU SBDC Earns ISO Designation

In December, the FAU SBDC successfully completed an intensive audit by an independent ANSI-RAB accredited registrar, and is now an ISO 9001:2000 registered organization. The implementation of quality standards and the attainment of ISO Registration demonstrate the FAU SBDC's dedication to its ultimate goal of exceeding customer expectations through the pursuit of excellence and continuous improvement. Senator Jeff Atwater recognized the SBDC during a meeting in his Palm Beach Gardens office.



FSBDC Clients and Volunteers Receive U.S. SBA Awards

Annually, small business owners and advocates are recognized by the SBA for their achievements and dedication to an entrepreneurial spirit that fosters growth in Florida. Congratulations to the following FSBDCN clients and volunteers who were nominated by the UNF, FAMU and FAU SBDCs and won at various 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

North Florida District:

Josephine (Jody) Richards
East Coast Greenery, Inc., Atlantic Beach

1st Runner-Up South Florida District:

Rene Balmaseda
Greene Beech Advertising & Design, Ft. Lauderdale

Accountant Advocate of the Year

North Florida District:

Eve Brown, CPA
Presser, Lahnen & Edelman, Jacksonville

SE U.S./Regional:

Pedro Luis Campo
Pedro Luis Campo, CPA, Miami

Financial Services Advocate of the Year

State/North Florida District:

Gilbert Levy, Jr.
Perkins State Bank, Gainesville

South Florida District:

Christopher Large
Union Planters Bank, N.A., Boca Raton

1st Runner-Up South Florida District:

Kaela Lerner
Wachovia Bank, Boca Raton

Young Entrepreneur of the Year

State/Regional/North Florida District:

Michael Brown
BrownINK Designs, Inc., Jacksonville

Minority Small Business Advocate of the Year

North Florida District:

Arlisa Jackson
ARJA Enterprises, Inc., Jacksonville
State/Co-Winner South Florida District:

Eve Bazer
City of Ft. Lauderdale

Small Business Exporter of the Year

State/North Florida District:

Teresa Elmore
Triangle Maritime Exports, Jacksonville

Women in Business Advocate of the Year

State/North Florida District:

Erin Shirley
Priority Management-Jacksonville, Inc.
South Florida District:
Rose Lee Archer
Rose Lee Productions, Inc., Boca Raton

Small Business Journalist of the Year

North Florida District:

Juana Jordan
Business Writer, Tallahassee Democrat
State/South Florida District:
Lucy Chabot Reed

Women's Business/SF Business Journals, Deerfield Bch.

1st Runner-Up South Florida District:

Peter Zalewski
World City Business, Coral Gables

FSBDC Performance Awards



Award recipients present at the 2002 Professional Development Conference in St. Augustine:
(Left-Right and Front-Back) Eunice Choi; Kristene Manning; Sharon O'Hara; Ricki Shoraka; Tom Hermanson; Miquies Nieves; Ken Stephanze; 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 start and grow successful businesses in Florida. The FSBDC is proud to recognize the following award winners:

Star Performer

- Eunice Choi, UCF SBDC, Orlando

Excellibur 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, BCC SBDC, Melbourne
- Len Hamel, USF SBDC, Tampa
- Mark Patrick, UNF SBDC, Jacksonville
- Glenn Gillyard, UWF SBDC, FWB
- Ray Schumann, FGCU SBDC, Ft. Myers

Regional Certified Business Analyst (CBA) Impact Awards

- Miguel Nieves, FAU SBDC, Miami
- Eunice Choi, UCF SBDC, Orlando
- Jim Parrish, USF SBDC, Tampa
- Sharon O'Hara, FGCU SBDC, Ft. Myers
- Kenneth Stephanz, IRCC SBDC, Vero Beach

Regional Employee of the Year Awards

- Parbatee Chang, FAU SBDC, Boca Raton
- Tom Hermanson, UWF SBDC, FWB
- James Smith, SCC SBDC, Sanford
- Kristene Manning, USF SBDC, Tampa
- Peggy Chambers, FGCU SBDC, Ft. Myers
- Ricki Shoraka, UNF SBDC, Jacksonville
- Andre Brewton, GCCC SBDC, Panama City

Statewide Advisory Board

The FSBDC Network's Statewide Advisory Board provides advocacy for the FSBDC and the participating Universities and Community Colleges, as well as provides advice and counsel to the State Director of the Florida Small Business Development Center to advance and improve overall Network administration and programmatic operations.

Chair:

- Mike Donnelly, C.A., Beacon Management - Management Consultants, Pompano Beach

Vice Chair:

- Judith Dacey, CPA, Small Business Resources, Inc., Orlando

Permanent Co-Chair:

- Parks Dimsdale, Executive Vice President, University of West Florida, Pensacola

State Director:

- Jerry Cartwright, FSBDC Network, Pensacola

Counsel to the Board:

- Fred Martin, President, Fred A. Martin & Associates, Inc., Tallahassee

Members:

- Stephen Beasley, President, Beasley & Associates, Tallahassee
- Bobby Branning, Community Development Manager, Gulf Power Company, Pensacola
- Bryan Desloge, Owner, Desloge Home Oxygen and Medical Equipment, Tallahassee
- Lloyd Fernald, Professor, UCF COBA, Management Department, Orlando
- David Hurley, President, Landmark Engineering & Surveying, Tampa
- Thomas Keon, Dean, UCF COBA, Orlando
- Todd Kocourek, President/CEO, Florida First Capital Finance Corporation, Tallahassee
- Louls Laubscher, Sr. Director, Capital Development, Enterprise Florida, Orlando
- Ed Linsenmeyer, Technology & Transfer Officer, Coastal Systems Station, Panama City
- David Mealor, Florida House of Representatives, Tallahassee
- Dan Regelski, Director, FGCU SBDC, Ft. Myers
- Keevin Williams, Vice President, FBBIB, Inc., Tallahassee

Ex-Officio Members:

- Jeff Atwater, Florida Senate, Tallahassee
- Stephen Birtman, State Director, NFIB, Tallahassee
- Barbra Boutin, Exec. Director, FEDC, Tallahassee
- Bob Cordes, Manager, Economic Development, Gulf Power Company, Pensacola
- Lynn Douthett, SBDC Project Officer, U.S. Small Business Administration, SF District, Miami
- Bill Herrie, Vice President, Government Affairs, Florida Retail Federation, Tallahassee
- Windell Paige, Director, DMS Minority Business Advocacy & Assistance, Tallahassee
- Frank Ryll, President, Florida Chamber of Commerce, Tallahassee
- Thomas Stahl, Exec. Director, FUBA, Tallahassee

FSBDC Network Hosts Legislative Events



2003 - Bob Graham



2002 - Bill Young



2001 - Connie Mack



Inaugural - Andy Ireland

Annually in March, the FSBDC hosts a **Capitol-Business Briefing and Reception** at the Florida House on Capitol Hill in Washington, D.C. to provide an exciting, informal way to brief the Florida Congressional Delegation regarding the impact of federal funding on the overall economy of the Florida small business community and, in particular, the impact in each member's district. A unique part of the event is the recognition of a Floridian whose service to the state has included strong support of small business issues. Past award winners include: Bob Graham in 2003; Bill Young in 2002; Connie Mack in 2001; and Andy Ireland as the inaugural winner. Representatives from key partner organizations are invited to provide an opportunity to discuss the value of the SBDC program. Regional SBDC Directors represent the Network at the event.



2002 - Senator Clary; Morris Marx; Jerry Cartwright



2002 - (L-R) Irene Hurst; Representative Waters; Eileen Rodriguez; Jerry Cartwright



2001 - (L-R) Jerry Cartwright; Senator McKay; Representative Rubio; Frank Brogan

The FSBDC held its **Third Annual Product Exposition, Luncheon & Reception** on the 22nd Floor of The Capitol, in February 2002, 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. FSBDC State Director Jerry Cartwright, UWF President Morris Marx and Paul Ledford, from the Florida Chamber, presented the **2002 Small Business Dividend Award** to Senator Charlie Clary and Representative Leslie Waters for supporting small business issues. Senator John McKay and Representative Marco Rubio were the 2001 award winners.

Recognizing Our Partners In Business



The SBDC program is partially funded by the U.S. SBA and administered by UWF. SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.

Covering the State of Florida

<p>1 Pensacola 850-595-5480</p> <p>2 Ft. Walton Beach 850-863-6543</p> <p>3 Panama City 850-271-1108</p> <p>4 Tallahassee 850-599-3407</p> <p>5 Jacksonville 904-620-2476</p> <p>6 Gainesville 352-334-7230</p> <p>7 Ocala 352-622-8763</p> <p>8 Orlando 407-823-5554</p> <p>9 Daytona Beach 386-947-5463</p> <p>10 Sanford 407-321-3495</p> <p>11 Kissimmee 407-847-3174</p>	<p>12 Melbourne 321-632-1111</p> <p>13 Tampa 813-905-5800</p> <p>14 Largo 727-549-6393</p> <p>15 Temple Terrace 813-914-4007</p> <p>16 Bartow 863-534-5941</p> <p>17 Venice 941-408-1413</p> <p>18 Ft. Myers 239-225-4220</p> <p>19 Immokalee 239-658-3327</p> <p>20 Naples 239-434-4804</p> <p>21 Boca Raton 561-297-1140</p> <p>22 Vero Beach 772-978-6532</p>	<p>23 Ft. Pierce 772-462-4756</p> <p>24 Stuart 772-283-1816</p> <p>25 Palm Bch Gardens 561-504-0920</p> <p>26 Ft. Lauderdale (Office Depot) 954-771-9173</p> <p>27 City of Lauderhill 954-730-3019</p> <p>28 Ft. Lauderdale (Broward Library) 954-357-8068</p> <p>29 Miami (Festival Plaza) 786-388-9040</p> <p>30 Miami (Office Depot) 305-858-4606</p> <p>31 Key West 305-292-2396</p>
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