

## FSBDC Participates in SBA Minority Leadership Briefing SBA/Disney NEC Orlando



US SBA Administrator Hector Barreto

The FSBDC Network State Director's Office (SDO) kicked off its Summer 2004 outreach program at the SBA Minority Leadership Briefing at the SBA/Disney National Entrepreneur Center in Orlando. The program was organized by SBA as a prelude to the "SBA Expo 04, Celebrating National Small Business Week" and SBA's 50th Anniversary.

Leaders from more than 50 minority business support organizations from across Florida were addressed by the Honorable Hector V. Barreto, SBA Administrator, on the importance of small business to the nation's economy. The Administrator's address was followed by a briefing for the participants from SBA's National Ombudsman, Michael Barrera, and other key organizations that provide support for minority business development. Lewis Attardo, Statewide Program Manager for Business Technology Commercialization, provided the attendees with an overview of the Florida SBDC Network's services and highlights on its accomplishments during its 28 years of service to the Florida business community. Lew provided the audience with information on some of the services offered through the FSBDC's Statewide Network of more than 30 offices and on its Special Programs and assistance to minority business.

Following the briefing, the speakers participated in a luncheon hosted by SBA where the final plans for the Expo 04 Celebration were unveiled. The Florida SBDC Network hosted a booth at the Expo 04 in Orlando from May 19th through the 21st and also represented the national ASBDC at the event. More than a dozen FSBDC Network staff from several Regional Centers and the SDO shared information with hundreds of attendees who stopped by during the three-day celebration.



# Florida's Business DIVIDENDS \$ Newsletter

Editor: Kelly McLeod

Summer 2004

"Office Depot is committed to providing our customers with what they need, and what they need to know," says Monica Luechtefeld, EVP Global E-Commerce, Office Depot. "Given the success of the program in South Florida, we are planning to bring this program to similar SBDC centers in other stores in Florida and the rest of the country later this year."

## FSBDC and Office Depot Partner to Support Small Business

contributed by the SBDC at Florida Atlantic University, Boca Raton



- ▲ Ribbon-cutting ceremony officially announcing the partnership of Office Depot, SBA, SBDC at FAU and the FSBDC Network
- ▼ SBDC workshop at Miami Office Depot Learning Center



In May 2001, FAU College of Business Dean Bruce Mallen invited Small Business Development Center (SBDC) Director Nancy Young to a meeting with Monica Luechtefeld, Executive Vice President of E-Commerce for Office Depot. Luechtefeld was interested in learning more about the College of Business' programs for small business and wanted to demonstrate a new technology initiative that Office Depot had developed for small business.

Having gained, during the meeting, a full appreciation of Office Depot's focus on small business, Mallen and Young presented to Luechtefeld, a vision to provide SBDC training and counseling inside Office Depot stores. With a majority of Office Depot customers being small businesses, these locations would provide greater visibility for the SBDC, increased access to SBDC programs, and value-added services to Office Depot customers.

Luechtefeld was receptive to the idea. As a result, the vision was discussed with other Office Depot executives and within months, plans were developed

to pilot the project in three of FAU SBDC's largest service areas; Palm Beach, Broward and Miami-Dade Counties. Office Depot would provide professional counseling and training space along with promotional assistance in three stores, and the SBDC would provide on-site training, counseling and marketing of programs for each of the locations.

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Counseling session at Miami Office Depot Counseling Office



SBDC workshop at Ft. Lauderdale Office Depot Learning Center



Counseling session at Ft. Lauderdale Office Depot Counseling Office

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## FAMU SBDC Director Resigns After 21 Years of Service—New Director Appointed



Patricia McGowan



Robert Nixon

After 21 years of dedicated service to the Small Business Development Center at Florida A&M University in Tallahassee, Patricia McGowan, Executive Director, has resigned. McGowan says she has taken the center as far as she could and is ready to take on a new challenge. Talking about the center and small business program she helped reactivate in 1983, McGowan says, "My baby has grown up." Under McGowan's leadership, the center has provided counseling to over 9,000 potential and existing small business owners; conducted more than 800 training workshops with approximately 19,000 participants; and provided specific responses to more than 70,000 requests for information. The center helped its clients create 368 jobs and retain 228; enjoy sales growth of \$12M; and acquire \$3.9M in capital formation. The center's budget increased from a little more than \$12,000 in 1983 to approximately \$300,000 today. McGowan was also responsible for establishing outreach centers in Taylor and Madison Counties.

Patricia McGowan will be sincerely missed by her colleagues and partners, as well as the small business community in the eight county region her center serves.

Operating under the FAMU School of Graduate Studies and Research, on July 20, Dean Chanta Haywood announced the appointment of Robert Nixon as the new SBDC Director, effective August 2. Says Haywood, "Nixon brings to FAMU and the SBDC a notable record of achievements in economic and small business development activity." Nixon has served as the Vice President of Business Development-Expansion and Retention for the Economic Development Council of Tallahassee and Leon County where he was responsible for coordinating all of the business development programs to promote the creation, retention and expansion of local businesses. He began work in economic development at Enterprise Florida, Inc., where his primary charge was to support minority-owned businesses and small business development in Florida's urban core areas. He has also worked with both the late Lawton Chile's and the current Bush administration on urban development and redevelopment programs. "Given Mr. Nixon's outstanding background in economic development...I am confident that he will be an excellent Director who will take the SBDC to its next level of achievement," says Haywood.

## FSBDC and Office Depot Partner to Support Small Business

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SBDC workshop guest speaker and attendees at Miami Office Depot



SBDC workshop at Palm Beach Gardens Office Depot Learning Center

Meanwhile, SBA District Director Francisco "Pancho" Marrero and Deputy District Director Gilbert Colon from the South Florida District office initiated meetings between SBA Administrator Hector Barreto and Office Depot, including CEO Bruce Nelson, to talk about the resourceful alliance. Discussions focused on ways to cooperatively expand outreach to small businesses through technology, financing, marketing and more.

The first SBDC training event was held in February 2002 at the Office Depot store in Palm Beach Gardens. Later that year, two more stores were added in Ft. Lauderdale and Miami. Office Depot hosted ribbon-cutting ceremonies officially announcing the partnership of Office Depot, SBA, SBDC at FAU and the Florida SBDC Network. Administrator Barreto was the guest of honor at the event in Ft. Lauderdale. A co-sponsorship agreement was finalized between the four organizations in 2003.

During the first two years of the partnership, the SBDC presented 561 training events for 1,123 hours; attracted 8,386 attendees consisting of 3,380 business owners, 4,852 women and 470 veterans. The SBDC at Florida Atlantic University more than doubled its training output during the period due to an exceptionally supportive staff and their ISO 9001:2000 registered quality management system. Young says, "The vision continues to be realized. The mission of the SBDC program is to help small businesses become successful. Through this evolving partnership, we have infinite potential to do just that."

At the Florida SBDC Network Professional Development Conference recently held in Ft. Lauderdale, Luechtefeld spoke to the staffs and directors of SBDCs statewide, asking that others follow them "out of the box." Small business owners in Broward, Palm Beach and Miami-Dade Counties benefit from the in-store training, counseling and seminars; in-store signage and promotion; and cooperative advertising.

The partners have worked closely throughout their arrangement to further expand the program. Uniting their missions has created a dynamic and innovative collaboration that substantially benefits the small business community. Based on their experiences, they all agree to the potential for additional rollout in Florida and other key locations throughout the country.

"Office Depot is committed to providing small business owners with the knowledge and support they need to grow their businesses," says Luechtefeld. "The relationship with FAU and the SBDC support this objective. The SBDC has established a presence in three Office Depot stores in South Florida - the first one (in Palm Beach County) started in January 2002. It is convenient for our customers to be able to attend training classes and counseling sessions right there in our stores. It is a triple win relationship for the SBDC, Office Depot and local entrepreneurs."



SBDC workshop attendees at Ft. Lauderdale Office Depot



SBDC workshop at Miami Office Depot



SBDC workshop at Miami Office Depot



Signage at South Florida Office Depot SBDC locations

## Leveraging Community Resources for Business Retention and Growth: SBDC Use Of Volunteer Advisory Boards

contributed by the SBDC at University of Central Florida, Orlando

**"As Mayor of the City of Orlando, I recognize the success of the Advisory Board Council Program and its efforts in economic development and strengthening economic diversity. Based on the first year's success, the community is rallying behind this economic development program and that is a testament to the Council's efforts to support small business," says Buddy Dyer.**

Through surveys and discussions with existing business owners, the SBDC at UCF determined that "next-level" business advisory services could have the potential of improving revenue and profit growth as well as job retention and creation. These more mature companies, that also tend to offer the most opportunity for economic development, suggested that the SBDC make this expert advice available as part of their no-cost business assistance services. To accomplish this, the SBDC at UCF established the "Advisory Board Council" to expand the resources offered to established business owners so that they could maximize the potential for company growth.



Program Manager Carrie Duvall shares the program successes, thanks participants and welcomes questions at Council Reception

The Council is funded by Orange County Government, along with promotional sponsorships through the Orlando Business Journal newspaper, to serve as an economic development program operating within the SBDC at UCF. The goal of the program is to serve 50 mid-market companies in the first year, and the program expects to meet its goal. Program metrics include recording a company's starting revenue, operating and profit margins, cash flow and number of employees. Company progress is evaluated quarterly by assessing revenue,

profitability or margin growth, and job retention and creation. Also tracked quarterly is the number of "in-kind" hours contributed by the program volunteers and the estimated market value of that time.

The program so far has the support of over 250 volunteers with commitments of 8-12 hours per quarter for one-year assignments. In the first six months of operation, the Council has generated more than 1,377 hours of volunteer time valued at over \$200,000 for 39 client companies. Also, even though it is still early in the program, clients have already solved significant problems and several are projecting explosive growth. Upon entry, the average Council client has been in business 7.5 years with annual revenue of almost \$2.53M and 13 full-time employees. Total revenue of the 39 companies for 2003 was \$82M with 820 full and part-time employees; 2004 projected revenue is over \$100M with more than 895 total employees. Examples of achievements to-date include:

- A data-related marketing firm had February 2004 sales of \$300,000; equal to full-year 2003 revenue.
- A fitness-related business started with one location has grown to 4 in less than 6 months, adding over 60 jobs and projected taxable revenue of over \$3M.
- A \$1.2M marine product manufacturer worked with its board to secure an additional \$1.5M funding through private investments.
- With support and encouragement from the marketing expert on their board, a small catering company gained 44 new clients in one quarter—38 of which were in the client's newly identified target customer-profile.
- A client (Sharad Mehta) of the SBDC at UCF, and one of the first chosen to be assigned an advisory board, was selected as the SBA 2004 Small Business Person of the Year for Florida.



UCF President John Hitt and Sharad Mehta (award winner) at Quarterly Council Reception



Attendees at Quarterly Council CEO Roundtable



Al Polfer, Director of SBDC at UCF, at Quarterly Council Reception



## Small Business in the Sunshine Conference

**A Procurement Opportunities Conference, coordinated by the Florida Procurement Technical Assistance Centers and the Eglin AFB AAC/Small Business Office, to assist Small Businesses, Small Disadvantaged Businesses, HUBZone, Veteran and Women-Owned Businesses in conducting business with the Federal Government and Prime Contractors.**



Sponsored by

- Congressman Allen Boyd
- Florida Procurement Technical Assistance Center, a specialized program of the FSBDCN
- Greater Fort Walton Beach Chamber of Commerce
- Air Armament Center, Eglin AFB
- Veterans' Business Outreach Center
- UWF Small Business Development Center

**WHEN** Wednesday, November 17, 2004  
8:00 a.m. to 4:00 p.m.

**WHERE** Hilton Sandestin Beach and Golf Resort  
Destin, Florida – tel: 800-367-1271

**FEE** Pre-registration by Nov 8 – \$25.00  
Walk-in registration – \$35.00

### TENTATIVE AGENDA

- Welcome by Congressman Allen Boyd
- One-on-One Counseling or Seminars  
*Meet with individual representatives from federal, state and local government agencies and major prime contractors*
- GSA Federal Supply Schedules—What Are They? Is There One for Your Service or Product?
- IRS Hints for Small Businesses/How to Prepare for an Audit
- The Government's FORMAL Source Selection Process
- DoD Email—6 Weeks to Reach a New Market
- AFWAY—Air Force IT Purchases—How Do I Participate?
- Are You Prepared for Pre-Award Survey or Audit?
- What's New for Service-Disabled Veteran-Owned Small Businesses?

A Welcome Reception and Networking will be held Tuesday, November 16 from 6:00 - 7:00 p.m. including hors d'oeuvres and pay-as-you-go bar.

Invited Exhibitors include federal and state agencies and large prime contractors.

For additional information, call the Eglin Small Business Office at 850-882-2843 x1 or the Procurement Technical Assistance Center at 850-473-7806. Agenda changes will be posted at [www.fptac.org](http://www.fptac.org).

## Minority Business Outreach

From July 1, 2003 to June 30, 2004, the Florida SBDC Network continued its strong support of Florida minority business development.

### Statewide Minority Impact Review

4,063 Minority Clients Counseled

38.8% of Total Clients

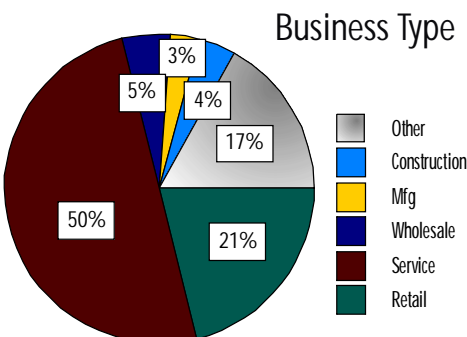
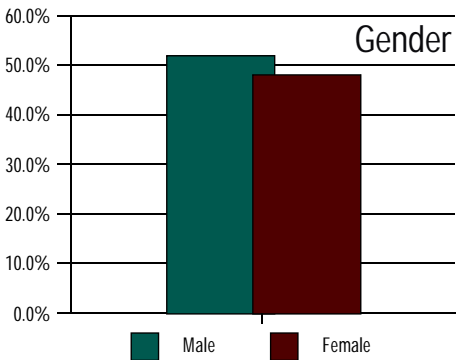
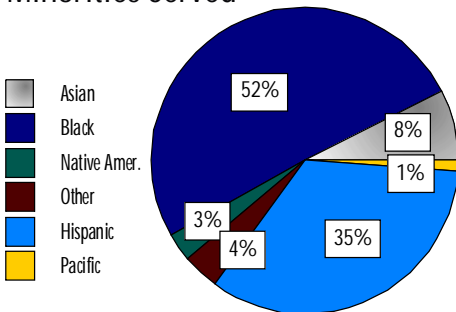
\$28.9M in Capital Formation

\$61.5M in Sales Growth

173 New Business Start-Ups

1,973 Jobs Created/Retained

### Ethnicity of Minorities Served



## FSBDC Network Client Receives Florida's 2004 Ernst & Young Entrepreneur of the Year Award for Realizing Business Potential

contributed by the SBDC at Brevard Community College, Melbourne



Moses and Emma Harvin

American Services Technology, Inc. is a leading provider of professional services to commercial business, city, state and federal government agencies. ASTI provides critical support services in areas such as logistics, training, maintenance services, contract management, cost reduction initiatives, base operations services and records management. Headquartered in Florida, ASTI is a small Minority Business Enterprise (MBE) and a Small Business Administration certified 8(a) company. ASTI entered the Florida/NASA Business Incubation Center in Titusville with only two employees in 1996. They graduated from the Incubator in 1998 and went out as an independent

business. Today, they employ a staff of more than 100, and they continue to grow. In the last 5 years, ASTI has grown over 733%, bringing in revenues of \$7.2 million in 2002.

Emma L. Harvin and Moses L. Harvin, Vice President and President/CEO of American Services Technology, Inc., have been clients of the Florida SBDC Network since 1995. Early in the company's development, the Small Business Development Center at Brevard Community College provided the Harvins assistance with expanding its client base to Patrick Air Force Base and NASA. With SBDC assistance, the Harvins obtained MBE and SBA 8(a) distinctions. The Harvins attended business management training programs co-sponsored by the Brevard SBDC and the Florida/NASA Incubator. They also traveled to Tallahassee as honorees and exhibitors for the FSBDC Product Exposition at The Capitol in 2001 and have been a supporter of the SBDC's Veterans' Conferences.

Richard J. Dobkin of Ernst & Young recently announced the recipients of Florida's 2004 Ernst & Young Entrepreneur of the Year Awards at an awards gala, in Orlando. The Harvins received Florida's 2004 Ernst & Young Entrepreneur of the Year Award in the category of Realizing Business Potential. Awards in a diverse range of industry categories are given to entrepreneurs who have demonstrated success in such areas as innovation, financial performance and personal commitment to their businesses and communities. The Harvins are now eligible for the Ernst & Young National Entrepreneur of the Year Awards. The national award recipients and finalists will be announced and honored at the Ernst & Young National Entrepreneur of the Year Awards in Palm Springs, California on November 20, 2004. Jay Leno will serve as master of ceremonies for the evening.

In late 2003, ASTI was ranked among the top in the annual listing of America's 500 fastest growing privately-held companies. The Inc. 500 designation is widely regarded as the most prestigious indicator of growth among independent companies in the US.

Other prestigious awards and certifications received by ASTI include: Small Business of the Year - 45th Space Wing, Patrick AFB in 2000; Small Business of the Year - National Minority Supplier Development Council in 1999; Small Business of the Year (Finalist) - Cocoa Beach Area Chamber of Commerce in 1999; Better Business of the Quarter - Cocoa Beach Area Chamber of Commerce in 1998; Certified Small Business 8(a) - U.S. Small Business Administration in 1998; Certified Minority Business Enterprise - State of Florida in 1998; Certified Minority Business - National Minority Supplier Development Council in 1997; and MBE Leadership of the Year - National Minority Supplier Development Council 1997.

ASTI is a member of the following professional associations: Cocoa Beach Area Chamber of Commerce; Space Coast Economic Development Council; National Minority Supplier Development Council; and National Contract Management Association.

Major ASTI clients, including private companies and government agencies, that have utilized American Services Technologies support service skills are: Computer Sciences Raytheon; Lockheed Martin / Perry Technologies; Johnson Controls; Pratt & Whitney Corporation; Space Gateway Support; MacDill AFB, Florida; Patrick AFB, Florida; and US Department of Justice/INS.

Visit American Services Technology, Inc. on the web at [www.americanservicestech.com](http://www.americanservicestech.com).

## Florida SBDC Network Minority Client Highlights

**"Seminole Community College's Small Business Office has been a huge help to me over the years," says Don Brown, President, Blake Inc.**



Don Brown

### SBDC Assists Client With Product Production and Growth Goals

contributed by the SBDC at Seminole Community College, Sanford

Don Brown has worked with Seminole Community College (SCC) and its Small Business Development Center for several years in his role as a product developer. Because of his long-standing relationship with the SBDC at SCC, Brown brought his partners in Blake Inc. to meet with the staff and discuss his latest endeavor. Blake Inc. is marketing a product that was patented by Emory Blake in response to a need he had observed in the marketplace. According to Blake, "As our population ages and grows larger, it is very difficult for the elderly and the size-challenged to care for their feet." So Blake invented the "Shower Buddie"

which allows these individuals to clean and care for their feet. Brown was brought in to develop the product for market and set up the production. He has brought the company to a 13,000 square foot production facility in the Sanford area. When full production is achieved in the next six months, he is anticipating employing up to 30 residents of that area. The SBDC at SCC, with its ties to the Central Florida Business Incubation Center, which is directed at light manufacturers, is a good match to assist Blake Inc. with achieving its growth goals. Be looking for the "Shower Buddie" as it makes its appearance on the Home Shopping Network, QVC and the Shopping Channel in the near future.

### Entrepreneur Secures SBA Loan With SBDC Assistance

contributed by the SBDC at Florida Atlantic University, Miami

**"I would definitely recommend the Small Business Development Center at Florida Atlantic University in Miami to any of my friends or business acquaintances who are looking to succeed in their business because they have done an amazing job in making one of my business goals come true," says Carlos.**



L-R: Carlos Reyes, Edna Cabrera and Miguel Nieves

Carlos Reyes and his wife, Edna Cabrera, started a doughnut business in February of 2002 and have been very successful. Among the products they offer are a full deli court with a line of soft drinks, natural juices and coffee-making items. However, they have learned that their business is not an easy business. Carlos says, "There is a lot of competition and most of it comes from big companies that have been established for many years." Reyes knows what he's talking about. Since 1977, he has managed stores

for companies such as Stan's Doughnuts in California and Dunkin' Doughnuts in Miami. "I decided that in order for me to be more competitive and, at the same time, offer a better and less expensive product to my clients, I needed to provide better customer service. Customer service together with my own personal recipes have been the most important ingredients to my business success..."

Two factors are important to the business' success. First, it is family-operated. Secondly, it is located close to one of the campuses of the Miami-Dade Community College and to the office of the Social Security Administration. "This is a great opportunity," says Carlos, "because we have a constant flow of customers." Still, the competition with large companies presents significant challenges. "With big companies such as Dunkin' Doughnuts and Krispy Kreme, I needed to increase my production without sacrificing the quality of the product," says Carlos. "Up to that moment I was preparing the doughnuts by hand. I knew that in order to supply the demand for my product, I needed to acquire a machine that mixes the ingredients so that I could dedicate more time to visiting and finding new clients for my product."

In his search for assistance, Carlos attended a seminar offered by the City of Miami in combination with the Small Business Administration. After listening to SBDC Certified Business Analyst Miguel Nieves give a presentation, Carlos decided to contact him. Soon they were collaborating on an application for an SBA guaranteed loan. Miguel remembers, "Mr. Reyes came to our office in need of assistance that would help him in securing an SBA loan to acquire a piece of equipment that will allow him to increase the production of doughnuts." Armed with counseling and an effective application, Carlos secured an SBA-backed loan for \$31,000. Since obtaining the loan, Carlos' business has grown 100-percent, and he has been able to employ two additional people.

### Sweet Dreams Become a Reality for Miami Entrepreneur

contributed by the SBDC at Florida Atlantic University, Miami



Claudia Patricia Tuck

Marketing managers become accustomed to attending trade shows. It's part of their routine. So it was with Claudia Patricia Tuck, a former marketing manager for Florida Power and Light Fiber Net. Yet rather than yawn and sleep-walk through "just another trade show," Claudia kept her eyes and ears open. Through talking to exhibitors, she discovered that entrepreneurs in the confectionary industry can be very successful. The experience led her to consider becoming a candy retailer herself.

After counseling sessions with Miguel Nieves, a Certified Business Analyst at the Small Business Development Center FAU's office in Miami, Claudia was approved for a commercial loan and opened her own candy store in the Lincoln Road Mall. Location is always crucial for a storefront business and Lincoln Road offers many advantages. Pedestrian traffic, including seasonal tourists and local residents, is always strong in the area, enabling Claudia to add toys and other gift items to her inventory of high quality candy products. As a marketing expert, Claudia also realized the value of a catchy name for her store. She soon settled on Sweet Dreams Candies.

Claudia first discovered CBA Miguel Nieves through a referral from the Miami Chapter of SCORE. Miguel, a loan veteran of many years with the SBDC, met with Claudia in May. Immediately, he recognized in her a prime prospect for a significant SBA-guaranteed commercial loan. Claudia's credentials in marketing were extensive, and she had a clear vision of what she wanted to accomplish. Miguel assisted her in putting together a compelling business plan. The result was a loan for \$100,500 from Northern Trust Bank.

With business booming, Claudia has hired an employee and devoted herself to making her new business succeed. She gratefully acknowledges the assistance she received from Miguel and the SBDC.

*"I will definitely continue to recommend the FAU SBDC to any of my friends or business acquaintances who are looking to succeed in their businesses," she says. "The SBDC has done an amazing job in making my 'Sweet Dreams' come true."*

## Florida SBDC Clients and Volunteers Recognized for Entrepreneurial Spirit

Annually, small business owners and advocates are recognized by the US SBA for their achievements and dedication to an entrepreneurial spirit that fosters growth in Florida. Congratulations to the following FSBDC Network clients and volunteers who were nominated by Florida SBDCs and won at the State, Regional and/or District levels for 2004.

### Small Business Person of the Year

State and North Florida District

Sharad Mehta, President  
ScreenWorks U.S.A., Inc.  
Orlando, Florida

### Financial Services Advocate of the Year

North Florida District

Benjamin H. Moore, CPA, PA, President  
Benjamin H. Moore, CPA, PA  
Maitland, Florida

### Minority Small Business Advocate of the Year

North Florida District

Charles Griggs, President  
The Griggs Agency, Public Relations & Advertising  
Jacksonville, Florida

South Florida District

Samuel Williams, Vice Chairman  
Christian Business Consortium  
Parkland, Florida

### Home-Based Business Advocate of the Year

North Florida District

Charlie Derrick, President/Business Coach  
Action International – First Coast  
Jacksonville, Florida

### Small Business Journalist of the Year

North Florida District

Joseph F. Coombs, Business Writer  
The Gainesville Sun  
Gainesville, Florida

State and South Florida District

Marcia Heroux Pounds, Business Columnist  
Sun-Sentinel  
Fort Lauderdale, Florida

### Family-Owned Small Business of the Year

North Florida District

Roger S. Williams, President  
Quality Sign Company  
Jacksonville, Florida

### Women in Business Advocate of the Year

First Runner-up South Florida District

Kristina Jones Sommerkamp, Founder  
Sommerkamp Insurance and Financial Services  
Boca Raton, Florida

## Network Employees and Volunteers Recognized for Outstanding Service and Dedication



Award Winners present at a Recognition Luncheon held during the FSBDC Network's 2004 Professional Development Conference in Fort Lauderdale

Front L-R: Mario Iezzoni; Kevin Monahan; Ken Stephanz; Lucy Davison; Dan Cavanaugh; Back L-R: Ben Dobson; Suzanne Specht; Phil Scruton; Diane Mullen; Carole Hart; Julio Estremera

On June 7, more than 135 Florida SBDC Network professionals, volunteers and conference attendees gathered to recognize fellow SBDC employees and volunteers who consistently go above and beyond in their day-to-day work. As Assistant State Directors David Weeks and Katherine Hoelscher recognized each award winner, SBDC Regional Directors got up to talk about the extraordinary work of their staff and volunteers. And, as to be expected, awardees walked away from the stage with smiles on their faces.

Each year, FSBDC Network employees and volunteers are recognized for their outstanding service and dedication in supporting and fulfilling the Network's mission to help entrepreneurs start and grow successful businesses in Florida. The awards are presented at a Recognition Luncheon scheduled in conjunction with the FSBDC's Annual Professional Development Conference.

The award categories include: Excalibur Award for Excellence; Statewide Volunteer of the Year; Regional Volunteer of the Year; Regional Certified Business Analyst (CBA) Impact; and Regional and State Director's Office Employee of the Year. In addition, the national Association of SBDCs honors an outstanding SBDC employee from every state as a Star Performer. For Florida, the Excalibur Award winner from the preceding year is automatically nominated for the Star Performer Award. The FSBDC Network proudly recognizes each of the following award winners:

### Star Performer

- Suzanne Specht, SBDC at FGCU, Ft. Myers

### Excalibur Award for Excellence

- Kenneth Stephanz, SBDC at IRCC, Vero Beach

### Statewide Volunteer of the Year Award

- Clay Worden, SBDC at UCF, Orlando

### Regional Volunteer of the Year Awards

- Pamela Demps, SBDC at USF, Tampa
- Howard Caplan, SBDC at UNF, Jacksonville
- Cristina Torrens, SBDC at FAU, Boca Raton
- Bill Patterson, SBDC at FGCU, Ft. Myers
- Denise Wright, SBDC at FAMU, Tallahassee
- Clay Worden, SBDC at UCF, Orlando

### Regional CBA Impact Awards

- Benjamin Dobson, SBDC at UCF, Kissimmee
- Julio Estremera, SBDC at FGCU, Immokalee
- Mario Iezzoni, SBDC at USF, Tampa
- Dan Bevil, SBDC at UWF, Pensacola
- Phil Scruton, SBDC at FAU, Boca Raton

### SDO and Regional Employee of the Year Awards

- Lucy Davison, FSBDCN SDO, Pensacola
- Kevin Monahan, SBDC at UNF, Jacksonville
- Carole Hart, SBDC/PTAC at FAU, Boca Raton
- Kimberly Lee, SBDC at USF, Temple Terrace
- Barbara Gray, FGCU, Ft. Myers
- Dan Cavanaugh, SBDC at UWF, Pensacola
- Diane Mullen, SBDC at UCF, Orlando

"I'm extremely pleased to recognize our statewide outstanding employees and volunteers of the year who exemplify the SBDC program's guiding principles of: service to the client above all else; hard work, individual productivity and continuous improvement; excellence in reputation; being part of something special; recognition and respect for all employees; honesty and integrity; and work is fun," says FSBDC Network State Director Jerry Cartwright. "These dedicated professionals have ensured that entrepreneurs and small business owners receive the best information and assistance possible to contribute to their success. Their customer impact speaks for itself and their customers speak loudly of them. We're proud of their service to the business community and to the institution they represent."



Patricia McGowan, former SBDC Director at FAMU, receives recognition award from Assistant State Directors David Weeks and Katherine Hoelscher for 21 years of service to the SBDC



Dan Regelski, SBDC Director at FGCU, presents Certified Business Analyst Impact Award to Julio Estremera



Janice Donaldson, SBDC Director at UNF, presents Employee of the Year Award to Kevin Monahan

## DETA Program Helps Florida Businesses Prepare for BRAC

contributed by Sharon O'Hara, State Program Coordinator, Defense Economic Transition Assistance (DETA), Pensacola

All attempts to delay BRAC 2005 have failed. With a projected \$417 billion deficit by the end of 2004, we can't count on Congress to delay BRAC in 2005. The Department of Defense (DoD) recognizes that BRAC actions will affect the local economies of the surrounding communities. However, the DoD will seek to close bases quickly to maximize their savings of \$21 billion per year and make property available for reuse.

Markets for some products and services may shift to other states making it hard for Florida businesses to compete. As markets move out of the area, competition for the remaining sales will also be intensified. Current federal contracts will diminish considerably affecting other types of businesses and their support services and suppliers and so on... Basically, we will see a trickle down affect causing lower and lower sales overall and a decrease in the stability in our economies and our communities. Also, keep in mind the government can cancel a contract for convenience, so a bird in the hand, well, may not be a bird in the hand especially if there are option years involved. Waiting to do some serious strategic planning might be fatal for many businesses.

Florida's local defense industry and military installations have a profound \$44 billion annual impact on Florida's economy. Florida has 21 installations and 3 unified commands. And, if Florida is lucky enough not to lose any programs, those businesses that do business outside of the state may see contracts cancelled and their market shift as well. Thus, virtually all states could be impacted to some degree. The 2005 Base Realignment and Closing Round time line looks like this:

- March 2005: The President, in consultation with congressional leaders, will appoint a nine-member base-closing commission.
- May 16, 2005: The Secretary of Defense presents his list to the BRAC Commission and Congressional Armed Services Committee.
- September 8, 2005: The commission has until this time to add or subtract sites from the list and forward it to the President.
- September 23, 2005: The President approves or disapproves the list. If he rejects it, it goes back to the Commission. Neither the President, nor Congress, can make changes to the list.
- October 20, 2005: If the President disapproved, the list, the Commission must resubmit the list with or without modifications. The President then must either approve or disapprove it.
- November 7, 2005: Whether he approves or disapproves the list he must notify the congress. If it is not accepted by the President, Congress can vote to veto his decision within 45 days.
- December 17, 2005: The deadline passes for Congress to veto the President's decision.

There is a growing need for advanced and technical training for contractors, sub-contractors and manufacturers. The Defense Economic Transition Assistance (DETA) program was created to provide government contractors, sub-contractors and manufacturers with the types of specialized training and information they need to achieve their goals as an entrepreneur and to grow their businesses. DETA is proud to provide you with the types of specialized training and information you need not only to prepare for what may face us ahead, but to grow your business, our community, and our economy. Out of the great mass of literature, courses, workshops, classes, and professional and private assistance resources, we have condensed, in two days, the essentials of contracting and subcontracting successfully with the federal government and prime contractors. We've reached out to local executives, managers, agencies, and prime contractors in order to bring you 29 quality mentoring-type workshops. In addition, during lunch, our two keynote speakers will address important topics that you can only get here. Successful business operation is a team project, and this conference encourages team participation by offering a reduced registration fee for additional key personnel from the same company. Now is the time to take advantage of this new advanced and technical business training program. The DETA goal is not only to help you survive but, instead, to thrive!

University of West Florida 2004

Second Annual

## DETA Conference

for Government Contractors, Sub-Contractors and Manufacturers

## Tools for Survival

August 25th & 26th

Radisson Beach Resort, 1110 Santa Rosa Blvd, Ft. Walton Beach, Florida

## You Don't Want to Miss

- BRAC 2005 update given by General Gordon Fornell, Member, Governor Bush's BRAC Advisory Council
- Specialized tracks of training in Accounting, Finance, Management, Manufacturing, Marketing, Procurement and General Topics
- The 29 different courses and an all-day Lean Manufacturing Simulation

Complete Your Registration at [www.FloridaSBDC.com/deta](http://www.FloridaSBDC.com/deta) or call 850-473-7817 for information.

## Women in Business Gather at SBDC's Third Annual Women's Conference



Victoria Peake, Lynda Weatherman, Marj Bartok, and Kathy Schillo

Brevard's best and brightest women in business and economic development gathered at the King Center for Performing Arts in May for a dynamic Third Annual Women's Conference. Victoria Peake, director of the SBDC in Brevard County, moderated a panel of Brevard's women business leaders on Brevard's economic climate and opportunities.

Enlightening the eager participants were Lynda Weatherman, president of the Economic Development Commission of Florida's Space Coast; Marj Bartok, owner of Spherion Staffing, chair of the board of directors of the Melbourne/Palm Bay Area Chamber of Commerce and winner of the NASA women-owned business of the year for 2004; and Kathi Schillo, president and CEO of the Cocoa Beach Chamber of Commerce.

Approximately 100 participants, including a large group of active duty women from Patrick Air Force Base, had an opportunity to participate in the following break out sessions:

- Dr. Carolyn Fausnaugh, PhD and CPA, professor and entrepreneur on Growing Your Business
- Kathleen Rich-New, MBA and MHR on Success Secrets of Successful Women
- Dr. Wanda Bethea, Ed. D., psychologist and executive coach, on Social Responsibility and Business
- Linda Cobb, personnel psychologist and professional coach on Eliminating Chaos, Clutter and Confusion...and Simplifying Your Life

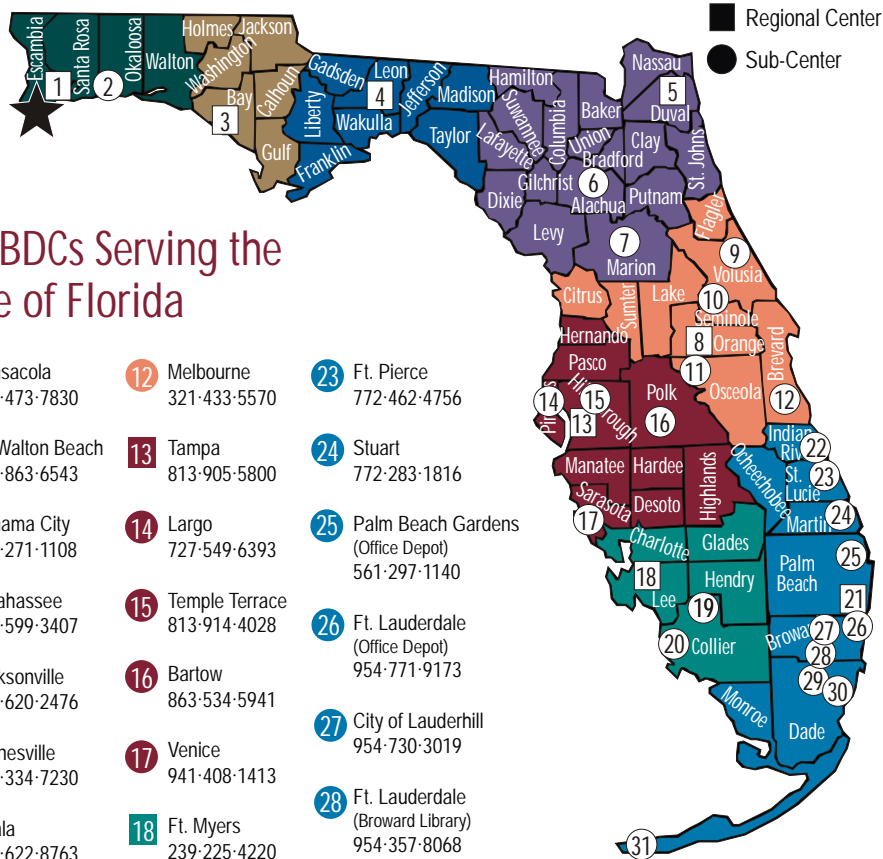
Nancy Holder, certified protocol consultant, topped off the day with a special program underwritten by WENDI Success Center. Holder's presentation was Coffee, Confections and Connections: A Business Etiquette Primer.



Recognizing the Women Attendees from Patrick Air Force Base

## 31 SBDCs Serving the State of Florida

- |                                           |                                          |                                                                |
|-------------------------------------------|------------------------------------------|----------------------------------------------------------------|
| <b>1</b> Pensacola<br>850-473-7830        | <b>12</b> Melbourne<br>321-433-5570      | <b>23</b> Ft. Pierce<br>772-462-4756                           |
| <b>2</b> Ft. Walton Beach<br>850-863-6543 | <b>13</b> Tampa<br>813-905-5800          | <b>24</b> Stuart<br>772-283-1816                               |
| <b>3</b> Panama City<br>850-271-1108      | <b>14</b> Largo<br>727-549-6393          | <b>25</b> Palm Beach Gardens<br>(Office Depot)<br>561-297-1140 |
| <b>4</b> Tallahassee<br>850-599-3407      | <b>15</b> Temple Terrace<br>813-914-4028 | <b>26</b> Ft. Lauderdale<br>(Office Depot)<br>954-771-9173     |
| <b>5</b> Jacksonville<br>904-620-2476     | <b>16</b> Bartow<br>863-534-5941         | <b>27</b> City of Lauderhill<br>954-730-3019                   |
| <b>6</b> Gainesville<br>352-334-7230      | <b>17</b> Venice<br>941-408-1413         | <b>28</b> Ft. Lauderdale<br>(Broward Library)<br>954-357-8068  |
| <b>7</b> Ocala<br>352-622-8763            | <b>18</b> Ft. Myers<br>239-225-4220      | <b>29</b> Miami<br>(Festival Plaza)<br>786-388-9040            |
| <b>8</b> Orlando<br>407-420-4850          | <b>19</b> Immokalee<br>239-658-3327      | <b>30</b> Miami<br>(Office Depot)<br>786-388-9040              |
| <b>9</b> Daytona Beach<br>386-506-4723    | <b>20</b> Naples<br>239-225-4220         | <b>31</b> Key West<br>305-292-2396                             |
| <b>10</b> Sanford<br>407-321-3495         | <b>21</b> Boca Raton<br>561-297-1140     |                                                                |
| <b>11</b> Kissimmee<br>407-847-2452       | <b>22</b> Vero Beach<br>772-978-6532     |                                                                |



State Director's Office  
401 East Chase Street, Suite 100  
Pensacola FL 32502  
850-473-7800  
fsbdc@uwf.edu

[www.FloridaSBDC.com](http://www.FloridaSBDC.com)

University of West Florida  
FLORIDA SBDC NETWORK  
STATE DIRECTOR'S OFFICE  
401 East Chase Street, Suite 100  
Pensacola, Florida 32502

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## FSBDCs Complete FastTrac Programs for Veterans

Recently, the Florida SBDC Network completed the last round of FastTrac™ programs for veterans that began in September of 2003 as a result of a grant award from Workforce Florida, Inc. The program was established as a pilot entrepreneurial training program targeting WIA eligible veterans or disabled veterans throughout the State of Florida.

FastTrac™ is a nationally recognized training program developed through the Kauffman Foundation in Kansas City, Missouri that uses a specially developed curriculum, certified facilitators and materials to provide entrepreneurial training for individuals interested in starting a business (NewVenture) or taking their existing business to the next level (Planning).

FastTrac™ NewVenture participants researched and developed a thorough feasibility study of their business idea, while the FastTrac™ Planning participants developed a business plan focusing on growth strategies and effective business management. A panel of experts made up of entrepreneurs, university and community college faculty, small business owners and bankers participated in the programs, presenting valuable information and insights.

Florida SBDCs conducted 15 FastTrac™ programs, of which 13 were NewVenture. A total of 135 veterans graduated from the training programs. Feedback from the participants indicated an overwhelming positive experience with the program. Ninety-five-percent of the participants reported that the course exceeded their overall expectations and 100-percent rated the SBDC facilitator/instructor at the highest value.

This is what some of the participants had to say, "This is a 'must' course to attend if you are planning to open a business." "We need to have many more of these 'veterans' only classes." "I recommend this program wholeheartedly. The in-depth look at a feasibility study tells you if your idea will work."

The FastTrac™ programs were provided in partnership with the local SBDCs, Veterans' Business Outreach Center and the Veterans' Corp., Inc. Florida SBDCs collaborated with Regional Workforce Boards, One Stop Centers and the Veteran's Representative operating within each region to promote the program to the veteran community.

The SBDC continues to provide free technical assistance to participants. The Florida SBDC Network is looking to continue its partnership with Workforce Florida, Inc. to provide additional FastTrac™ programs for veterans in the future.



The FSBDC Network is a statewide service network in partnership with the US Small Business Administration and hosted by the University of West Florida. SBDCs are a program supported by the US Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.