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The Florida Small Business Development Center Network is one of eight original SBDC pilot programs funded in 1976 by the U.S. Small Business Administration to successfully link the state's education system to community outreach, utilizing both faculty and students to aid in the development and education of the state's entrepreneurs and small business community. Today, the FSBDC is a statewide network of 31 centers involving seven universities, seven community colleges, two Chambers of Commerce and one county Economic Development Council.

Collaborating to Increase Opportunities for Diversity



Wally Amos, Famous Amos Cookies



Olivia Burley, President of The Burley Group

- Nearly 100 local entrepreneurs and professionals learned strategies to increase their visibility and sales at the "Business Summit 2003 for Women & Minorities". The Summit took place Sept 12 at the Pensacola Civic Center and was sponsored by the University of West Florida Small Business Development Center and the Pensacola Area Chamber of Commerce. Entrepreneurs and potential entrepreneurs had an opportunity to learn new skills, gain valuable knowledge and build relationships that will lead to success through educational sessions that include QuickBooks Tips and Tricks, MyFloridaMarketPlace eProcurement, Cost Effective Business Promotion Ideas, Retail Success in a Tight Economy, Securing Capital in a Tight Economy and Steps Beyond Certification. Five local business owners with more than 60 combined years of ownership experience shared their personal story of starting and operating a thriving business. Keynote speaker, Wally Amos, founder of Famous Amos Cookies, inspired the audience with his personal experience of starting the Famous Amos Cookies business that grew to a \$10 million dollar business and eventually losing the business. He admits that he lost the business because of his failure to remember that although he was the visible spokesperson for the company, the people behind the scenes of Famous Amos were just as important to the growth of the company. The company was sold for \$63 million

and Wally did not receive any of the proceeds. As if losing his company was not enough, he also lost the ownership of his name (Famous Amos) and likeness during a lawsuit by the company he founded. Instead of rolling over, Wally bounced back stronger than ever and Turned Lemons into Lemonade. He has two products, Aunt Dellas Cookies and Uncle Wallys Muffins that are being distributed by Wal-Mart and Sams stores. Wally has recently contracted with Wal-Mart to provide the cookie dough for fresh-baked cookies that will be soon appearing in the Wal-Mart Super Centers nationwide. "Marketing is such an important part of making a business a success - yet so many business owners don't have the time or money to make marketing a priority. Attendees were empowered to implement a few simple - and mostly free - marketing tactics that will boost sales," said Olivia Burley, President of The Burley Group. "As a female business owner, the Business Summit for Minorities and Women is an incredibly important event to me. Networking with other successful business people helps me improve my business and inspires me to achieve more. As a presenter at the event, it was important to me to give to the business community as so many of my mentors have contributed to my success." Sue Straughn, News Anchor for WEAR TV 3, motivated those that manage many schedules and encouraged them to make the most of each day. "We all find ourselves juggling so many things in the course of a day. Many times, getting through the day with a little sanity left is all about your attitude," states Straughn. "The Business Summit for Minorities and Women was an excellent networking tool for small businesses," said Martha Cobb, Business Consultant for Donna Bloomer and Associates. "The networking combined with the outstanding seminars makes this an outstanding business value."



Community Partnerships Promote Economic Development

- The UCF SBDC worked with the Orange County Board of County Commissioners to present a six-part series on Strategic Marketing. The series was presented by faculty from the UCF College of Business Administration, at the Disney/SBA National Entrepreneur Center in downtown Orlando. The series offered information for small business owners on "Understanding Customers," "Developing Competitive Marketing Strategies," "Marketing Research & Intelligence," "Developing Marketing Plans," "Marketing Strategies for Services," and "Marketing on the Internet."
- The third meeting of the Pensacola Venture Capital Forum was held on September 25 at Gulf Power Company in Pensacola. Three companies presented financing proposals to a group of about 80 investors and interested parties. The SBDC's role was to organize the event, evaluate and present business plans to the selection committee and to prepare the companies chosen for their presentation. Larry Strain from the SBDC worked with the client companies as did Lewis Attardo from the FSBDC State Director's Office. In addition to the client presentations, the audience heard from Ken Ford, Director of the Institute for Human and Machine Cognition. His topic was building entrepreneurial economic development into the area's economic development strategy. The PVF is a joint endeavor of the UWF SBDC, UWF Haas Center for Business and Economic Development, Pensacola Area Chamber of Commerce and Florida's Western Gate Economic Development Corporation.
- Cathy Hagan, UNF SBDC, is coordinating with Paul Mason, Chair of the Department of Economics in the Coggin College of Business, to complete a project for a local bank. The bank is utilizing University assistance to develop a small business economic indicator newsletter.
- Cathy Hagan, UNF SBDC, is chairing the St. Johns Vision Foundation Entrepreneurship Alliance. This group is dedicated to seeking increased support for small business assistance partners in St. Johns County.
- Philip Geist, UNF SBDC, Ocala Office, met with economic development leaders at Lake Sumter Community College to discuss the Business Assistance Center there and what role the UNF SBDC might take in assisting small businesses and potential business owners in South Marion County, including the Villages.
- Janice Donaldson and Robert Myers, UNF SBDC, attended two of the statewide economic development strategic planning meetings organized by Enterprise Florida. Donaldson represented the UNF SBDC in the Jacksonville meeting, while Myers attended the Lake City event.
- An FAU SBDC display table was staffed at the Cypress Creek Office Depot store on Saturday August 16, from 8:30 to 11:30 a.m., during the store's Teacher Appreciation Breakfast event. Office Depot offered the teachers a 10% discount for any purchases that they made; and coffee, cake, donuts and snacks were provided for all of the teachers who showed up. At the SBDC display table, a certified business analyst was available to answer questions about the SBDC and to pass out literature and promotional items. Foot traffic was brisk and many questions were fielded about small businesses and the SBDC. Quite a few teachers stopped by who had, or were thinking of starting, small businesses. Overall, it was good SBDC exposure and a successful event.
- Brevard's Economic Development Commission of Florida's Space Coast co-sponsored the 3rd Annual Veteran's Conference with BCC SBDC and DETA.
- Brevard Community College SBDC staff has supported the local chambers efforts to survey and identify "best places to work" in Brevard and has worked on the committee to honor Brevard's businesses.
- USF SBDC management teams continue their ongoing dialogue with the City of Tampa for a partnership with Hillsborough County to promote an economic development agenda within targeted areas of the city. The City has agreed to the partnership and provided \$14,000 to USF SBDC via Hillsborough County. The partnership will be facilitated by the County.
- USF SBDC staff continue to pursue talks with the City of St. Petersburg for financial support. Staff conducted a tour of the Midtown area of St. Petersburg that has been targeted for revitalization. The marketing manager spoke with the St. Petersburg Police Department Hispanic Business Liaison about hosting workshops jointly.

issues and taxes. Other speakers were Daniel Fourmont of the Indian River National Bank; CPA Daniel Field; and Maureen Nicolace of Nicolace Marketing. This event provided an excellent opportunity to inform attendees, the Chamber manager and other presenters of the services and value of the SBDC.

- FAU SBDC CBA Ruby Ortiz continues to transfer small business information to the Yahoo group called "New Small Business," which was created by one of her clients. Marketing articles written by Ruby have been posted to the group, as well as other articles and marketing tips. The group has grown to 125 small business owners.
- DETA Specialist Gary Beckert and BCC SBDC's Victoria Peake exhibited, counseled clients and networked with advocates and legislative staffs at the 45th Space Wing/NASA Small Business Expo. The BCC SBDC and DETA staff also present at the local Patrick Air Force Base Transition Assistance Program monthly.
- The USF SBDC served on the Steering Committee that helped host the Women Entrepreneurship for the 21st Century in Tampa. The one-day conference was sponsored by the U.S. Department of Labor and U.S. SBA. SBA Deputy Administrator Melanie Sabelhaus and Labor Secretary Elaine Chao were the keynote speakers. The SBDC provided one-on-one counseling, seminar panelists and a booth with SBDC information during the conference. The event attracted close to 1,000 potential and current women business owners.

Capitalizing on Expertise to Enhance Outreach

- The Indian River Community College SBDC I presented recommendations for the St. Lucie County International Airport to the Board of County Commissioners on November 12. Early this year, IRCC was awarded a contract to study the operations of the airport, specifically to make the airport a financially self-sufficient operation, eliminating the need for ad-valorum tax contribution to the airport. This was a joint effort between the SBDC and the Business and Professional Development Department. The team consisted of Marsha Thompson, then the Director of the SBDC; Jack Burns, CBA at the Stuart SBDC office; and Kenneth Stephanz, CBA Vero Beach office. The SBDC was given the lead due to an earlier study, also conducted by IRCC, that concluded the airport operation needed to expand its industrial park to bring in additional revenue. Because Jack Burns was on the original team, he was assigned as the "point person" to coordinate this new effort. In addition to the IRCC SBDC personnel, an oversight committee was organized to review the progress of the study. This committee was comprised of representatives of the College, County and local government, and prominent business leaders in St. Lucie County. A total of six meetings were held with this group as progress moved forward on the study from January to October when the final recommendations were drafted. This was, and still is, an expansive initiative for the IRCC SBDC because it reaches into the business communities throughout the four county area served by IRCC. It seeks out and identifies those possibilities of new business moving into this area, with the resources of IRCC and the entire regional SBDC offices ready to assist. In addition, the announcement of the Scripps Bio-Medical Research Institute expanding into South Florida makes the recommendations to be presented even more timely.
- A workshop titled "10 Steps to Start Your Own Business" was held by the Vero Beach, Florida Chamber of Commerce at the Indian River Community College Vero Beach Campus. SBDC CBA Tom Spear was one of the four speakers at the workshop, and his presentation included information on business plan preparation, financing, business structure, licensing, employment

Engaging Students in Real-World Experiences

- In conjunction with Dr. David Eppright, Professor of Marketing at UNF, the SBDC is involving six students in its client companies. These six students are working in team's of two with three SBDC clients. The students, enrolled in the E-Business program in the College of Business are designing web sites for SBDC clients and are developing databases for use by the clients in their customer service/management activities. The three teams should complete their work by the end of the fall academic semester.
- Janice Donaldson and Cathy Hagan, UNF SBDC, are teaching a "Planning a New Business" course in the Coggin College of Business. Offered at the 2000 level, this elective is open to students enrolled in any college. The forty students enrolled have heard from a variety of guest speakers including three entrepreneurs, an attorney, a marketing consultant and a banker.
- Janice Donaldson and Cathy Hagan, UNF SBDC, both spoke to the 4000 level "Entrepreneurship" class in the Coggin College of Business during this fall semester.
- Lowell Salter is teaching the Small Business Institute class at the graduate level in the UNF Coggin College of Business this fall. His eight students are assigned to in-depth management projects for SBDC clients.
- The FAU SBDC had a work-study student working on various projects during the quarter. The student worked on the preparation of payroll contracts, assisted with the transition to the new Banner Accounting System, and provided support to the SBDC Training Program team.
- Victoria Peake, Brevard Community College SBDC Director, is collaborating with Dr. Carolyn Fausnaugh of Florida Tech's Tech Start to arrange collegiate entrepreneurial networking meetings and business plan competitions.
- The USF SBDC is currently involved with both the graduate MBA and undergraduate business programs on campus, providing students with opportunities to prepare business plans for existing Tampa Bay companies. The students have real-world opportunities from companies willing to provide them with financial and business information. SBDC counselors are assigned to oversee each project, providing expertise in a variety of disciplines.

Fostering the Development of Global Relations

- Ricardo Kraus, Jr. visited the UWF SBDC, in Pensacola, requesting assistance and support to develop his family project. The idea involved importing gourmet coffee and other specialty products from the Republic of Panama, his home country. Dan Cavanaugh and Germán Rossi, CBAs with the UWF SBDC, provided assistance to Kraus and delivered marketing and operational support. The original idea of importing gourmet coffee has transformed to encompass a much greater venue. The vision of future globalization and CAFTA (Central America Free Trade Agreement) has opened additional opportunities for Kraus, Jr.'s Panama Commercial Office, a corporation based in Pensacola. Cavanaugh suggested the idea of developing a greater project, which would add synergy to the original idea. The concept of the "Kraus Group" was born. This Panama-based corporation run by Ricardo Kraus, Sr. would act as an umbrella covering various markets: Asia, Europe, North America, Central America and South America in direct linkage with the State of Florida. As the concept of the Kraus Group evolved, additional opportunities arose. For example, the goal of maximizing resource utilization brought the idea of reducing transportation costs and facilitating bilateral trade, utilizing the containers coming from Panama to return to its port of origin with Florida goods. These U.S. durable and non-durable products would be distributed through Central and South America by the Kraus Group. Don Salter, Cindy Anderson, and Shannon Ogletree from Team Santa Rosa acted as a superb catalyst to the venture. They made their economic development resources available to the Kraus Group and motivated local Florida producers and business to promote their product in Central and South America. Peanuts and pecans were identified as having great export potential. Local producers met with the Kraus Group and familiarized them with the production capacity of Santa Rosa County, the excellent quality of the products, and the wide variety of products that can be derived from peanuts. Significant developments since the Kraus Group visit on September 3rd, 2003 include: Peanut Shelling Facility: A \$500,000 grant application to the USDA by local producers toward a new peanut shelling facility that would be located in Santa Rosa County. This plant would provide the required export support; Peanut Butter Processing Facility: A \$500,000 grant application to the USDA by local producers toward a new peanut butter processing facility that would be located in Santa Rosa County, also with the intentions of supplying for export activities; Coffee Roasting Facility: Entrepreneurs purchased two coffee roasters and related equipment for approximately \$500,000. This would provide the capacity of processing 2,000 pounds per day. The Regan's plan is to move the business to a new facility located in the Santa Rosa Industrial Park by September 2004. Regan Industries is sourcing raw and processed coffee from Panama via the Kraus Group. Initial shipment: 1,000 pounds scheduled for November 2003.
- Associate Director Parbatee Chang continuously reviewed newsletters from the U.S. Export Assistance Center, providing updates on international catalog shows, on pilot programs that are being developed for exporters and any Free Trade Agreements that have been signed or are in-process. This information is relevant, particularly for clients and attendees. As part of Parbatee Chang's international trade work, she interacted with ANSI and reviewed their newsletters so that she could remain apprized of developments that relate to national and international standardization activities. This has kept her informed of conformity assessment measures, which impact international trade activities; of activities at the ISO Committee level; and on what is happening at the Consumer Policy level.
- As a member of the Space Coast World Trade Council, Brevard Community College SBDC Director Victoria Peake supported and attended the SCWTC Annual Regulatory Review in Cocoa Beach. The luncheon speaker was Secretary of State Glenda Hood.
- The USF SBDC is currently involved with the USF College of Business Administration Center for International Business in a Department of Education grant proposal to provide its clients with a more diverse range of seminars on international trade. This is a two-year grant.
- The USF SBDC provided a speaker on Business Planning to 12 Russian business professionals who were the guests of the Brandon Rotary Club. The seminar was translated into Russian.
- The Association of Mexican SBDCs held it's second annual conference in Veracruz, Mexico to further enhance the development of the Mexican SBDC system. The Florida SBDC Network participated as a partner to the SBDC in Mérida, Mexico. Jerry Cartwright, FSBDC State Director and Eileen Rodriguez, USF SBDC Associate Director, participated in this conference to continue developing the ties that were formed in November 2001.

Demonstrating Commitment to Continuous Quality Improvement Excellence

- The lead auditor from IMS conducted the first surveillance audit of the FAU SBDC Quality Management System on September 12. The FAU SBDC was commended for maintaining and continuously improving its quality management system. In preparation for the audit, it was necessary to ensure that current practices, which are documented, are actually being implemented. Maintenance of the system continues to be an on-going responsibility for all staff, and the auditor certainly commended the management and staff for their efforts in ensuring effectiveness.
- Brevard Community College SBDC's Gary Beckert, Erica Yahya and Victoria Peake are involved in the Institute for Business Training and Community Education's TRAILBLAZER's quality process under the direction of Dr. Tom Denison.
- By constantly looking at ways to improve SBDC reach and offerings to the Tampa Bay community, SBDC staff are constantly in search of the pursuit of excellence. SBDC CBA Jim Parrish met with Carlos Mercado of the Small Business Administration's Assistance Team in Bradenton to discuss innovative ways to help clients seeking Economic Injury or Asset Loss Loans following flooding in Manatee County.

Providing Programs that Inspire Creative Learning



UNF SBDC FastTrac NewVenture Graduates

- The UNF SBDC participated with the Florida SBDC Network in presenting a “FastTrac NewVenture for Veterans” program in October. Facilitator and SBDC CBA Kevin Monahan led the four-part class, and 15 veterans graduated from the program. The class offering was made possible by a grant from Workforce Innovation of Florida, Inc.

- The University of North Florida SBDC hosted the fourth in a series of Executive Leadership Series programs in Jacksonville in October. The topic was transitioning from a manager to a visionary leader. More than 30 CEOs and company presidents participated.
- The first in a series of noontime ‘brown-bag’ one-hour seminars on topics of interest to the small business entrepreneur was held at the Chastain Campus on November 19. This meeting’s topic was devoted to the new Treasure Coast Enterprise Loan Fund, Inc., and was facilitated by Jack Burns, Certified Business Analyst of the IRCC Small Business Development Center. This fund will be available to the small business entrepreneur needing a loan for equipment, expansion and/or working capital. This series is part of the Richardson Endowed Teaching Chair in Business and Entrepreneurship recently awarded to Assistant Professor Arlene Green and will include fourteen additional one-hour seminars on succeeding, every other Wednesday at the Chastain Campus. These are free and open to all interested business operators and aspiring entrepreneurs in the Treasure Coast area.
- The FAU SBDC envisioned, developed and presented two full-day conferences during the quarter, which were very successful. Wanting to end the fiscal year for both the PTAC and DETA programs with major events, the conferences were designed to attract high volume attendance and exceptional speakers. Objectives were met for both programs. The PTAC Government Procurement event registered more than 210 attendees and the DETA program drew 72 from locations well beyond the local Homestead/Florida City area. The entire FAU SBDC staff supported the PTAC and DETA teams in delivering two high quality training events which generated significant counseling opportunities for the SBDC.
- During the quarter, the FAU SBDC offered its first On-Line Auction event and received a “standing room only” response. The program was three hours long and was held in the Boca Raton classroom. The room was overflowing with participants and was a great success. Many of the evaluation forms indicated a desire for more classes on the topic, longer classes, more specific classes, etc. E-bay provided the instructor, SBDC CBA Marty Zients, with a full PowerPoint presentation to be used as needed, although the event was focused on on-line auction businesses in general.
- Brevard Community College SBDC provided a thought-provoking, entertaining break-out session at the Veteran’s Conference, in November, entitled “Does Your Resume Wear Combat Boots?” William Fitzpatrick, author of the book, led the session.
- The USF SBDC continues to tweak its seminars, updating them to match the needs of its target audience. The “Feasibility Analysis” class has been revised and will be incorporated into the “Business Plan” class next year. “Feasibility Analysis” provides attendees with tools to determine the viability of their ventures. The SBDC offers “Marketing Your Business Like a Pro” and “Creating Advertising That Works” on a rotating schedule. The advertising class allows interactive, hands-on work so students can begin creating their advertising in class. An introductory class on ISO 9001:2000 will also be provided to help small businesses increase their quality management systems.
- Starting in September 2003, the USF SBDC offered the “FastTrac NewVenture” seminar series, targeted toward the growing veteran population in the Tampa Bay area. Fifteen veterans participated in the program consisting of nine modules taught every other Saturday for eight weeks. The class offering was made possible by a grant from Workforce Innovation of Florida, Inc.

Increasing Visibility and Awareness in the Community

- Janice Donaldson, UNF SBDC, authored an article in the St. Johns County Economic Development Directory and Business Start-Up Guide on “Steps to Starting a Business.”
- During the reporting period, the FAU SBDC was featured on the two highest rated and widely viewed Hispanic television channels - Telemundo and Univision. Staff and clients were featured on different programs and the exposure facilitated many calls to the SBDC for information on programs and services. At the Festival Plaza office, more than 2,000 phone calls were received over a 5-day period, during Hispanic Heritage Month.
- The FAU SBDC Festival Plaza in Miami was featured in a new Saturday Spanish Program for Nationwide Channel 51, Telemundo, titled “El Camino al Exito (The Path to Success).” The program’s main focus was on an SBDC client and the steps he has taken to develop his business. Associate Director Nancy Orozco and CBAs Ruby Ortiz and Miguel A. Nieves, Jr. were interviewed and gave an explanation of business tools that could put business owners and entrepreneurs on “The Path to Success.” SBA Administrator Hector Barreto and South Florida SBA District Office Director “Pancho” Marrero also were interviewed and explained how the SBA and SBDCs can help the small business community.
- CBA Ruby Ortiz was interviewed by Julie Stav on the “Julie Stav Talk Show Live,” which was broadcast nationwide by radio station WOBA (1140 AM in Miami) from the Miami Office Depot location. Julie Stav is founder and owner of a financial planning firm and a marketing communications company. Julie is a best-selling author; host of her own weekly national radio show in Spanish; and host of daily vignettes throughout the HBC Radio Network. She educates her audiences to take control of their own destiny, plan their finances and invest wisely. This event served as the kick-off for the Hispanic Small Business Week.

- Brevard Community College SBDC Director Victoria Peake is current chair of Founders Forum, a Brevard organization dedicated to entrepreneurship. Founders Forum honored Tim Reynolds of Soneticom, Inc. as Entrepreneur of the Year. To learn more about Founders Forum, visit www.foundersforum.com.
- Brevard Community College SBDC’s Peake participated in Brevard’s fall Mega Marketplace.
- USF SBDC staff have been featured in a myriad of articles this fall. Irene Hurst was interviewed by the *Orlando Sentinel* for an “Employee Motivation” article and also by the *St. Petersburg Times* for its “Women of Distinction” pull-out issue. Daniel Scott and his “Feasibility Analysis” class were featured in the TECO/Peoples Gas e-magazine. Jim Parrish was interviewed by the same “Powerful Business” magazine about franchise purchases. That reporter also interviewed an SBDC client who recently purchased a franchise and opened a business in South Tampa. Jane Bunch is involved with the Tampa Bay Advertising Federation. Eileen Rodriguez continues to be active in the Business and Professional Women Organization and served as board members for the Florida Minority Suppliers Development Council and the Women in International Trade. Judy Silverstein Gray, Marketing Manager, has been on active duty for 10 months as a public affairs specialist with the United States Coast Guard. She received the Coast Guard Achievement Medal this month for her work in increasing media coverage of the Coast Guard at home and abroad, while also juggling about 80 percent of her SBDC duties. The SBDC funded advertising in the *Business Journal’s* “Business Blue-Print” special section and *The Maddux Report* annual issue on Pinellas County in an effort to keep the SBDC message in front of its target audience.

Securing Support to Expand Community Outreach

- The UNF SBDC received a grant from the Florida Department of Education to create a statewide Florida Center for Independent School Management. This new center will focus on providing management training and start-up assistance to charter schools.
- As a result of an earlier meeting with Union Planters Bank, FAU SBDC Associate Director Rafael Cruz and CBA Gary Cole met with the local SBA lender and one branch manager. An in-depth presentation about the SBDC was given, including how the SBDC could help the bank generate SBA loans. At the same time, the FAU SBDC learned more about Union Planters loan parameters and the types of loans that they are looking to fund.
- CBA Carole Hart and Associate Director Nancy Orozco made formal presentations before the Neighborhood Community Advisory Committee (CAC) for FAU grant proposals. Carole presented for PTAC on "Helping Small Businesses Win More Government Businesses", and Nancy presented "Building Businesses with the Gifts, Talents and Skills of Its Owners." Members of CAC stated that the FAU SBDC proposals were in high priority and recommended that both be funded.
- Through the USF SBDC's partnership with the Hillsborough County Economic Development group, the City of Tampa has agreed to join the SBDC in expanding its outreach effort to the City's constituents. Rich Williams, USF DETA Specialist, has been providing the Transition Assistance Program to transitioning military personnel. He is scheduled to give monthly TAP briefings, as well as seminars on "Starting Your Own Business."

Leveraging Expertise to Accelerate Knowledge

- Through the DETA program, the SBDC commissioned a research survey for the Homestead/Florida City service area to help the staff plan training programs, hire staff, design professional development opportunities, identify economic development projects and allocate resources. The research study was focused on two population segments, residents of the area and businesses in the area. The research was designed by a Ph.D. and administered by telephone to over 300 participants. Results of the study will be analyzed in the 4th quarter and used for strategic decision making and outreach to legislators and economic development stakeholders.
- CBA Ruby Ortiz distributed marketing kits titled "Simple Formulas" to SBDC clients. Marketing kits contain 18 brochures with useful information about cost effective and efficient ways to do direct mail marketing. The kit is offered for free by the U.S. Postal Service.
- CBA Kim Lee, USF SBDC Temple Terrace, is working with the Small Business Information Center in partnership with Hillsborough County to produce a client checklist geared toward helping existing businesses identify areas for improvement.

Recognizing and Rewarding Excellence

- Devon Green, the Indian River Community College SBDC nominee selected as the Small Business Administration's State of Florida Young Entrepreneur of the Year, has been awarded an additional honor, "Angels in Action", by the Georgia-Pacific Company of Atlanta, Georgia. Devon was one of ten young "Angels" selected from nominees representing every state in the nation. She received a \$5000 cash award and a year's supply of product from the Angel Soft Division of Georgia-Pacific. In addition, each of the ten recipients was given \$1000 by Jane Kaczmarek, the television star of *Malcolm in the Middle*, because she was so personally impressed with the work done by these "Angels". Kaczmarek was the Mistress of Ceremony for the presentations. The Angel Soft Angels in Action program debuted in 2000 and has since awarded more than \$250,000 to junior philanthropists who have created extraordinary volunteer efforts in communities across the country. Family members, teachers, community leaders and other adults submitted nominations for the 2003 Angel Soft Angels in Action program. A panel of media and industry experts evaluated the entries. Judging criteria included: dedication/commitment as demonstrated by length of time commitment/hours given to community/organization; leadership in community or organization; providing a creative solution to a community problem; and willingness to use talents and resources to help others. Devon and her Mother, Assistant Professor Arlene Green, IRCC Business & Marketing Management Department, were flown to Los Angeles as guests of the Georgia-Pacific Co., for the awards ceremony. Congratulations to Devon and all the awardees for their hard work and efforts to show young people can, and do, make a difference in the business world!
- CBA Ondria Merriweather-Brown, at the FAU SBDC, was given a certificate of appreciation for service to the small business community by the City of Lauderhill. The certificate was awarded to Ondria during the 15th Annual Volunteer and Appreciation Day, which was held at the Inverrary Country Club on September 20.
- USF SBDC Director Irene Hurst serves as a judge for the Tampa Chamber's Small Business of the Year awards. She is widely regarded as the community's best expert on small business and worked doggedly to spread the word about the SBDC's class offerings, counseling and expertise, all offered at a reasonable cost.

Exchanging Ideas and Knowledge for the Betterment of the Community

- With the assistance of Congressman Foley's Office, FAU SBDC Director Nancy Young met with a postal inspector at the U.S. Post Office in Washington, D.C. The reason for the meeting was to discuss collaboration with the Post Office on "Identity Theft" training for small businesses. Nancy was able to learn more about the Post Office's role in assisting small businesses with identity theft.
- In an effort to increase awareness and to educate the small business community about the support and resources available through the government, the FAU SBDC e-newsletter, "Connection", featured government representatives each month. During the third quarter of 2003, the "Connection" featured Monroe County Board of County Commissioners, the Palm Beach County Economic Development Coordinator and Broward County's Economic Development Director.
- Doretha Brooks, Director of the USF SBDC's Bartow Office, has been a vocal advocate for the SBDC's activities reaching out to the banking community and small business community. She actively participates in Lakeland Chamber events helping spread the reach of the Center.
- Kim Lee, CBA from the USF SBDC's Temple Terrace Office, met with a representative from Mass Mutual to explore ways to offer services mutually beneficial to her clients, as well as the corporation.

Collaborating to Increase Opportunities for Diversity *(cont. from page 1)*

- As part of the Hispanic Heritage Month in Miami, Office Depot celebrated the Hispanic Small Business Week by offering a series of free educational seminars targeting Hispanic small business owners. Titled, "Tu Negocio, Tu Dinero (Your Business, Your Money)," and developed by the FAU SBDC Festival Plaza in Miami, the seminars were held in Spanish by the FAU SBDC, at the Miami Office Depot store. Nancy Orozco, SBDC Associate Director, and Miami-Dade County Manager coordinated the event with Office Depot personnel, staff from Burson-Masteller (a marketing firm hired by Office Depot) and the team at the Festival Plaza. Ilene Rubio, SBA Marketing Manager for Area 1, participated as guest speaker, covering the "Financing Your Small Business" topic. Pedro Campo, a long-time SBDC volunteer, successful small business owner and CPA, covered the "Accounting" subject. All the seminars presented were very well attended and evaluated.
- Associate Director Rafael Cruz met with the person in charge of programming for the African American Research Library to discuss small business programming at this new research and cultural library. Personnel there are familiar with the FAU SBDC's success at the Main Library and are eager to have SBDC services at their location. The African American Research Library is one of only three such libraries in the entire country.
- DETA Specialist Gary Beckert and SBDC Director Peake are charter members of Alliance for Supplier Diversity. This is a national initiative to bring credibility, certification and continuing education opportunities to small business liaison officers and small business advocates.
- The USF SBDC was actively involved in bringing the annual Minority Enterprise Development Week Conference to Tampa. The conference took place in September and offered several seminars, including: "How to Do Business with the Government", "The Detour: Plan B for Small Business Owners", "Family-Owned and Home Based Businesses", "Show Me The Money" and "Economic Development-What's In It For You".