

## Providing Educational Programs that Inspire Creative Learning

### SBDC at UNF Organizes First Family Business Forum

The SBDC at UNF organized the first annual Family Business Forum on May 21 at UNF. More than 50 participants listened to nationally recognized experts on family business issues including evolution from one generation to another, compensation, wealth management, economic trends, and business valuation. A panel of local family business owners shared their unique stories on everything from succession planning to outside advisory boards. Sponsors included the UNF Coggin College of Business, Timucuan Asset Management, Cygnet Private Bank, PLE Wealth Management, Legacy Trust Co., Business Valuation Inc., Heritage Capital Group Inc., and Greenberg Traurig.

### FCISM, a Program Housed in the SBDC at UNF, Provides Charter School Training

The Florida Center for Independent School Management (FCISM), housed in the SBDC at UNF, developed and presented a series of training programs for new charter school operators around the state. The workshops focused on financial management and the budgeting process. The FCISM hired a new director in May, Diane Denslow. Denslow is the former director of the Jim Moran Institute for Global Entrepreneurship at Florida State University, where she also taught entrepreneurship courses in the College of Business. Several Certified Business Analysts from the SBDC at FAU attended the FCISM Charter School Financial Management Training program, and Nancy Young, Regional Director of the SBDC at FAU, provided support to the SBDC at UNF in coordinating the training in SE Florida.



The Florida SBDC Network is one of eight original SBDC pilot programs funded in 1976 by the US 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 33 centers involving seven universities and eight community colleges, with additional outreach provided at resource partner locations, including economic development councils, chambers of commerce, 3 Office Depot locations in South Florida, Disney and banks.

## Partnering with the Community to Promote Economic Development

### SBDC at USF Trade Conference Attracts Approximately 400 Attendees



The Small Business Development Center at the University of South Florida, in Tampa, hosted its 18th Annual Small Business Trade Conference, in April. The event was co-sponsored with Procurement Technical Assistance Centers (PTACs), local prime contractors and other small businesses.



Numerous seminars on how to conduct business with the various levels of government agencies, as well as doing business with the prime contractors of the Department of Defense and over 10 other topics relating to doing business with the government and the private-sector were provided at the Conference. In addition, the Conference featured an Expo that was open to the public and provided networking opportunities.



The two-day Conference was attended by nearly 400 people. Congressmen Bill Young and Jim Davis, together with Senators Bill Nelson and Bob Graham, wrote welcoming letters to the attendees.

During the Conference, several of the attendees, representing prime contractors and small businesses, were interviewed by WUSF Public Radio for later broadcast.

### SBDC at FAU Awarded Funding to Conduct Research

The SBDC at FAU responded to an RFP from SAP Global Communications to conduct research on the technology buying habits of small and medium-sized businesses. The RFP was open to Small Business Development Centers and leading researchers in the field. On May 4th, the SBDC received a notice of Congratulations for the proposal. After a thorough review by the company's SME solution managers, they thought the topic and scope of the proposal were very relevant to their needs and awarded funding to conduct the research. The research is important in terms of the SBDCs focus on customer input and the credibility it brings to the center.



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# Engaging Students in “Real World” Business Experiences

## *SBDC at USF Provides Opportunities for USF Graduate Students*

Eric Liguori, USF Graduate student has been coordinating the SBDC at USF client impact survey and helping the SBDC prepare for its upcoming strategic plan retreat. Eric has also been instrumental in helping the SBDC accomplish projects from its previous strategic plan.

This summer, the MBA students who have been working with three SBDC clients wrapped up their business plan projects, including financial analyses for the clients. They met with the clients at the end of the semester to share their findings and recommendations. Certified Business Analysts at the SBDC will continue to help these clients implement the recommendations, should they choose to do so. At a later date, the impact of these student projects will be evaluated by the SBDC.

# Collaborating to Educate and Increase Opportunities for Diversity

## *SBDC at USF Works With Office of Supplier Diversity at Expo*

During the 18th Annual Small Business Trade Conference, the SBDC at USF also hosted the State of Florida Office of Supplier Diversity to provide “on-the-spot” certification for SBDC MBE/WBE clients. All of the SBDC clients who participated were certified during the Expo.

## *SBDC at UNF Increases Opportunities for Hispanics*

Dominic Orsini, Certified Business Analyst and Program Development Specialist in the SBDC at UNF Gainesville office, played an active role in planning the American Family Latino Festival and Health Fair. Bilingual in Spanish, in addition to working with the Hispanic market in Gainesville, Dominic has joined the Ocala Hispanic Business Network and attends their monthly meetings. His skills make it possible for the Gainesville and Ocala offices to offer counseling and training in Spanish.

# Increasing Visibility and Awareness in the Community

## *SBDC at UNF Hosts 12th Annual Small Business Week Celebration*



Keynote Speaker: Peter Schutz, former president and CEO of Porsche, A.G.



Susan Hughes, VP, Environmental Services, JEA, premier sponsor for the event



L-R: Peter Schutz; Janice Donaldson, Director, SBDC at UNF; Bob Baldwin, VP, Small Business, Jacksonville Regional Chamber of Commerce

The SBDC at UNF hosted its 12th Annual Small Business Week Celebration on May 5. The event featured former Porsche CEO and author, Peter Schutz, speaking on *The Driving Force: Extraordinary Results from Ordinary People*. A highlight of the celebration was the presentation of the US Small Business Administration’s Small Business Week Awards. North Florida SBA District Director Wilfredo Gonzalez presented four awards: Minority Small Business Advocate, Home-Based Business Advocate, Small Business Journalist, and Family-Owned Small Business of the Year. The SBDC at UNF nominated all four winners. The event attracted nearly 300 attendees.

### Minority Small Business Advocate of the Year North Florida District

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

### Family-Owned Small Business of the Year North Florida District

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

# Securing Support to Expand Community Outreach

## *SBDC at FAMU Opens New SBDC Service Centers*

The SBDC at FAMU, along with the North Florida Community College, opened a new SBDC service center in Madison, on June 29. A ribbon-cutting ceremony/open house was held to officially launch the business management services to be offered by the Center. Business Analyst Jim Catron can be reached at 850-973-1629. The SBDC at FAMU also recently opened an SBDC service Center in Perry, as well. Certified Business Analyst Dawn Taylor can be reached at 850-584-5366.

## *SBDC at FAU Awarded County Funding to Provide Services*

After four years of presentations and proposal submissions, the SBDC at FAU was notified that it would receive funding from Miami-Dade County to provide additional services in District 11. The funding was awarded from District 11 Commissioner’s discretionary funds and based largely on his experience with and impression of the quality service the SBDC provides.

# Demonstrating Commitment to Quality Improvement

## *SBDC at FAU Updates ISO Quality Statement*

The FAU SBDC updated its ISO Quality Statement to read:

- The Management and Staff of the FAU SBDC, a department within the College of Business, are committed to building economic prosperity in Southeast Florida with world-class quality services.
- The SBDC is focused on responding to client and resource partner needs with integrity, accuracy, and professionalism.
- The SBDC continuously strives for excellence through program improvement.
- The vision of the SBDC is to achieve complete customer satisfaction and thereby become the region’s pre-eminent small business service provider.

The SBDC’s Broward County offices are now officially included in the Regional Center’s ISO Certification. The Broward offices underwent two internal audits and one external audit by the registrar, IMS and are now in compliance with ISO 9002:2000 standards. ISO Certification allows the SBDC to deliver the highest quality services to its clients.

# Fostering the Development of Global Relations

## SBDC at FAMU Collaborates With FAMU School of Business and Industry and Office of International Education

FAMU SBDC has been working with the FAMU School of Business and Industry and the FAMU Office of International Education to collaborate on a proposal that would provide curriculum development, export training and outreach programs to the small business community.

## FSBDC Network Strengthens Relationship With Mexican SBDC

Regional Director Irene Hurst and Assistant Director Eileen Rodriguez of the SBDC at USF, together with FSBDCN State Director Jerry Cartwright, attended the 3rd Biannual Mexican SBDC Conference in Merida. Merida Institute of Technology, the Network's partner in Mexico, was the host of the Conference and extended the invitation for FSBDCN representatives to attend. In return, several of the Mexican partners attended the FSBDCN's Annual Professional Development Conference in June. As a result of the visit to Merida, the Florida SBDC Network is developing a stronger relationship with the Mexican SBDC and exploring the possibility of developing training curriculum for their staff.

# Recognizing and Rewarding Excellence

## FSBDC Network Employees and Volunteers Recognized for Outstanding Service and Dedication to Fulfilling Mission



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 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 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. We're proud of their service to the business community and to the institution they represent."

# Capitalizing on Expertise to Enhance Outreach Efforts

## Businesswomen Gather at SBDC at BCC 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 3