



Regional IMPACT 2008

ABOUT US

Service Area

- Desoto
- Hardee
- Hernando
- Highlands
- Hillsborough
- Manatee
- Pasco
- Pinellas
- Polk
- Sarasota

Sub-centers

- Florida Procurement Technical Assistance Center (PTAC)
- South Florida Community College Highlands Campus
- Hillsborough County Small Business Information Center
- Central Florida Development Council Small Business Development Center
- Manatee Community College Small Business Development Center
- St. Petersburg Business Assistance Center
- USF St. Petersburg College of Business

Services

- Free one-on-one business counseling
- Free entrepreneurial training workshops
- Low cost entrepreneurial training seminars
- The Business Resource Center
- Custom corporate training

Contact us

1101 Channelside Dr., Ste. 210
 Tampa, FL 33602
 (813) 905-5800
 Fax (813) 905-5801
 www.sbdc.usf.edu

SBDC at University of South Florida Region

We help your constituents create jobs and invest millions in our business economy.

How? We provide FREE confidential counseling and low cost seminars on a wide range of business issues. Our experienced, certified business counselors provide professional guidance for serious entrepreneurs looking for assistance in planning, developing and executing high-growth business strategies.

Center Highlights

Service Delivery

Entrepreneurs Counseled	2,977
Total Counseling Hours	7,834
Training Events	478
Training Event Attendees	4,183
Requests for Information	24,800

Return on Investment

Capital Formation	\$25,322,800
Business Startups	145
Jobs Created/Retained	1639
Sales Growth	\$29,096,154
Loans Awarded	\$20,408,175

Our Clients & Attendees

20.8 % African American 11.2 % Hispanic
 0.6 % Native American 3.4% Asian
 52.8% are Women



Success Stories

Be-A-Mae'sed, Inc.

House District 65
Senate District 17
U.S. Congressional District 12

**A company that continues to
"Be A-mae'se ing"**



Mae Walker reminisces about 1999, when, with just two employees, she launched "Be A-mae'sed," as a janitorial company, specializing in construction site clean up. She remembers that business was very good for the most part, however when things slowed down, there was little work to find. Mae began to accept the fact that she would need to expand or diversify her business. She wanted to keep her employees, however they needed customers! She began to receive other inquiries about the business and whether or not they provided residential cleaning. This was a way to gain additional business; therefore, she made the switch to begin residential cleaning as well as commercial (office buildings, etc) cleaning, in addition to the construction sites. As she grew more in demand, she was able to increase staff.

She smiles as she looks at where the business is today. Having a cleaning business, which supports 14 full time employees, is quite an accomplishment. "Be Amae'sed" has been able to sustain this level of employment for several years! She remembers, however, "it was hard work."

Mae began her quest for business development assistance with the Small Business Development Center (SBDC) in December 2000 seeking counseling and entrepreneur training. Over the years Mae continues to visit the SBDC, as her business expands, and the need for assistance continues. Working with Adrienne Darby, Certified Business Analyst, they teamed up to look for additional opportunities to increase revenues. When asked of her opinion of the Small Business Development Center, Mae's response is **"Adrienne, my counselor, always helps and suggests things that can lead to other opportunities.** I am already a certified Minority Business Enterprise with the State of Florida, so we are now working on federal certifications; the application for the SDB (Small Disadvantaged Business) and Hub Zone."

Mae Walker continues to thrive as she maintains and grows her business. She continues creating and taking advantage of opportunities; all while supporting 14 employees and keeping her excellent business reputation intact.

It's Simply A –Mae'sing!

Canine Cabana

House District 56
Senate District 10
U.S. Congressional District 12

"The SBDC at USF helped us with every aspect of getting our business open. It is such a comfort to know they are always there!"

Angela Frazier & Kendall Duncan
Business Owners



Ice It by Bebe L, Inc

House District 56
Senate District 10
U.S. Congressional District 12

"Our concept is now becoming a reality, and the guidance we've received from the SBDC has been instrumental in building the foundation for our success. Their constructive criticism has provided us with not only applicable business strategy, but also the confidence we needed to take our company to the next level, thank you!"

Brenda Ziegler, Business Owner



Senior Moves

House District 70 - Senate District 23 - U.S. Congressional District 13

When her Mom died, Sue Ellen Addicott painfully reflected – as many children do – on the many tasks involved in caring for Seniors in their later years. In January of 2007, Sue Ellen decided to turn that emotion and awareness into Senior Moves, a company specializing in providing assistance for Seniors and their children in navigating the often difficult moves from independent living to assisted living to nursing care.

"I started with one, lonely client and have had about 25 more in the past year, with 5 or 6 currently active," said Sue Ellen.

Sue Ellen learned of the free business counseling offered by the Small Business Development Centers (SBDC) through the local Sarasota Chamber of Commerce. "I had only a vague idea of what I needed to do, but Carolyn Griffin helped me with financial planning and my business plan, and Art Mahoney guided me in developing my concept and a brand. Carolyn and Art gave me tools I need to make this business succeed. **And it's incredible that this invaluable help was free for the asking!**"

Success Stories

Small Business Success Starts Here

Grass Root Organic Restaurant



TAMPA LOCATION
House District 59
Senate District 18
U.S. Congressional District 11

LAKELAND LOCATION
House District 64
Senate District 15
U.S. Congressional District 12

Grass Root owners, Spencer and Sabrina Sterling are not activists, just Eco-minded vegetarians passionate about their chosen path. In 2005, that notion led to Tampa Bay's first vegan and raw restaurant. Recently, Grass Root opened a second location in Lakeland, Florida. There is no need to attest to the quality of this gem; over 46 testimonials on the world's most popular vegetarian online dining guide 'Happy Cow' attest to it.

Sabrina, who sought to gain a professional prospective on marketing strategies for Grass Root, met Kim Wagner, SBDC counselor at a Chamber of Commerce networking session. Kim advised Sabrina on how to 'shine the spotlight' on their unique brand and leave a lasting impression. Spencer and Sabrina have also worked closely with SBDC counselor, Mario Iezioni.

Before the restaurant officially opened the Grass Root family catered events and organized a raw food 'meet up' group and became part of the health conscious dining community. Building a business is not just about your storefront, it's also about your social network. Spencer says, "Eating is a huge part of human existence and when people begin to actively engage in changing the way they eat an amazing shift takes place. **The momentum of a whole community becomes actively engaged.**"

Academy of Montessori International

House District 60 - Senate District 12 - U.S. Congressional District 9



"SBDC provided us lots of information and tools to propel our new business to the next level. It had the right people, the right resources and the right information to make our venture a success!"

Rohan Sanmuganathan, Business Owner

Major Events Sponsored by SBDC at USF in 2008

- The 2008 Government Small Business Conference
- Basic Economic Development Course
- International Trade Certificate Program
- Rural Entrepreneurship Action Learning (REAL) Program
- The 2008 Procurement Summit

SBDC Client Feedback

Business Analysts' Overall Performance

90.6% Excellent - 8.7% Good

Average Workshop Evaluation

9.43 out of 10

Quality Wall Beds

House District 53 - Senate District 18 - U.S. Congressional District 10

Quality Wall Beds specializes in space savings for the home, apartment, condo or office. The company provides Murphy Beds along with custom built cabinets and other items that maximize space. Quality Wall Beds' products are designed to meet the high standards expected by today's interior designers, builders and home makers. To meet the needs of their customers, Quality Wall Beds has added a complete line of custom closets and other furnishings to match the décor and atmosphere of the room. Every Quality Wall Bed is custom designed and quality controlled by the latest in technology machinery. Quality Wall Beds offers real wood and laminate finishes manufactured in their customized facility in Largo, Florida.

The business is structured around providing personalized family-friendly service to all of their potential and current customers. "They want to treat their customers like they would like to be treated." The business is family owned and operated by Lloyd Burkley, his daughter Jen Burkley-Cudar and son-in-law Darren Cudar since 2005. Family and community are very important to this family and they are committed to providing personalized and family-friendly service to each and every client.

Wayne Brass, CBA of the Small Business Development Center at the University of South Florida – St. Petersburg **has provided several services to Quality Wall Beds including marketing, web-site assistance and brochure development.** The company has also been assisted by a student team from the University of South Florida for a semester project of a strategic market assessment. Management of the company are frequent attendees of the Small Business Networking Breakfast presented by the Small Business Development Center and the St. Petersburg College of Business at the University of South Florida.



Statewide IMPACT 2008

Every Day Florida SBDC Clients



Generate \$523,288 in **New Sales**

Secure \$1 Million in **New Capital**

Obtain \$1.8 Million in **New Contracts**

Create/Retain **51 Jobs**

Open **3 New Business**

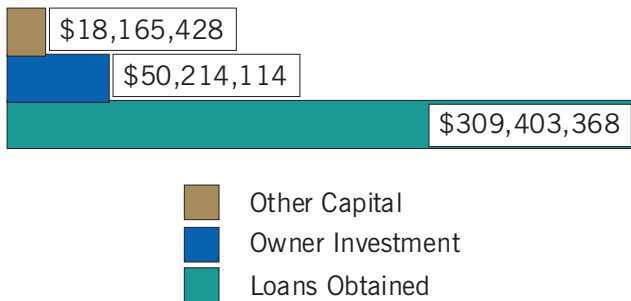
Return on Investment

	2008	1980-08
Capital Formation	\$378m	\$1.4b in 14 yrs
Business Startups	1,117	6,453 in 12 yrs
Jobs Created/Retained	18,797	298,414
Sales Growth	\$191m	\$1.3b in 12 yrs
Contract Awards	\$662m	\$6.1b

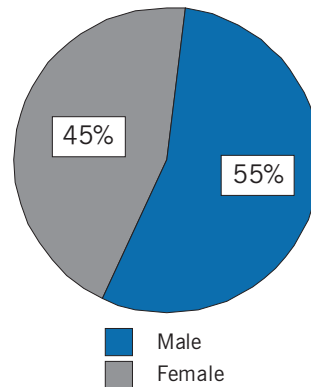
Service Delivery

Clients Counseled	15,203	354,337
Counseling Hours	53,474	1,604,498
Training Events	1,878	31,530
Training Event Attendees	26,758	669,240
Requests for Information	309,157	2,511,676

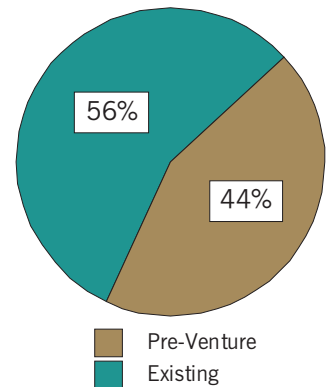
Capital Formation



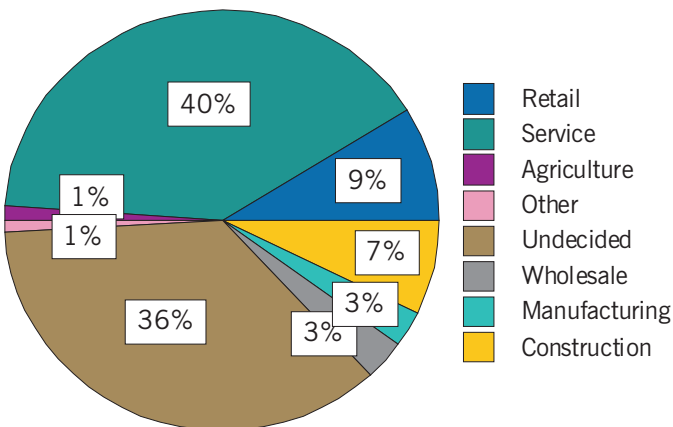
Gender



Business Status



Industry Sectors of Businesses



Client Demographics

