



2010 • 1st Quarter

Serving Lee, Charlotte, Collier, Glades and Hendry Counties



Small Business Bulletin

Dan's Corner

The Next Decade: *Already*

They say that time and taxes wait for no one person, certainly true. As we begin a new decade, business owners are constantly reminded and encouraged to make improvements to their businesses by having measurable and obtainable goals and embrace change.

2009 reminded us that going back to basics was not a bad idea after all. Sometimes by going back to the basics it forces us to rethink our strategy, redefine our business plans and review our customer service practices. Change is good; it's those that resist change that make it difficult to acknowledge. Often, I hear business owners say... I don't resist change, I resist being changed. We all have that fear but let that not get in the way of your entrepreneurial spirit, embrace it!

Businesses measure success mostly by revenue as Tom Scott Executive Director of the Southwest Florida Enterprise Center states, "It does not happen until we have sales!" But there are other factors to consider such as product pricing, competitive pricing and profit. Are your controllable numbers under control? If not, do you know how to monitor them? We will have programs this year that will focus on these topics and more.

The SBDC at Florida Gulf Coast University is committed to helping businesses with improvements, measurements and change. We are doing it ourselves by our rebranding efforts, stronger workshops and seminars and continued support of our Resource Partners. We hope you will call us to learn more about our services, business dynamics and partnerships, we are confidential and we are free.

Small Business Success Starts here!
Happy & Prosperous 2010!
Dan Regelski
Executive Director, FGCU/SBDC



Resource Partners Recognized

Congratulations to our SBDC Resource Partners Joe Ariola, Senior Vice President of Key Bank and Marie Grasmeyer CPA, CMA, of Grasmeyer Business Services, LLC who were recognized for their outstanding contribution to the Small Business Development Center (SBDC) at the Florida Small Business Network meeting in conjunction with the



National American Small Business Development Center annual conference.

Joe was recognized as Outstanding Resource Partner and Marie received the Volunteer of the Year award. Both individuals are known for their dedication and commitment to the SBDC as well as Small Business Resource Network (SBRN). "These two individuals exemplify what the SBDC stands for and without their support of our organization, it would be very difficult to provide outreach to the small business community," states Executive Director, Dan Regelski.

SBDC Success Story:



Garnierite of Southwest Florida, Inc. received a \$50,000 SBA loan from Borrego Springs to introduce his new Granicrete product line. Before owner Arnie Egan started his business, he sought the help of SBDC Director, Dan Regelski. "I am very proud of the success and growth of Egan's company, states Regelski. it shows that through hard work and determination, an entrepreneur's dream can come true."

Garnierite is known for its decorative line of concrete surfaces for countertops and floors. The introduction of the Granicrete product line has been highlighted on several home improvement television shows such as Extreme Home Makeover and TLC's Flip That House.

For more information please call 225-6300 or toll free at, 1-866-998-4938 or visit www.swflgranicrete.com Hours of operation are Monday through Friday, 7:00 a.m. until 5:00 p.m. and Saturdays 8:00 a.m. until 1:00 p.m.

SBDC INFORMATION

Address of the main office:
FGCU Campus - Lutgert Hall
10501 FGCU Blvd. S. Fort Myers, FL 33965
Phone Number: (239) 745-3700
Fax Phone: (239) 745-3710
Website: <http://cli.fgcu.edu/sbdc>
Seminar Registration Page:
<http://www.sbdcseminars.org>
Hours of Operation: 8:00 a.m. – 5:00 p.m.

JANUARY 2010

Title	Day/Date/Time	Location and Address	Fee
Doing Business with the Government Series	Fridays: 8th, 15th, 22nd 1-3pm	FGCU Main Campus – LH #4201 10501 FGCU Blvd S. Fort Myers, FL 33965	\$50 for the series or \$20 per session
How Do I Get Certified as a Minority, Woman or Service Disabled Veteran Enterprise?	Thursday: 14th 4-6pm	Southwest Florida Enterprise Center 3903 Dr. Martin Luther King Jr. Blvd. Fort Myers, FL, 33916	\$20
Small Business Resource Network – Network after 5	Thursday: 21st 5:30-7pm	Embassy Suites 10450 Corkscrew Commons Dr. Estero, FL, 33928	\$15 for members; \$20 for guests
Frequently Asked Questions About Starting a Business	Friday: 22nd 9am-12pm	Charlotte Chamber of Commerce 2702 Tamiami Trail, Port Charlotte, FL 33952	\$20
REAL Series (Rural Entrepreneurship through Action Learning)	Mondays: January 25th through March 29th 6-9 PM	Edison State College 1029 E. Cowboy Way, Labelle, FL 33935	\$100; \$90 refund upon completion of the series
Brown Bag Lunch Start-up: Fundamentals	Wednesday: 27th 11am-1pm	FGCU Main Campus – LH 4201 10501 FGCU Blvd S. Fort Myers, FL 33965	Free
Frequently Asked Questions About Starting a Business	Thursday: 28th 3-5pm	Cape Coral Office 1020 Cultural Park Blvd S Unit #3 Cape Coral, FL 33990	\$20
Preguntas Acerca de Cómo Comenzar Un Negocio	Friday: 29th 2-4pm	FGCU Main Campus – LH 4201 10501 FGCU Blvd S. Fort Myers, FL 33965	\$20
Entrepreneur's Law School	Saturday: 30th 8am-4pm	FGCU Main Campus – Student Union Ballroom 10501 FGCU Blvd S. Fort Myers, FL 33965	* see page 4 for more information



FEBRUARY 2010

Title	Day/Date/Time	Location and Address	Fee
FPA & SBDC Financial Planning Workshop & Panel Discussion	Monday: 1st 2-7pm	FGCU Main Campus – Student Union 10501 FGCU Blvd S. Fort Myers, FL 33965	Free * see page 3 for more information
Maximice Su Página De Internet para su Negocio	Friday: 5th 2-4pm	FGCU Main Campus – LH 4201 10501 FGCU Blvd S. Fort Myers, FL 33965	\$20
Understanding the Basics of Social Media	Thursday: 11th 1-4pm	iTECH Immokalee 508 N. 9th Street, Immokalee, FL 34142	\$20
Como Comenzar Una Compañía de Limpieza	Friday: 12th 2-4 pm	Hodges University, Naples Campus 2655 Northbrooke Drive Naples, FL 34119	\$20
Web Page Design	Thursday: 18th 2-4:30 pm	SWFL Chamber of Commerce 5237 Summerlin Commons Blvd., Suite 114 Fort Myers, FL 33907	\$20
Small Business Resource Network	Thursday: 18th 5:30-7pm	Embassy Suites 10450 Corkscrew Commons Dr. Estero, FL, 33928	\$15 for members; \$20 for guests
Doing Business in a Soft Economy	Friday: 19th 9-12 pm	Charlotte Chamber of Commerce 2702 Tamiami Trail, Port Charlotte, FL 33952	\$20
Brown Bag Lunch Start-up: Who are your clients?	Wednesday: 24th 11am-1pm	FGCU Main Campus – LH 4201 10501 FGCU Blvd S. Fort Myers, FL 33965	Free
Restaurante: Comenzar, Comprar o Franquicia	Friday: 26th 2-4pm	FGCU Main Campus – LH 4201 10501 FGCU Blvd S. Fort Myers, FL 33965	\$20



MARCH 2010

Title	Day/Date/Time	Location and Address	Fee
Workplace Fraud	Thursday: 4th 9-11am	Lehigh Acres Chamber of Commerce 4109 Lee Blvd, Lehigh Acres, FL 33971-1723	\$20
How to Secure a Business Loan	Tuesday: 2nd 2-4pm	FGCU Main Campus – LH 4201 10501 FGCU Blvd S. Fort Myers, FL 33965	\$20
REAL Series (Rural Entrepreneurship through Action Learning)	Thursdays: March 18th through May 27th 6-9pm	iTECH Immokalee 508 N. 9th Street, Immokalee, FL 34142	\$100; \$90 refund upon completion of the series
Small Business Resource Network	Thursday: 18th 5:30-7pm	Embassy Suites 10450 Corkscrew Commons Drive Estero, FL, 33928	\$15 for members; \$20 for guests
Overview of Doing Business with the Government	Friday: 19th 9-11:30am	Charlotte Chamber of Commerce 2702 Tamiami Trail, Port Charlotte, FL 33952	\$20
How Do I Get Certified as a Minority, Woman or Service Disabled Veteran Enterprise?	Tuesday: 23th 2-4:30pm	Bonita Springs Chamber of Commerce 25071 Chamber of Commerce Drive Bonita Springs, FL 34135	\$20
Pricing for Success!	Thursday: 25th 2-4:30pm	Cape Coral Office - 1020 Cultural Park Blvd S. Unit #3 Cape Coral, FL 33990	\$20
Market Pulse: Presented by News-Press, Bonita Chamber, SBDC	Thursday: 25th 2-4:30pm	FGCU Main Campus - Student Union Ballroom 10501 FGCU Blvd S. Fort Myers, FL 33965	Contact the Bonita Chamber at (239) 992-2943
Hispanic Marketing – A Cultural Approach Speaker: Luis Bernal	Friday: 26th 2-4pm	FGCU Main Campus – LH 1201 10501 FGCU Blvd S. Fort Myers, FL 33965	\$50
Reading, Restoring & Reusing Your Personal Credit	Monday: 29th 2-4:30 pm	Fort Myers Library 2050 Central Ave, Fort Myers, FL 33916	Free
Brown Bag Lunch Start-up: Marketing Your Business	Wednesday: 31st 11am-1pm	FGCU Main Campus – LH 4201 10501 FGCU Blvd S. Fort Myers, FL 33965	Free

Testimonials

“Thanks for the invitation. This event was one of the most productive small business events I’ve attended to date. It was a good outreach opportunity for our department. As long as you provide the opportunity, we will gladly participate.”

-Randy, DEP



“This is the most definite place to start when considering opening up a business! They help you with all questions you may have and follow up with you along the way. This is a free service everyone should take advantage of.”

- Janet Blanchard,
My Dinner Factory

* SBDC, Lutgert College of Business and Financial Planning Association of SW FL to host Small Business Workshop/ Panel Discussion “Impact of the rising cost of Health Care to Your Bottom Line”

Join the Small Business Development Center (SBDC) Lutgert College of Business and the Financial Planning Association of Southwest FL (FPA) for a free workshop and panel discussion “Impact of Healthcare on Your Bottom Line” on Monday, February 1st in the FGCU Student Union Ballroom. Presentation is at 5pm. Consultations are at 3pm or 6pm.

This informative workshop includes knowledgeable speakers discussing the healthcare issues that affect both your personal and business bottom line as well as the opportunity for a free one hour financial check up and consultation. Visit www.fpa-swfl.org for more information.

RESOURCE PARTNERS



Small Business Resource Network (SBRN)

Are You...?

- ▶ A business professional looking to network?
- ▶ Are you in the financial, accounting, insurance or legal profession, not for profit or governmental field?

Consider attending the SBRN monthly networking meetings held at the Embassy Suites in Estero on the Third Thursday of each month from 5:30-7:30 p.m. To learn more about SBRN, visit www.SBRN.org or contact Lorena Kibbey lkibbey@fgcu.edu.

Get started today!

Entrepreneur's Law School

The not to be missed day-long event is for small business owners who want to hone their knowledge of the legal issues pertaining to their businesses. The hour-long sessions will be held on Saturday, January 30, 2010 and are conducted by attorneys who are experts in the legal matters of small business.

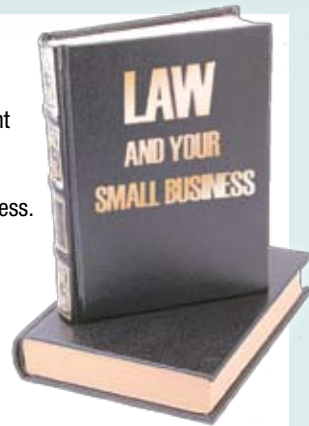
These sessions address dozens of the legal issues and questions raised by small business owners including, immigration law, employment law, contracts, legal form of the business, liability issues, intellectual property and the legalities of transfer of ownership.

Keynote Speaker : Dr. Richard Pegnetter, Dean, Lutgert College of Business.

Sessions will be held on campus at Florida Gulf Coast University, Student Union Building (Building #17 with large clock) in the Ballroom, 10501 FGCU Blvd, S., Fort Myers, FL 33965.

The Entrepreneur's Law School tuition including lunch is \$75 for the morning or afternoon sessions and \$95 for the full day, if purchased in advance. At the door, half day tuition is \$95 and full day is \$105.

Register at: <http://cli.fgcu.edu/sbdc/lawschool.html>

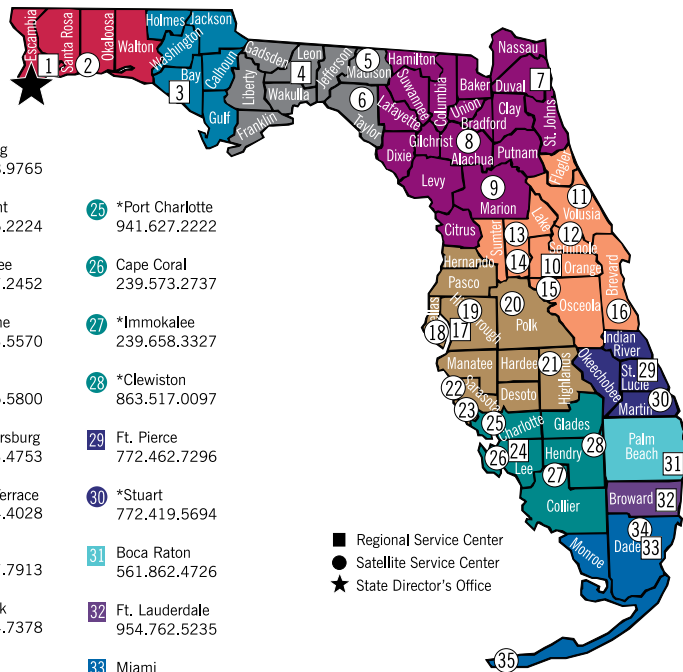


Small Business Success Starts Here

35 SBDCs Serving Florida

*Less than 40 hours/week

- | | | |
|--|------------------------------------|------------------------------------|
| 1 Pensacola
850.473.7830 | 13 *Leesburg
352.728.9765 | 25 *Port Charlotte
941.627.2222 |
| 2 Ft. Walton Beach
850.833.9400 | 14 *Clermont
352.536.2224 | 26 Cape Coral
239.573.2737 |
| 3 Lynn Haven (Panama City)
850.271.1108 | 15 Kissimmee
407.847.2452 | 27 *Immokalee
239.658.3327 |
| 4 Tallahassee
850.599.3407 | 16 Melbourne
321.433.5570 | 28 *Clewiston
863.517.0097 |
| 5 *Madison
850.973.9409 | 17 Tampa
813.905.5800 | 29 Ft. Pierce
772.462.7296 |
| 6 *Perry
850.584.5366 | 18 *St. Petersburg
727.873.4753 | 30 *Stuart
772.419.5694 |
| 7 Jacksonville
904.620.2476 | 19 Temple Terrace
813.914.4028 | 31 Boca Raton
561.862.4726 |
| 8 Gainesville
352.334.7230 | 20 Lakeland
863.667.7913 | 32 Ft. Lauderdale
954.762.5235 |
| 9 Ocala
352.622.8763 | 21 Avon Park
863.784.7378 | 33 Miami
305.261.1638 |
| 10 Orlando
407.420.4850 | 22 Sarasota
941.363.7219 | 34 *Hialeah
305.515.8609 |
| 11 Daytona Beach
386.506.4723 | 23 Venice
941.408.1412 | 35 Key West
305.809.3156 |
| 12 Sanford
407.321.3495 | 24 Ft. Myers
239.745.3700 | |



- Regional Service Center
- Satellite Service Center
- ★ State Director's Office



State Director's Office
401 E Chase St, Ste 100
Pensacola, FL 32502-6160
1.866.737.7232 or
850.473.7800

www.FloridaSBDC.org

Specialized Assistance:
Government Procurement
850.473.7806
Business Continuity and
Risk Management
850.473.7820
Veterans' Business Outreach
800.542.7232
International Programs
850.473.7800
Business Technology
Commercialization
850.473.7805
Small Business Resource Network
www.sbrn.org

The FSBDN is a statewide service network funded in part through a cooperative agreement with the U.S. Small Business Administration, hosted by the University of West Florida and accredited through the national Association of SBDCs.