

# Helping Businesses Grow and Succeed

## News Release



**Florida Small Business Development Center at UCF**

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**FOR IMMEDIATE RELEASE**

Contact: Hal Thayer, Communications Director, SBDC at UCF, 407.420.4850 or [hthayer@bus.ucf.edu](mailto:hthayer@bus.ucf.edu)



### **Employment Technologies Corporation Recognized for Innovation**

*Named William C. Schwartz Innovation Award Winner*

*Company Active in FSBDC at UCF's Advisory Board Council Program*

**Orlando, FL** – Employment Technologies Corporation (ETC), a pioneer in employment simulations, was honored by the Metro Orlando Economic Development Commission (EDC) at the William C. Schwartz Industry Innovation Awards luncheon on Thursday, September 26, at Full Sail LIVE. The EDC selects one company from each county in the region – Orange, Seminole, Lake, Osceola, as well as the City of Orlando, and the Florida High Tech Corridor Council – recognizing them for innovative practices and exceptional impact on the region. The William C. Schwartz Industry Innovation Award was named in tribute to the late William C. Schwartz, a Central Florida community leader and innovator in the field of optics and photonics.

ETC co-founder and President, Joseph Sefcik, and ETC Director of Innovation, Joe LaTorre, accepted the award on behalf of the company with The Honorable Teresa Jacobs, Orange County Mayor. The Orange County-based company revolutionized the hiring process for companies worldwide by replacing traditional text-based employment tests with highly realistic, interactive simulations. ETC's innovations save companies thousands to millions of dollars each year by streamlining the HR process, reducing turnover, and boosting employee performance and productivity.

"This award is a testament to our team's hard work and dedication," commented Sefcik. "Staying one step ahead of the industry takes creativity, inspiration, and determination. We are honored to receive this prestigious award from such an esteemed organization."

ETC is a participant in the Florida SBDC at UCF's Advisory Board Council (ABC) program, an economic development program that operates within the Small Business Development Center at UCF and is funded by Orange County Government. The program is a no-cost professional advisory service for local companies. By acting as a matchmaker between businesses and volunteer advisors, all of whom are professionals in our community, the Advisory Board Council program acts to positively impact Orange County businesses through revenue growth and job creation. Businesses also benefit by improved operations, marketing, financial management, reduced costs, leadership development and succession planning.

Commenting on the benefits that ETC has enjoyed from working with its Advisory Board, ETC co-founder and President Sefcik said, "This is a great honor and one that I share with the SBDC. The SBDC is a great resource for my company, providing access to other business leaders for their input. Their ideas and suggestions have been extremely beneficial in guiding our business and helping us move forward."

More information about the FSBDC at UCF's no-cost Advisory Board Council program can be found at [www.sbdcorlando.com](http://www.sbdcorlando.com) or by contacting Jill Kaufman, the ABC program manager, at [jkaufman@bus.ucf.edu](mailto:jkaufman@bus.ucf.edu).

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### **About the FSBDC at UCF**

With its main office in the National Entrepreneur Center located at the Fashion Square Mall in Orlando, the Florida Small Business Development Center at the University of Central Florida (FSBDC at UCF) is part of the UCF Office of Research & Commercialization and the Florida Small Business Development Center Network (FSBDC Network). THE FSBDC at UCF provides business seminars and no-cost, one-on-one business consultation to emerging and established businesses. The FSBDC at UCF serves an eight-county area that includes Brevard, Flagler, Lake, Orange, Osceola, Seminole, Sumter, and Volusia counties and maintains 10 service centers across Central Florida.

In 2012, the FSBDC at UCF served almost 6500 entrepreneurs and small business owners through consulting and training, resulting in 9,961 Central Florida jobs created, retained or saved; \$1.3 billion in sales growth; \$50.4 million in capital formation; \$104.6 million in government contract awards; and 108 new businesses started.

### **About the FSBDC Network**

For over 35 years, the FSBDC Network has nourished a statewide partnership between higher education and economic development organizations, dedicated to providing emerging and established business owners with management and technical assistance, enabling overall growth and increased profitability for the businesses and economic prosperity for the state. The FSBDC Network is a statewide service system of 41 centers with 60 outreach locations, including the FSBDC at UCF.

In 2012, the Florida SBDCs served approximately 38,000 entrepreneurs and small business owners through consulting and training, resulting in 47,845 jobs created, retained and saved; \$6.3 billion in sales growth; \$235.2 million in capital accessed; \$588.4 million in government contract awards; and 744 new businesses started.

In 2012, for every \$1 of Florida public and private sector investment in the FSBDC program, \$40 was returned to the state in tax revenue.

The FSBDC at UCF and the FSBDC Network are funded in part through a cooperative agreement with the U.S. Small Business Administration.

FSBDC at UCF | 3201 E. Colonial Drive | Orlando, FL 32801 | p 407.420.4850 | f 407.420.4862  
[sbdc@bus.ucf.edu](mailto:sbdc@bus.ucf.edu) | [www.sbdcorlando.com](http://www.sbdcorlando.com)

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