

# Small Business Development Center at UCF Natural Systems Analysts



Natural Systems Analysts, Inc. (NSA) was founded in May 1985 by Peter K. Gottfried and is currently headquartered in Winter Park, Florida. Peter is an ecological scientist and serves as the firm's president and majority owner. NSA provides ecological, urban planning, and Geographic Information System (GIS) services. These services include environmental permitting, mitigation planning, opportunities and constraints analysis, GIS mapping, and planning and entitlement services and are delivered to public and private clients throughout Florida and other states. The firm has also performed services abroad.



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Peter Gottfried  
Natural Systems Analysts, Inc.

As a result of declining private and state business in 2009 Peter made a strategic decision to pursue more Federal business opportunities. To generate additional business Peter knew that he needed to take advantage of any and all small business programs. The SBA 8a certification program was one of those programs with the potential to facilitate additional business opportunities. Although the paperwork was intimidating, Peter was ready for the challenge and attacked the process head-on because it seemed like a perfect fit. Many small businesses that meet the criteria for the program shy away because of the tremendous amount of paperwork and scrutiny of information necessary to be accepted into the program. Peter pursued the application process on his own and did quite well, however, after responding to several rounds of questions his application was still not accepted. Fortunately, Peter was given another opportunity to provide additional information and clarification to convince the SBA that he met all the criteria and was able to support contracts under the 8a program.

On April 10, 2009, Peter turned to Tony Espinosa of the Procurement Technical Assistance Center (PTAC) at the Small Business Development Center (SBDC) at UCF for assistance with formulating a final response letter. Tony worked with Peter to systematically address each of the SBA's concerns and provided specific guidance and recommendations to prepare his final response. Once the response letter was drafted and finalized, it was submitted to the SBA for a final decision. It took the SBA just four days to review the response and accept NSA into the 8a program. As a result, NSA was in a position to be awarded contracts set-aside for 8a certified businesses and was ultimately awarded a five-year contract by the Jacksonville district of the US Army Corp of Engineers to provide services under the Everglades restoration program. The restoration program involves the monitoring of submerged aquatic vegetation in the estuaries that feed the Everglades. This five-year contract has a value of over two million dollars, should all options be exercised, and is part of a comprehensive Everglades restoration plan. As a result of this project NSA has gone from one to three employees and from \$60K to \$300K a year.

"I do not know how I would have achieved my goal of becoming an 8(a) contractor without the professional and expert services of the SBDC and particularly, Mr. Tony Espinosa," says Peter. More importantly, Tony's help has allowed NSA to expand our small business ecological services to other Federal agencies, including a recent assignment in Alaska for the Bureau of Land Management." Visit NSA's website for more information on the company [www.gis1.com](http://www.gis1.com)

*Helping Businesses Start, Grow and Succeed*