



Regional SBDC at the University of Central Florida

IMPACT 2009

Serving Brevard, Flagler, Lake, Orange, Osceola, Seminole, Sumter and Volusia Counties

YOUR Resource for Growing Small and Medium-sized Enterprises (SMEs)

Return on Investment

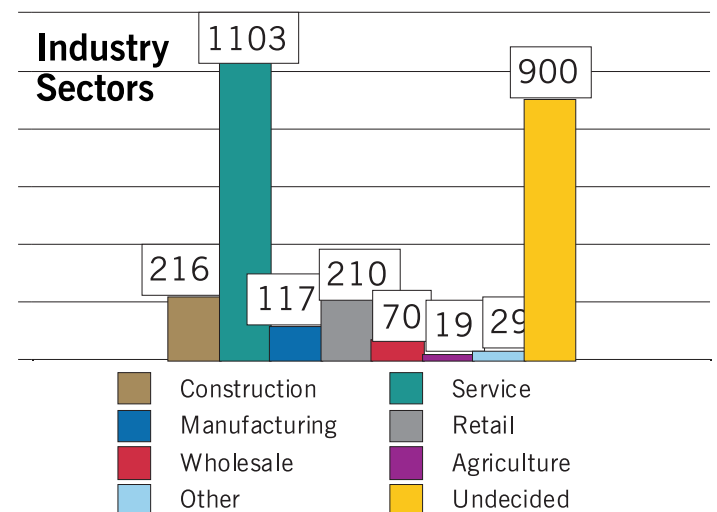
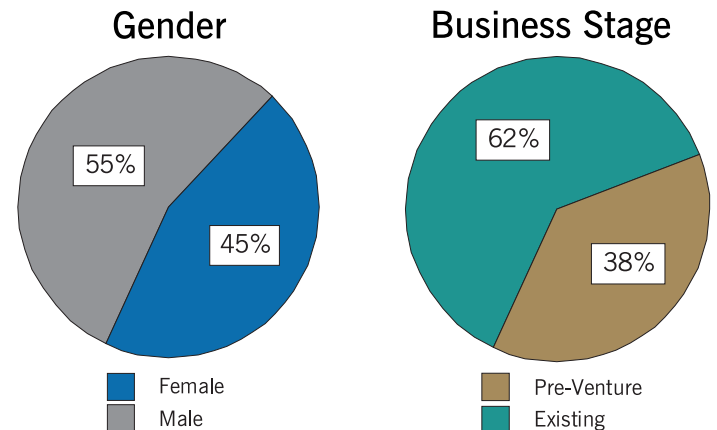
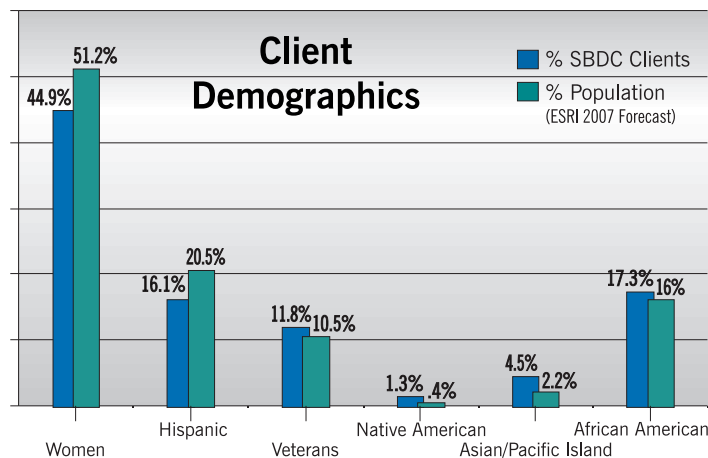
- 1,627 Jobs Created/Retained
- \$31.7 Million in Sales Growth
- \$14.8 Million in Capital Acquired
- \$31.4 Million in Contract Awards Won
- 161 New Businesses Started

"After struggling through the first years of business and basically learning by doing," as she describes it, Penny Martin, co-owner of Holy Land Stone Company LLC, heard about the SBDC in Melbourne. In 2002, she began meeting with SBDC Director/CBA Vicky Peake who "provided expert guidance with regard to marketing/sales and financial capital needs...this relationship continued throughout the years and has proven to be a significant resource."

Summary of Services

Clients Counseled	2,663
Counseling Hours	10,935
Training Event Attendees	5,223
Training Events	350
Requests for Business Information	58,674

366 Veterans • 1,745 Minorities • 427 Hispanics Served



State Designated as Florida's Principal Provider of Business Assistance

Magic Ink Artisans

Orlando Entrepreneur Poised for World Expansion: From a career CPA to a temporary tattoo retailer, Gary Gillstedt's entrepreneurial success is no ordinary story. . . Gary had been working as a CPA for a construction company in Michigan where one of his major clients happened to be involved with construction efforts on the France and Canada pavilions for the Epcot® project at the Walt Disney World® Resort. During the six months of working onsite in Orlando with the client and visiting Florida on more than a few vacation trips with his family, Gary became acquainted with a business owner who was seeking to sell his well-established venture. In December 1999, Gary decided to purchase the five-year-old business, Magic Ink Artisans – a retail service specializing in applying temporary tattoos on visitors at local theme parks.

With a steady market demand, Gary's newly acquired temporary tattoo service continued to grow at a steady pace until the disaster of September 11, 2001. Tourism to Orlando declined sharply and Magic Ink Artisan's sales in September and October were down by 85% and showed no signs of recovery. Within just a few months, Gary could no longer draw a salary for himself, fell behind on his installment payments to the seller and depleted his saving and credit line.

Suffering from a severe cash crunch, Gary sought technical assistance from the SBDC at UCF in January 2002. The SBDC's Eunice Choi met with Gary and helped him obtain the SBA's Economic Injury Disaster Loan. For Gary, it was the right move at the right time, and within a very short period the economy and business in general took a turn for the better.

Since receiving the disaster loan, Gary has continued to seek business consulting services from the SBDC at UCF. To this day, Eunice Choi as served as a mentor and provided third party opinions as Gary worked to strengthen and expand his business. The SBDC assistance Gary received ignited his philanthropic perspective. When Eunice Choi asked Gary to serve on the Entrepreneur Advisory Board of the Disney Entrepreneur Center, he agreed immediately to help his entrepreneur peers. "Simply," Gary said, "I would not have survived without the SBDC's help. I would like to repay the community."

It's been almost a decade since Gary's dream of owning his own business inspired him to make a move from the mid-west to the sunshine state. Today, Magic Ink Artisans has 11 kiosk locations across Walt Disney World® Resort including Animal Kingdom, Blizzard Beach, Disney Hollywood Studios, Downtown Disney, and Typhoon Lagoon. Gary's insatiable innovative spirit has led him to add a new line of interactive guest service. In May 2009, after more than a year of extensive research and development, Gary invested in BeadforLife, a project which sells beads made from recycled paper by Ugandan women. Gary was inspired by the eco-friendly and philanthropic message of BeadforLife and introduced the fun of stringing African beads into bracelets and necklaces to his current product mix. With this new project and working in tangent with Disney, Gary's company is poised to enter the global market.



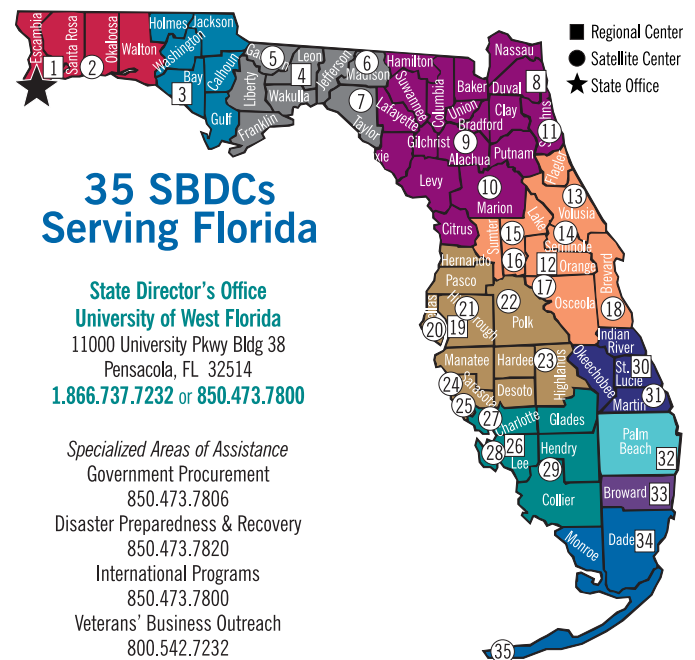
"Simply, I would not have survived without the SBDC's help," said Gary.

Florida SBDCs Can Help YOUR Constituents Start, Grow and Succeed in Business

Free Counseling • Value-added Training • Special Programs • Resources and Information

UWF Region	1	Pensacola 850.473.7830	13	Daytona Beach 386.506.4723	25	Venice 941.408.1412
	2	Ft. Walton Beach 850.833.9400	14	Sanford 407.321.3495	26	Ft. Myers 239.745.3700
GCCC Region	3	Panama City 850.271.1108	15	Leesburg 352.315.1846	27	*Port Charlotte 941.627.2222
	4	Tallahassee 850.599.3407	16	*Clermont 352.536.2224	28	Cape Coral 239.573.2737
FAMU Region	5	Quincy 850.627.9231	17	Kissimmee 407.847.2452	29	*Immokalee 239.658.3327
	6	*Madison 850.973.9409	18	Melbourne 321.433.5570	30	Ft. Pierce 772.462.7296
UNF Region	7	*Perry 850.584.5366	19	Tampa 813.905.5800	31	*Stuart 772.419.5694
	8	Jacksonville 904.620.2476	20	*St. Petersburg 727.873.4753	32	Boca Raton 561.862.4726
UCF Region	9	Gainesville 352.334.7230	21	Temple Terrace 813.914.4028	33	Ft. Lauderdale 954.762.5235
	10	Ocala 352.622.8763	22	Lakeland 863.667.7913	34	Miami 305.261.1638
	11	St. Augustine 904.620.2476	23	Avon Park 863.784.7378	35	Key West 305.809.3156
	12	Orlando 407.420.4850	24	Sarasota 941.363.7219		

* Open less than 40 hours/week



The Florida SBDC Network is funded in part through a cooperative agreement with the US SBA, hosted by UWF and accredited by the national Association of SBDCs.

www.FloridaSBDC.org