

Economic IMPACT 2011

Small Business Development Center at the University of Central Florida Region



Florida SBDCs Help YOU Help YOUR Constituents

**Accelerating
FLORIDA
Businesses
Jobs • Wealth**

	Regional	Statewide
JOBS CREATED & SAVED	1,538	16,914
Sales Revenues Increased	\$51.9M	\$317.9M
Gov't Contracts Awarded	\$28.9M	\$313.9M
Capital Accessed	\$17.7M	\$96.6M
New Businesses Started	98	1,026

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

"The service, sound advice and training opportunities provided by the SBDC and its staff are invaluable. With the insight and direction provided by James and Tony and the entire SBDC staff, I am confident that we shall continue to grow our company enabling us to become a truly world-class organization."

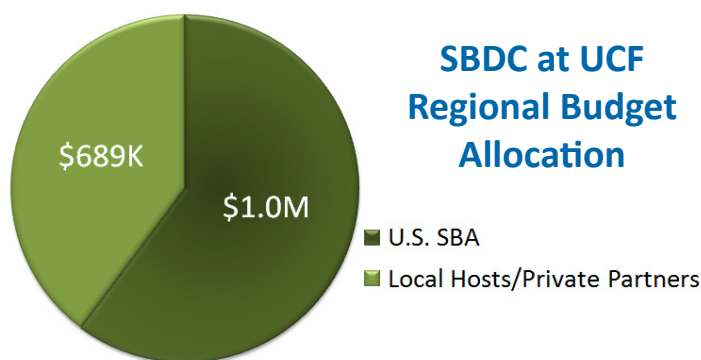
—Steven Bishop, President and CEO of Bishop Construction Group in Orlando

Florida SBDCs serve the complex and diverse needs of businesses through no-cost professional business consulting, value-added training and business information. These services significantly contribute to the economic vitality, sustainability, success and growth of businesses and the economy.

Florida SBDC consulting services include:

- Financing & Loan Packaging
- Financial Analysis & Assessment
- Accounting Systems & Literacy
- Marketing Plan Development & Research
- Feasibility Analysis & Start-up Assistance
- Business Plan Development
- Succession & Strategic Planning

The Florida SBDC Network has over 35 years of experience and results helping businesses grow and succeed.



Service Summary	Regional	Statewide
Entrepreneurs & Small Business Owners Served	6,956	38,444
Consulting Clients	2,238	15,183
Training Attendees	4,718	23,261
Women Assisted	3,418	17,351
Veterans & SCDVs Assisted	857	5,037
Minorities Assisted	1,825	13,166
Consulting Hours Delivered	11,975	57,688
Training Events Delivered	285	1,464

Let's Work Together

REFER
your business constituents to the SBDC for:

- **No-Cost Professional Business Consulting**
- **Value-added Training**
- **Business Information**

We'll Help Them:

- **Start & Grow Businesses**
- **Create Wealth**
- **Create & Save Jobs**
- **Expand the Economy**

INVITE
SBDC professionals to participate in your town hall meetings and events.

SUPPORT
recurring funding for Florida SBDC services.

State Designated as Florida's Principal Provider of Business Assistance [\$ 288.001, Fla. Stat.]

Common Sense Office Furniture, Orlando

"Always use Common Sense." That marketing slogan neatly sums up the philosophy Craig Caswell has used to guide his business. Caswell opened Common Sense Office Furniture in 1997 and that guiding principle has helped him to build his firm into one of the largest office furniture dealers in Central Florida. Based in Orlando, Common Sense offers design, sales, delivery and installation of new, used and remanufactured office furniture out of its more than 30,000 sq. ft. showroom and warehouse. A key element of the firm's business growth strategy and common sense approach has been to utilize the services of the Florida SBDC at UCF.

Caswell has utilized the services of the FSBDC's Procurement Technical Assistance Center and in 2010 he joined the FSBDC's CEO XChange, a CEO roundtable group; however, the Advisory Board Council (ABC) was the first SBDC program to attract his interest. In fact, his first interaction with the ABC was when he signed up to donate his time and expertise to help other business owners by serving as a volunteer advisor for the program in early 2008. Yet, as Caswell learned more about the ABC program and the next level business assistance it provides, he thought it would be a useful tool to help propel his own business growth.

Later that same year, Common Sense Office Furniture became a client of the Advisory Board Council. Caswell worked with ABC Program Manager Jill Kaufman to identify areas of opportunity and challenges facing his business. Kaufman formed a board of advisors for Common Sense to address the firm's strategic planning, marketing, sales management and training, operations and business development. The ABC worked with Caswell to take a more strategic view of his business, build a stronger business foundation and lay out a roadmap for business growth. Common Sense Office Furniture's advisory board has proven so advantageous to the business that Caswell requested and was approved to remain in the program for a second term.

Throughout Common Sense's tenure in the ABC, the firm has demonstrated strong growth in revenue and their number of employees has doubled from 6 to 12, strengthening the firm's organizational structure and allowing Caswell to focus on expansion opportunities. The company has refined its marketing strategy and increased its visibility in the community. In fact, the business received significant exposure when Common Sense was named to the 2011 and 2010 Inc. 5000 list of fastest growing private companies in the U.S. due to its 41% 3-year revenue growth. "The SBDC has been instrumental in helping me grow my business for the past two years. This is evidenced by the inclusion of our company in the Inc. 5000 list of fastest growing small businesses this year."



"Nowhere are there valuable services and advice available, at no charge, like at the SBDC and its Advisory Board Council program," said Craig Caswell. "They are a great tool to grow a business and get advice that otherwise you may never have access to."

Florida's Resource for Growing Businesses *and* The Economy

Serving Central Florida

Our Regional Headquarters

SBDC at the University of Central Florida

3201 E. Colonial Drive, Suite A-20
Orlando, FL 32803
407.420.4850 | f: 407.420.4862
www.sbdcorlando.com

Our Sub-Centers

Brevard Community College, Melbourne, FL 32935
321.433.5573 | www.bcctraining.com

Daytona Beach Incubator (PTAC Only), Daytona Beach, FL 32114
386.872.3100 | www.sbdcorlando.com

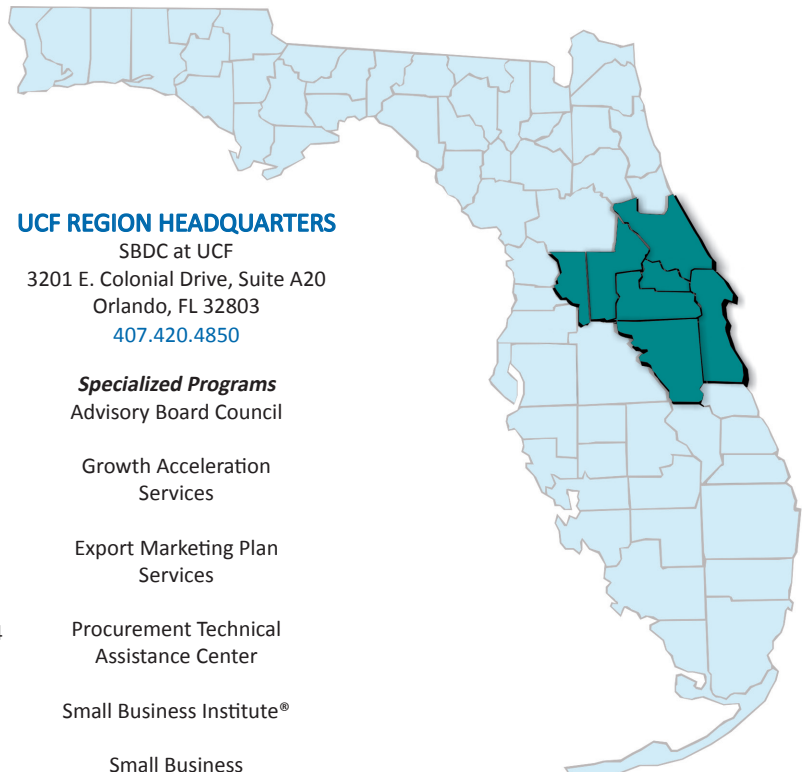
Daytona State College, Daytona Beach, FL 32114
386.506.4723 | www.sbdcdaytona.com

Kissimmee/Osceola County Chamber of Commerce, Kissimmee, FL 34744
407.847.2452 | www.kissimmeechamber.com/sbdc

Leesburg Business & Technology Incubator, Leesburg, FL 34748
352.315.1846 | www.sbdcorlando.com

City of Palm Coast - Business Assistance Center, Palm Coast, FL 32164
386.986.4765 | www.sbdcorlando.com

Seminole State College, Sanford, FL 32771
407.321.3495 | sbdc.seminolestate.edu



UCF REGION HEADQUARTERS

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Specialized Programs

Advisory Board Council

Growth Acceleration
Services

Export Marketing Plan
Services

Procurement Technical
Assistance Center

Small Business Institute®

Small Business
Resource Network

The Florida SBDC Network is funded in part through a cooperative agreement with the U.S. SBA and accredited by the national Association of SBDCs.

www.sbdcorlando.com