

*Helping Businesses Start, Grow and Succeed*

# Press Release



## Small Business Development Center at UCF

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### FOR IMMEDIATE RELEASE

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### L. Harrison 'Hal' Thayer Named Assistant Director at SBDC at UCF

**Orlando, FL.** – The Small Business Development Center at University of Central Florida (SBDC at UCF) today announced that it has named L. Harrison 'Hal' Thayer as Assistant Director of the SBDC at UCF. He will be responsible for providing counseling services, seminars and workshops aimed at assisting SBDC at UCF clients grow into successful businesses. In addition, Thayer will oversee, as Program Manager, the SBDC at UCF's CEO XChange program, a facilitated executive roundtable endeavor that leverages the benefits of peer-to-peer learning and sharing to provide CEOs and business owners with the relationships, tools, training, ideas and guidance to succeed.

"Hal brings a unique set of skills to the SBDC at UCF" commented Eunice Choi, Regional Director of the SBDC at UCF. "His combination of counseling and consulting experience, facilitation and training expertise and hands-on work with CEOs make him an outstanding choice to assist the SBDC's clients with growing their businesses while also working with our CEO XChange business owners to take their companies to the next level."

Thayer joins the SBDC at UCF after an accomplished career in strategic marketing, reputation management, corporate brand management and positioning and integrated marketing planning and execution. Working closely with the CEO's of small and large companies, including the *GE Capital*, *Novell Inc.* and *The RISConsulting Group* among others, he has been a trusted advisor to business leaders as they drive their companies' growth. Thayer first came to Orlando in 2006 as the Senior Director, Marketing and Corporate Communications, for Express Scripts' specialty pharmacy unit, CuraScript. Thayer earned a BA in English from Amherst College and an MBA in Marketing and Finance from Columbia University.

For more information about the SBDC at UCF, contact Kellie Snaith at [ksnaith@bus.ucf.edu](mailto:ksnaith@bus.ucf.edu) or call 407.420.4850

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With its main office in the National Entrepreneur Center (formerly the Disney Entrepreneur Center) now located at the Fashion Square Mall in Orlando, the SBDC at UCF is part of the UCF College of Business Administration and the Florida Small Business Development Center Network, providing business seminars and free one-on-one business consultation to small business owners. The SBDC at UCF serves an eight-county area that includes Brevard, Flagler, Lake, Orange, Osceola, Seminole, Sumter, and Volusia counties and maintains five satellite service centers. In 2010, the SBDC at UCF helped entrepreneurs create or retain 1,241 jobs, win contract awards worth \$38.3 million, acquire \$20 million in capital formation, and increase sales by \$18.4 million. The SBDC at UCF is funded in part through a cooperative agreement with the U.S. Small Business Administration.

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