

Helping Businesses Grow and Succeed

News Release



Florida Small Business Development Center at UCF

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FSBDC at UCF – Palm Coast Assists Bio Shield Tech Build a Growth Strategy

Founder's Transformation of His Company and His Role Bring Strong Results

Orlando, FL – Like a lot of small business entrepreneurs, Jeff Drucker had his hands full. As the founder and sole proprietor of Bio Shield Tech, a distributor and technology consultant for antimicrobial products, coatings, and equipment, Jeff was what so many small business owners are: the CEO -- when that acronym stands for “Chief Everything Officer.”

Being that chief-everything-kind of CEO had Jeff concerned. He was smart enough to know what he didn't know and had questions about the company's legal structure, sales growth, and operating costs. To help him address these issues, Jeff visited the Florida Small Business Development Center at UCF's office in Palm Coast in October 2012.

Joe Roy, Area Manager for the FSBDC in Palm Coast recalls meeting Jeff for the first time. Said Roy, “Jeff was an exceptional sales person but there was not enough time in the day for Jeff to be the Sales Executive and the Business CEO”. After conducting an initial assessment of the challenges facing Bio Shield Tech with Joe, Jeff agreed to develop a strategic plan including sales, marketing, and operating expenses.

In building a growth plan for Bio Shield Tech, and challenging the plan assumptions with his FSBDC consultant, Jeff realized that adding a sales office in California and one in Pennsylvania would allow the company to be more competitive in important markets. And Jeff went right ahead and recently opened sales offices in California and Pennsylvania, and went a step further by obtaining approval to sell products on the GSA website.

Today, Bio Shield Tech sells products nationally and exports to South Korea, Kuwait, Trinidad, Philippines, India, and Canada. And Jeff Drucker credits the FSBDC at UCF in Palm Coast for assistance getting there: “The FSBDC has helped us to strategize and focus on what we do best to continue to grow our company at double digit growth rates” said Drucker. “Anyone even remotely thinking about starting or moving a business should consider making the FSBDC their first stop”.

Business results bear out Jeff's decisions. Comparing 2013 sales through October, Bio Shield Tech is running 42% ahead of 2012 year-end sales. “Jeff has transitioned this year toward becoming a true CEO although his heart is still in sales” said Joe Roy. “I know how difficult this was for him but the results Jeff has achieved are indicative of the supreme effort that he put in”.

Today, you will find the antimicrobial products, coatings, and equipment that Bio Shield Tech distributes and consultants on being used by ambulance original equipment manufacturers (OEMs), commercial HVAC Systems and

Ductwork, Medical Device OEMs, Hospitals, Assisted Living Facilities, Veterinary Practices, and Government Facilities. Customers using these products include JFK International Airport, Bucknell University, the FAA Tracon at McCarron International Airport in Las Vegas, and the Jack Daniels manufacturing facility in Alabama.

And you will also find that Jeff Drucker is no longer the “Chief Everything Officer” at Bio Shield Tech; today he is a true Chief Executive Officer.

-- FSBDC --

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. And, for every \$1 of Florida public and private sector investment in the FSBDC programing 2012, \$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.

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