

# Helping Businesses Grow & Succeed

## News Release



Florida SBDC at the University of Central Florida

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FOR IMMEDIATE RELEASE

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### **Florida SBDC at UCF to Host Business Management Seminar: Human Resources Strategies: The Heart of Your Organization** *Will Provide Keen HR Insights for Business Owners and Managers*

**Orlando, FL** – There is virtually no work in today's world of business that is not impacted by the effectiveness of the workforce. Whether working behind the scenes or out front with customers, a company's business is its employees. Fortunately, there are human resource strategies centered on company culture, employee engagement and workforce performance, as well as other factors, that can help organizations grow and succeed.

To assist Central Florida businesses reduce the organizational risk associated with disengaged employees, a toxic company culture or workforce underperformance, the Florida SBDC at UCF has announced that it is hosting a new business management seminar for business owners, CEOs, company presidents and HR professionals entitled "**Human Resources Strategies: The Heart of Your Organization**" featuring Carol E. M. Anderson, owner and principal of Anderson Performance Partners, LLC, a respected leader in human resource management and strategy.

Scheduled for Thursday, June 26<sup>th</sup> from 9:00 am – 12:00 Noon at the National Entrepreneur Center in Orlando, the seminar will focus on issue that can contribute to business success if managed properly, or doom a company to poor performance if not, including:

- How employee performance relates to the bottom line
- How to build and engage a committed workforce
- Create the right cultural fit for any business

Business owners, CEOs, company presidents, HR professionals and others interested in attending can register at [www.sbdcorlando.com/HRStrategies](http://www.sbdcorlando.com/HRStrategies) or by calling (407) 420-4850. There is a \$30 registration fee that includes a continental breakfast and workshop materials. The Florida SBDC at UCF is located inside the National Entrepreneur Center at the Orlando Fashion Square Mall, 3201 E. Colonial Drive in Orlando.

## **About the FSBDC at UCF**

With its main office in the National Entrepreneur Center located at the Fashion Square Mall in Orlando, the Florida SBDC at the University of Central Florida (FSBDC at UCF) is part of the UCF Office of Research & Commercialization and the Florida SBDC 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**

The FSBDC at UCF is a member of the Florida SBDC Network, a statewide service network funded in part through cooperative agreements with the U.S. Small Business Administration, Defense Logistics Agency, State of Florida and other private and public partners. The Florida SBDC Network is hosted by the University of West Florida and is nationally accredited by the Association of SBDCs. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

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

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