

# No Limits.

## Limitless International, Inc.

[www.limitlessinc.com](http://www.limitlessinc.com)

**For this global transportation company, the SBDC at UCF has been the ticket to success.**

Limitless is not only the name of Cheryl Stockstad's company, it is how she sees her opportunities in business. Stockstad, a licensed U.S. Customs broker and freight forwarder with over 25 years of experience in global trade, founded Limitless International, Inc. in 2002 as one of the very few 100% woman-owned freight forwarding businesses in the United States.

Although a vision for her company was in place, Stockstad faced some setbacks during the early stages of business. Knowing that she needed to seek quality business advice, Stockstad reached out to the SBDC at UCF. The SBDC at UCF has been a key partner to Stockstad in the growth of her business. Starting in 2003, Stockstad has utilized almost all of the services the SBDC at UCF has to offer including one-on-one business counseling, the Procurement Technical Assistance Center (PTAC), government contracting training and, most recently, the Small Business Institute®.



However, her longest term commitment with the SBDC at UCF has been her participation in the Advisory Board Council (ABC). Limitless first joined the ABC program in 2006 and is now completing her second term. According to Stockstad, Limitless' board, comprised of experts in government procurement, marketing, strategic planning, finance and law, has been a key element in the astonishing growth of her firm and in her own personal development as a business woman. "The board has helped me become a better leader and manage my company more effectively," explained Stockstad. "I have been fortunate to have a group of professionals who have been so dedicated to the success of my company."

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Stockstad also benefited from her board's impressive level of service. Limitless' board members contributed 289 in-kind hours of service in support of the firm. With a reported market value of more than \$52k in pro-bono consulting, this was a record for any Advisory Board Council client. "Meeting with my board every quarter keeps me accountable," commented Stockstad. "The process of reviewing what's been done and how decisions I've made have affected the company, has been extremely beneficial."

Today, Limitless is well-poised for growth. The firm is certified by the Federal government as a Small Disadvantaged Business, a Woman Business Enterprise, an 8(a) corporation, and is also a registered central contractor with the U.S. Department of Defense. From 2007 to 2008, Limitless' revenues jumped more than 500% to \$3.3 million. In 2008, Limitless was awarded the opportunity to become a subcontractor to one of the largest Department of Defense transportation contracts in history, a \$4.6 billion contract to move cargo between the 67 U.S. military bases. In early 2009, Limitless expanded to open a second branch in a Hubzone in Norfolk, Virginia.

