

*Small Business Success Starts Here*

# Small Business Highlights



Small Business Development Center

January - March 2010

## SeeLevel Graphics

In early 2008, Erik Matteson and Matt Behnke found themselves in a very tight spot; they discovered their employer, a local graphic design company, was going out of business and they were about to lose their jobs.

Instead of looking for another employer in their field, Erik and Matt started developing a plan to open their own company: what would soon become SeeLevel Graphics. They decided to make an offer to purchase all the assets of their former company. "When we first began to actually take steps to make SeeLevel a reality, we had a pretty good grasp on our target clientele and the products/services we wanted offer," said Erik. "Since we were buying the assets of an established business where we had already been employed, it was to be more of a transition than a cold startup.... still not easy since the big question is always how to secure the financing." Financing, indeed, became the deciding factor to whether Erik and Matt could make SeeLevel a reality.

After a disappointing encounter with a local bank and some discussions with other small business owners, Erik and Matt turned to the Small Business Development Center at the University of West Florida for counsel on exploring available financing opportunities. Based on the information discussed with CBA Joshua Stewart at their SBDC counseling sessions, Erik and Matt were able to quickly determine what type of financing was right for their new business. They also received assistance in choosing the most appropriate legal structure for SeeLevel Graphics.



When asked how SeeLevel has benefited from the SBDC, Erik said "The key thing about the SBDC is the supportive attitude that everyone has toward the small business person in general. That kind of support and personable attitude can be few and far between on the road to working for yourself." The road ahead for SeeLevel Graphics is not an easy one; like many new small businesses, the company must fight for its survival and its position in the market. One weapon SeeLevel has in its arsenal is the support and encouragement from their local SBDC: the starting point for small business success.

## Daybreak Senior Services

Daybreak Senior Services would like to "Create a Brighter Day" for you. As one of the first adult day programs in Okaloosa County, the business is bringing a new concept in senior care to the area by providing daytime care for seniors in a center-based setting. While at Daybreak, participants enjoy an array of fun and beneficial activities, nutritional snacks and a catered lunch.



With a history of working with the elderly population, Heather Tidwell and Leigh Rice realized that area seniors were in need of an affordable care option that allowed them to continue living at home. Heather and Leigh began researching aging trends in our local area and took advantage of some classes offered through the Small Business Development Center's Fort Walton Beach office. After writing a business plan, Leigh and Heather contacted Sharon Triplett, Certified Business Analyst with the Small Business Development Center at the University of West Florida, to request guidance and suggestions for their plan. Mrs. Triplett gave insight into many areas of business operations and provided training on developing financial projections.

With the expertise of the Small Business Development Center, Leigh and Heather felt confident they had the necessary information to go forward with this endeavor. After a renovation process, Daybreak Senior Services held an open house in May of 2009, and officially opened for business in June.

To learn more about the benefits of senior day services and to view the daily activities at Daybreak, please visit their website at [www.daybreakseniorservices.com](http://www.daybreakseniorservices.com).

State Designated as Florida's Principal Provider of Small Business Assistance

# Spring 2010 Workshop Schedule

Due to limited seating, please register in advance. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance of a program.



We strive to begin our workshops on time. Please arrive 15 minutes prior to the advertised start time in order to proceed through the registration process.

For reservations - log onto our website - [www.sbdc.uwf.edu](http://www.sbdc.uwf.edu) or call

Escambia & Santa Rosa Counties:  
(850) 473-7830

Ocala & Walton Counties:  
(850) 833-9400

For Procurement Programs call:  
(850) 473-7806

Please note: *Our funding agency specifies minimum attendance standards for our workshops. Please pre-register to avoid workshop cancellations.*

All Pensacola area workshops will be at the UWF Downtown Center, located at 401 E. Chase Street, Suite 100, unless otherwise noted. Seating for all workshops is limited. Please call (850) 473-7830 or e-mail: [sbdc@uwf.edu](mailto:sbdc@uwf.edu) to register.

All Ft. Walton Beach area workshops will be at the Northwest Florida State College (NWFSC)/UWF Emerald Coast campus located at 1170 Martin Luther King Blvd. in Building 1, Room 126, unless otherwise noted. Seating for all workshops is limited. Please call (850) 833-9400 or e-mail: [fwbsbdc@uwf.edu](mailto:fwbsbdc@uwf.edu) to register.

## BASIC PROGRAMS

### Starting A Business

Understand the subjects that you need to consider and investigate prior to establishing a business. Fee: \$35

PENSACOLA AREA	
January 21 (Thursday)	9:00 a.m. - Noon
February 24 (Wednesday)	9:00 a.m. - Noon
March 17 (Wednesday)	9:00 a.m. - Noon

FORT WALTON BEACH AREA	
January 14 (Thursday)	3:00 - 6:00 p.m.
February 11 (Thursday)	3:00 - 6:00 p.m.
March 10 (Wednesday)	3:00 - 6:00 p.m.

### Business Planning for Success

Discover key components and the basics of writing a business plan. Appreciate how your business plan impacts the lending decision and, more importantly, your success in business. Fee: \$40

PENSACOLA AREA	
January 20 (Wednesday)	6:00 - 9:00 p.m.
February 23 (Tuesday)	6:00 - 9:00 p.m.
March 24 (Wednesday)	6:00 - 9:00 p.m.

### Marketing Matters for Small Business

Learn practical, cost-effective strategies for marketing a small business. Fee: \$35

PENSACOLA AREA	
February 16 (Tuesday)	6:00 - 9:00 p.m.

### IRS Resource Tools

As a business owner, you are liable for the information that is placed on your tax return. Learn how the use of free IRS resources can help you save money. Fee: Free

PENSACOLA AREA	
March 23 (Tuesday)	9:00 a.m. - Noon

## INTERMEDIATE PROGRAMS

### Understanding Your Financial and Cash Flow Statements

Learn how to create and use profit and loss statements, balance sheets and cash flow statements to manage a small business.

Fee for two sessions: \$45. Please bring a calculator

PENSACOLA AREA	
March 8 & 10 (M/W)	9:00 a.m. - Noon

### Record Keeping in Small Business: A Foundation of Your Business Continuity Plan

Learn how to keep records, develop financial statements, create asset depreciation schedules, and gain a better understanding of tax records. Includes a session on business continuity planning.

Fee for all four sessions: \$55. Please bring a calculator

PENSACOLA AREA	
February 8, 10, 15 & 17 (M/W)	9:00 a.m. - Noon

### Business by the Numbers - Record Keeping

Attend both sessions and learn the basics of controlling your business with effective reporting and record keeping. Stay on top of what is important in your business for recording and managing your revenue and expenses, cash flows, profitability and taxes.

Fee for two sessions: \$45. Please bring a calculator

FORT WALTON BEACH AREA	
February 23 & 25 (T/Th)	3:00 - 6:00 p.m.

## OTHER PROGRAMS

### Write the Ultimate Business Plan

The SBDC at UWF has partnered with the makers of Ultimate Business Planner® to bring you a proven tool for business planning, writing and forecasting. Instructor will fully demonstrate this software tool and lead you through a step-by-step process of developing financial projections and organizing your plan.

Space is limited to the first 10 callers (850-833-9400). Fee for two sessions: \$99 (Including software)

FORT WALTON BEACH AREA	
February 12 & 19 (Fridays)	10:00 a.m. - Noon

### Plan to Profit - A Software Solution for Marketing Plans

Survive the downturn by attending this hands-on workshop! Learn to use a leading software tool to create your own beginning plan. Workshop fee includes Marketing Plan Pro® software as well as the book, "Duct Tape Marketing", by John Jantsch. Plan today for tomorrow's success.

Space is limited to the first 10 callers (850-833-9400). Fee: \$139 (includes software and book - \$179.50 retail value)

FORT WALTON BEACH AREA	
March 23 (Tuesday)	3:00 - 6:00 p.m.

# Spring 2010 Workshop Schedule

## SBA Loans

The Small Business Administration (SBA) provides a number of financial assistance programs for small businesses. Learn about eligibility requirements and advantages of using SBA loan programs for funding of business assets, working capital and special purpose loans.

Fee: \$20

FORT WALTON BEACH AREA

February 5 (Friday)

10:00 a.m. - Noon

## The Basics of Selling on eBay

Learn the essentials of selling on eBay from a professional with experience. Our Education Specialist, trained by eBay, will teach you (via PowerPoint presentation) how to avoid costly mistakes as a new eBay seller.

Instructor: Thawanna D. Price, e-Bay-Trained Education Specialist  
Fee: \$60 (includes Student Guide)



PENSACOLA AREA

February 6 (Saturday)

9:00 a.m. - 2:00 p.m.

## Be Ready for Business on Day One

Attend this workshop to learn important details about organizing your business beyond that covered in our basic Starting a Business workshop. Learn how to organize your business' by-laws and agreements, hold required organizational meetings, work with advisors, manage human resources and set up records.

Fee: \$20

FORT WALTON BEACH AREA

March 19 (Friday)

10:00 a.m. - Noon

## QuickBooks Basic & Organizing Year-End Data for Taxes

This course will provide you with a checklist of those crucial filing dates and requirements for payroll, 1099's and your business and personal tax returns. You will also learn about account classifications and important tasks that should be completed within QuickBooks to save preparation time for your business tax return.

Fee: \$50

FORT WALTON BEACH AREA

January 21 (Thursday)

9:00 a.m. - Noon

Presented by Denise Fitzpatrick, of Carr, Riggs and Ingram, LLC

## Franchise

Discover if you have the traits of a successful franchisee; learn how to locate and evaluate franchise opportunities, and how to best finance a franchise. Learn about the top, low-cost franchise opportunities and questions you should ask and answer before buying a franchise.

Fee for two sessions: \$45

PENSACOLA AREA

January 11 & 13 (M/W)

9:00 a.m. - Noon

## International Business

Before you venture overseas to import or export, learn the government resources that are available for doing business internationally. In this two-session workshop, you will discover how to evaluate the market, cost and logistics. Understand the important role of an expediter.

Fee: \$45 for two sessions

PENSACOLA AREA

January 25 & 27 (M/W)

9:00 a.m. - Noon

## SBDC Counseling Services in Walton County

The Small Business Development Center at the University of West Florida and the Walton County Economic Development Alliance have established a partnership to bring Walton County businesses and entrepreneurs more convenient access to one-on-one small business counseling. The agreement reached between the two groups provides for Certified Business Analysts from the SBDC to conduct office hours twice per month in Walton County.

Appointments will be held the first and third Tuesday of each month from 10:00 am to 2:00 pm at either the Alliance Office in DeFuniak Springs or the Walton Area Chamber of Commerce Office in Santa Rosa Beach. Interested parties should call the Alliance Office at 892.4859 to schedule an appointment.

## BROWN BAG LUNCH SCHEDULE

Bring your lunch and enjoy an hour of information pertinent to those with an interest in Small Business.

*Without a minimum of pre-registered guests, events may be cancelled.*

## Facebook "How-to" for Business

Steps to setting up a business fan page on Facebook.

Presented by: P. Jay Massey, Founder / Internet Marketing Strategist  
Coco Design

Fee: FREE - Pre-registration required

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rounded rectangle background.

PENSACOLA AREA - (850) 473-7830

January 6 (Wednesday)

Noon - 1:00 p.m.

## Employee Leasing

Check our website for description ([www.sbdc.uwf.edu](http://www.sbdc.uwf.edu))

Presented by: Steve Freeland, Payroll Management, Inc.

Fee: FREE - Pre-registration required

FORT WALTON BEACH AREA - (850) 833-9400

January 29 (Friday)

Noon - 1:00 p.m.

-SBDC Office, 922 Mar Walt Drive, Ste. 203, Ft. Walton Beach

## How to Generate Endless Referrals

A lot of businesses and good salespeople are built on generating referrals. Learn some tried and true ways to start the referral pipeline going for you and your business that are guaranteed to get you referrals.

Presented by: Kolleen Edwards, Office Rep  
John M. Kizziah Agency, State Farm Insurance.

Fee: FREE - Pre-registration required

PENSACOLA AREA - (850) 473-7830

February 3 (Wednesday)

Noon - 1:00 p.m.

## Using LinkedIn for Business

Discover why and how to get your company LinkedIn

Presented by: P. Jay Massey, Founder / Internet Marketing Strategist  
Coco Design

Fee: FREE - Pre-registration required

The LinkedIn logo, featuring the word "LinkedIn" in white lowercase letters on a blue rounded rectangle background.

PENSACOLA AREA - (850) 473-7830

March 3 (Wednesday)

Noon - 1:00 p.m.



Small Business Development Center  
at the University of West Florida  
401 E. Chase Street, Suite 100  
Pensacola, FL 32502

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## Business Healthy Workshops

Procurement Technical Assistance Center Program

**PRE-REGISTRATION REQUIRED**

### HOW TO DO BUSINESS WITH...

Presenter will discuss how to do business with his particular agency.

DATES: Wed, January 20 • Emerald Coast Utilities Authority  
TIME: 8:00 am - 11:00 am COST: Free  
LOCATION: Pensacola PRESENTER: Various

### HOW TO DO BUSINESS WITH...

Each presenter will discuss how to do business with their particular agency.

DATES: ① Thurs, February 18 • Naval Facilities Engineering Command  
② Thurs, March 25 • University of West Florida  
TIME: 11:30 am - 1:30 pm COST: Free *Bring Your Lunch & Learn*  
LOCATION: Pensacola PRESENTERS: Various

### 8(A) - WHAT IS IT? - DO I QUALIFY?

Explains the program, qualifications, application process and benefits.

DATE: Thurs, March 18  
TIME: 11:30 am - 1:30 pm COST: Free *Bring Your Lunch & Learn*  
LOCATION: Pensacola PRESENTER: Laura Subel, PTAC Program Mgr

### UPCOMING CONFERENCES - SAVE THE DATES

Watch PTAC website at [www.fptac.org](http://www.fptac.org)

### PROCUREMENT OPPORTUNITIES MATCHMAKER

See [www.fptac.org](http://www.fptac.org) and [www.southalabama.edu/sbdc](http://www.southalabama.edu/sbdc) websites for details and registration.

DATE: Thurs, February 11  
LOCATION: University of South Alabama, Mobile, AL

### SMALL BUSINESS IN THE SUNSHINE

See [www.fptac.org](http://www.fptac.org) website for details and registration.

DATE: Tues, March 2  
LOCATION: Emerald Coast Conference Center, Ft. Walton Beach

### NATIONAL INSTITUTE OF GOVERNMENT PURCHASING

See [www.fptac.org](http://www.fptac.org) website for details and registration.

DATE: Fri, March 5  
LOCATION: Marriott Bay Resort, Panama City

REGISTER PENSACOLA

850.473.7830

Workshop Location:

SBDC at UWF, Downtown  
401 E Chase St, Ste 100

Learn more about the PTAC Program at [www.fptac.org](http://www.fptac.org)

# SMALL BUSINESS HIGHLIGHTS

Small Business  
Development Center  
at the  
University of West Florida

Funded in part through a cooperative agreement with the  
U.S. Small Business Administration

Escambia/Santa Rosa Counties  
401 E. Chase St., Suite 100  
Pensacola, FL 32502  
(850) 473-7830  
<http://www.sbdc.uwf.edu>

Okaloosa/Walton Counties  
922 Mar Walt Dr., Suite 203  
Fort Walton Beach, FL 32547  
(850) 833-9400  
<http://www.sbdc.uwf.edu>



The SBDC at the University of West Florida is a member of the Florida SBDC Network. SBDC's are a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the SBDC at UWF Manager at (850) 473-7830 or (850) 833-9400.

