

### Dorian Zwierewicz

DZWIEREWICZ@FGCU.EDU **Regional Director** Florida SBDC at Florida Gulf Coast University visit us online at: **WWW.FSBDCSWFL.ORG** Follow us: @FGCUSBDC f in 🕞



Get to know the team!

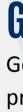
## HOW WE HELP

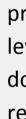
State designated as Florida's principal provider of small business assistance [§ 288.001, Fla. Stat.], the Florida SBDC Network is your source for professional business consulting, training, and research - no matter your stage of business.



When disaster strikes, Florida businesses can find the education, training, and assistance needed to survive through the Florida SBDC Network's (FSBDCN) Business Continuation Services.





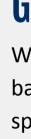




### **CAPITAL ACCESS**

Contrary to popular belief, there are no grants to fund your business...but there are plenty ways to get you funded, we'll help you put together a successful game plan to secure capital.







### **DATA & BUSINESS INTELLIGENCE**

Get access to powerful research insights so you can make intelligent business decisions. The Florida SBDC at FGCU provides access to data and information generally unaffordable or unavailable to existing and aspiring small and medium-sized businesses.



### **GOVERNMENT CONTRACTING (PTAC)**

Government contracting may be an avenue to consider, as it can provide long-term growth for a wide variety of businesses. Every level of government buys goods and services, spending billions of dollars, annually, even during times of economic uncertainty and reduced spending.

### **GROWTH ACCELERATION**

Whether you're looking for a traditional bank loan, governmentbacked loan, or a loan provided by an alternative lender, our specialists have the tools, expertise, and resources to help you obtain the financing needed to succeed.

### **INTERNATIONAL TRADE**

Get equipped with intelligence, tools and training to succeed abroad by strategizing one-on-one with our International Trade specialist. Our nationally-recognized services will equip your business with the tools, training, and expertise to succeed abroad.

# THERESA AYERS

My specialty is helping businesses develop a social media strategy that acts as an economic engine for your business. I help you create highly engaging channels that connect, captivate and convert. TAYERS@FGCU.EDU

### *Let me help you with:*

- Social Media Roadmap
- & Planning

• Social Media Listening and Monitoring Report

• Social Media Objectives and KPI Document

Content Development Plan

Social Media Dashboard/Analytic Monitoring



DBROWNING@FGCU.EDU

*Let me help you with:* • Lean Start-Up Models • DISC Profile Assessments

### DOROTHY BROWNING

- I help clients, like you, successfully navigate the start-up and growth phases of your small businesses.



I provide clients with the necessary tools to plan, start and grow their business. Yo hablo español. JESTREME@FGCU.EDU

### *Let me help you with:*

- Business Registration
- Break-even analysis
- Profit & loss
- Legal structures

## **JULIO ESTREMERA**

• State certification business specific



I help clients increase revenues, reduce costs and become more secure by leveraging technology.

MFARRON@FGCU.EDU

### *Let me help you with:*

- Securing IT Infrastructure
- Technology Migrations
- *IT Equipment Purchases*



Business Automation Processes



Growing your small business is a lot harder than it sounds. It takes doing the right things, in the right order, at the right time. The growth acceleration tools I use will help you to start and grow your business in less time with fewer headaches. I will help you succeed on your own terms. Yo hablo español.

EGOLDBACH@FGCU.EDU

### *Let me help you with:*

- Business Planning
- Disaster Related Assistance
- Capital Access
- One Liner- Framework

# ELIZABETH GOLDBACH

• Start Up Registration and Structure • Lean Canvas & Lean Canvas (Español)



I help new and existing businesses learn to do things the "easier way," saving costs and aggravation. I can show you how to retain and expand your team in this competitive market, without breaking your payroll bank.

### **PGUERZO@FGCU.EDU**

### *Let me help you with:*

- Employee Recruiting
- Retention Plans
- Marketing Strategies

### PATTI GUERZO

• Search Engine Optimization Plans • Google Business Listing Leverage





I help small businesses owners maximize their opportunity to get necessary financing so that their business might succeed.

THALL@FGCU.EDU

*Let me help you with:* Business Plans

• Financial Projections



DHEFFNER@FGCU.EDU

- Let me help you with: • Operational Strategies • Sales Strategies • Growing Your Business

# **DOUG HEFFNER**

- I develop lead generation strategies that help small businesses gain better customer retention that ultimately revitalizes your sales pipeline and increases your overall sales and profits.



### MARK ODELL

I consult with existing businesses interested in obtaining contracts to sell their goods/services with the Department of Defense (DoD), other federal agencies, state and local government agencies, and government prime contractors.

### MODELL@FGCU.EDU

### *Let me help you with:*

- Cybersecurity Compliance
- Cost analysis
- Networking

• Obtaining Registrations (Federal / State / Local) Bid/Proposal Development

• Contract Administration and Performance

# **NEIL SHNIDER**

I provide solutions to aid you in increasing your revenues, reducing your costs and increasing profits and new markets. NSHNIDER@FGCU.EDU

### *Let me help you with:*

- Cash Management
- Succession Planning
- Exit Planning
- Development
- QuickBooks Training

• Financial Statement Evaluation and • Tax and Financial Management and Planning



## **SUZANNE SPECHT**

your business success. SSPECHT@FGCU.EDU

### *Let me help you with:*

- I assist your business with access to capital issues from a strategic growth point of view. I can apply my expertise, to help gauge what type of financing -from commercial lending to SBA loans to alternative sources—is the optimal option for

• Identify Appropriate Sources of Financing • Develop or Refine Business Plan • In-Depth Financial Analysis • Professional Loan Packaging • Formulate a Comprehensive Finance Strategy • Facilitate Effective Lender Relationships

# LUIS VARGAS

I advise small businesses on every aspect of the company. I advise on how to start a business and guide each client through the lifespan of their business. Yo hablo español.

LVARGAS@FGCU.EDU

### *Let me help you with:*

• Banking

SBDC

- Finance
- Export Import
- Business Management

# **ANDREA WALKER**

Marketing is the cornerstone of your small business growth. Using fragmented tactics won't get you the results you need. I support small business owners by providing a step-by-step breakdown of marketing fundamentals with techniques that enable you to confidently implement your marketing initiatives. AWALKER@FGCU.EDU

### Let me help you with:

- Brand Blueprint
- Pitch (1-liner) Framework
- Marketing Calendars
- Campaign Timelines

• Website Analysis & Wireframes Google Business Navigation

### HOW THE FSBDC AT FGCU WORKS

STEP 1

### SCHEDULE YOUR NO-COST CONSULTATION

You will be matched with a consultant within 24-48 hours.

STEP 2

### GET A STRATEGIC PLAN

Our business consultants will help you develop a data-based strategic plan, map out goals, strategies and tactics and help you implement it.

**STEP 3** 

### **GROW & SUCCEED**

We provide on-going guidance to help you navigate your business past obstacles, optimize performance and keep you on the road to success.

# Schedule your no-cost consultation or request a speaker for your event today!



### MAIN OFFICE - FORT MYERS

FGCU Small Business Development Center Florida Gulf Coast University | Lucas Hall, 3rd Floor 10501 FGCU Blvd, S. | Fort Myers, FL 33965

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





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