

# The Accelerator

Quarterly Newsletter of the UCF Business Incubation Program

■ Volume 4 ■ Issue 7 ■ Winter 2010

## City of Kissimmee and Osceola County Officials Join UCF to Open Business Incubator-Kissimmee

Kissimmee Mayor Jim Swan and Osceola County Commission Vice Chairman Brandon Arrington joined administrators from the University of Central Florida Business Incubation Program for a ribbon cutting to officially open the new UCF Business Incubator-Kissimmee at the City Centre located at 111 East Monument Ave. in Kissimmee.

Rafael Caamano, recently appointed site manager in Kissimmee, said the new 8,000 square foot business incubator will accommodate 20 startup enterprises selected to join the UCF Business Incubation Program.

The facility - a joint effort of the University of Central Florida Business Incubation Program, Osceola County, the City of Kissimmee and the Kissimmee Community Redevelopment Agency (CRA) - offers

support services to help start-up companies accelerate their growth and generate jobs in the downtown Kissimmee area.

Dr. Tom O'Neal, founder and executive director of the UCF Business Incubation Program, said the Incubator facility is part of a new generation of local economic development initiatives.

"Business incubation is one of the most cost-effective ways to stimulate local economic growth and new employment," Dr. O'Neal said.

The City of Kissimmee and Osceola County have committed a total of \$405,000 each for three years to fund the project. The City paid an additional \$57,000, along with \$183,000 from the



(From left to right) Gordon Hogan, Director, Art Otero, Kissimmee City Commissioner, John Quinones, Osceola County Commissioner, Tom O'Neal, Founder/Executive Director, Mayor Jim Swan, Jerry Gemske, Vice Mayor, Cheryl Grieb, Mayor Pro-Tem, Mike Horner, State Representative

CRA to build out the facility. The UCF Business Incubation Program will manage the facility. For more information, visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu).

## UCF Business Incubation Program to open Incubator at Daytona Beach International Airport Early Next Year

### News Brief

The University of Central Florida Business Incubation Program and Volusia County will start construction of the UCF Business Incubator at the Daytona International Airport before the end of this year.

Dr. Tom O'Neal, founder and executive director of the UCF Business Incubation Program, said facilities at Daytona Beach International Airport have been selected and construction work will include extensive remodeling to accommodate meeting



rooms and business offices with advanced telecommunications capabilities.

The University of Central Florida currently operates eight Business Incubation facilities at Central Florida Research Park, on the UCF campus, in Orlando on East Colonial Drive, in Winter Springs, Sanford, Leesburg, Kissimmee and St. Cloud.



**Stands For Opportunity**

### IN THIS EDITION



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In-depth Incubator Client Updates and News.

Left: A Passion for Brewing Becomes a Successful Business Venture

### MESSAGE FROM TOM



As we begin a New Year, we often look back on what we have done and think about what the next year will bring. It sure was a busy year with lots of growth for many of our client companies and for the incubator itself. Next year looks like it will be busy as well with a new incubator opening in Volusia County and lots of new company applications, expansions, and graduations occurring in the incubator.

This is good news for everyone. Successful companies creating jobs and prosperity for our region is the goal of everything we do. Everyone wins when a new company becomes successful. The vision for the incubator has always been to do this and in numbers that make a difference. Efforts across the nation are increasing too. Seems everyone has figured out that small businesses are creating just

about all the net new jobs in the country.

We opened our 8th incubator facility in Kissimmee and passed the 100 mark for current clients in the program. That equates to approximately 2,000 jobs in the Central Florida that these current and graduate companies have created. All our expansion has been in partnership with local governments that are investing in the creation of home grown companies. I can't help but applaud our partners that support the program, not only financially, but with levels of effort in many ways that make the program work for our clients.

The Central Florida region has a big advantage because of its ability to partner to get things done. I've witnessed what happens in other communities that don't enjoy the same level partnering. Everything is harder if not impossible. It starts with the leadership of our region and creates the shared culture that we enjoy.

We're looking forward to another crazy busy year and will do our best to help those folks that are the true heroes of the time, entrepreneurs. We need to

collectively cultivate them, assist them, and celebrate them for their efforts.

#### Tom O'Neal, Ph.D.

Associate Vice President  
Office of Research & Commercialization  
Executive Director  
UCF Business Incubation Program

### UCFBIP CALENDAR OF EVENTS

#### The Lunch Connection

Time: 11:30am – 1pm  
2011 Dates: March 10; April 14;  
May 12; June 9; July 14; Aug. 11; Sept. 15;  
Oct. 13; Nov. 10; & Dec. 15 \*Lunch is provided

For complete details and to register, visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu) or call Renee at 407-882-0202

#### Excellence in Entrepreneurship Certificate Course

UCF Office of Technology Transfer Facility, Orlando  
October 6 – 29, 2011  
Time: 6pm – 9pm

This dynamic, intense short course explores the realities of planning and starting a company, and helps you learn how to successfully develop and launch a business. Max of 16 companies may participate. Visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu) for more details and registration info.

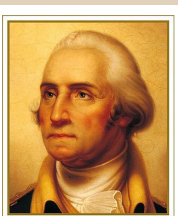
## University of Central Florida's Dr. Tom O'Neal Presents Paper at George Washington University on Business Incubation

Dr. Tom O'Neal, founder and executive director of the University of Central Florida's Business Incubation Program, presented a paper on entrepreneurial ecosystems recently before the Technology Transfer Society at George Washington University in Washington, D.C.

Dr. O'Neal, president of the Florida Business Incubation Association who serves on the board of directors for the National Business Incubation Association, is a leading U.S. proponent of business incubation and economic gardening efforts to stimulate local economic growth.

He focused his paper on the network of support enterprises that benefit clients of incubation efforts.

"What we have learned is that incubation programs are most effective when they are integrated into the larger entrepreneurial systems in a given region. Incubator clients



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON D.C.

do better in urban and rural settings but the effects of certain regional assets on client companies vary," Dr. O'Neal said.

"Enterprise resources that are important to companies include: lawyers, accountants, transportation (airports), entrepreneurship centers, research facilities and the like--are important to the acceleration of economic growth through incubation and economic gardening," Dr. O'Neal said.

The UCF Business Incubation Program recently marked its 100th client company at incubation sites on the university campus, Central Florida Research Park and in Orlando, Sanford, Winter Springs, Leesburg, Kissimmee and St. Cloud.

"We aren't in competition," Dr. O'Neal said. "Our goal isn't to be the biggest incubator in Florida. We do want to help as many businesses as we can to grow and prosper and create employment," he said.

"What we have found is that community resources and support skills are important to spur the development and growth of incubator clients and ventures in general within a region. These resources are more plentiful in some regions such as Orlando than others. Other areas need to develop or enhance these assets to provide the maximum benefit to companies. It makes sense intuitively. An incubator on a deserted island wouldn't be of much value. You need the whole eco-system for companies to thrive," said Dr. O'Neal

Since its launch 11 years ago the UCF Business Incubation Program has helped more than 160 client company startups, Dr. O'Neal said.

# UCFBIP Advisory Board Profiles

The UCF Business Incubation Program has established a strong Advisory Board to coordinate the efforts of both the University and the community in providing tools and resources that enhance the prospects for the commercial success of developing companies. The Board serves as a liaison between the Incubator, the University, and the Central Florida community. Visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu) for the full board list.

## Jay Evans, City of Leesburg

City Manager, **Jay Evans** came to Leesburg in October 2004. He is a native Floridian and has spent most of his life in the Orlando area. Evans holds a Master of Public Administration degree from the University of Central Florida. He has previously served as the Town Manager of the Town of Oakland, Florida, and Concurrence Manager of Osceola County, Florida.

His background includes budgeting, grant writing, growth management, capital facilities planning, and construction project management. Evans also serves as a member of the UCF Business Incubation Program Advisory Board.



served as the City Administrator for the City of Tavares from 1997 to 2006. Her past employment experience includes public sector planning positions in both municipal and county governments and private sector planning positions in a land use consulting firm and a redevelopment agency.



She earned a Bachelor's degree from Florida State University and a Master's Degree in Public Administration from the University of Central Florida.

She is a member of the American Planning Association, the American Institute of Certified Planners, the Florida Redevelopment Association, and the Florida Economic Development Council. Additionally, Keedy is a member of the Florida Redevelopment Association Board of Directors, the Leadership Lake County Board of Directors and a member of the UCF Business Incubation Program Advisory Board.

## Dorothy A. Keedy, AICP, Lake County Government

Dorothy "Dottie" Keedy is the Lake County Director of Economic Development & Community Services. The Department includes four divisions: Economic Growth & Redevelopment; Housing Services; Public Transportation and Health & Human Services.

Prior to her appointment to her current position, she served as the Lake County Director of Economic Growth and Redevelopment from 2006 - 2010. She



years (between active and reserve) and is a Persian Gulf War Veteran. He also worked in accounting and in banking for four years. He was an Orlando Police Officer for 14 years before taking over the leadership of the City of Orlando District 2.

He is a graduate from the University of Central Florida with a Bachelor of Science. In addition, he is a certified Crime Prevention Practitioner in the State of Florida. He specializes in Elder and Disabled Crime, and Prevention through Environmental Design.

Commissioner Ortiz is considered a community organizer. Since taking office, Commissioner Ortiz has achieved two major accomplishments: created a Neighborhood-Leaders-Council in order to bring the communities within the district to work with the police and the local government together and proactively and the creation of the District 2 Business Council; organizing the merchant community within the district to plan and execute responsible development. He is a member of the UCF Business Incubation Program Advisory Board and was also instrumental in the expansion of the UCF Business Incubator-Orlando, continuing the legacy of Commissioner Betty Wyman. He currently serves as the 2010-2011 City of Orlando Mayor Pro Tem.

## Commissioner Antonio "Tony" Ortiz, City of Orlando

Antonio "Tony" Ortiz is a resident of Florida since 1984, and has lived in the City of Orlando since 1989.

His career began in public service when he enlisted in the United States Marine Corps in 1984. He served his country nine

# Commissioner Betty T. Wyman Memoriam



Longtime Orlando City Commissioner **Betty Wyman** died on June 23, 2010 at the age of 79. Commissioner Wyman was the first woman to be elected to four terms as a City Commissioner in the City of Orlando in its

135-year history and was the longest serving member on Council. Upon her retirement in 2008, Wyman was appointed City Commissioner Emeritus to honor her

outstanding citizenship and service to the citizens of Orlando.

Orlando Mayor Buddy Dyer released a statement saying, "If there be any truer measure of a person than by what she does, it must be by what she gives and Commissioner Wyman gave generously of her energies and talents. She was strongly committed to our community and worked tirelessly to improve the quality of life throughout Orlando. Her passing is a sad day for everyone in our community who knew her, worked with her or benefitted from her unending dedication to the City of Orlando."

Commissioner Wyman was best known as a champion of youth causes, giving her time and energy to programs aimed at extending education and opportunity for young people. She served as the Executive Director, President, and CEO of the Orlando After-School All-Stars program and was an advocate for the program since its inception in Orlando in 1995.

She was also instrumental in establishing the UCF Business Incubator – Orlando in 2006 and worked to create a vision for entrepreneurs to receive support in creating their businesses in the downtown area.



# Taking Florida Companies to the Next Level

University Research departments have long-served as consistent catalysts for job creation and often times, generate new business through incubators and spin-out companies—UCF's own Business Incubation Program has assisted more than 160 companies and created 1,600 jobs. But what happens when graduate companies struggle to maintain the same level of growth?

"When they came back to us for additional resources, we knew we needed a strategy to help these companies now in the second stage of growth," said Dr. Tom O'Neal, associate vice president for Research and Commercialization and founder of UCF's internationally recognized Business Incubation Program. "Economic gardening became the answer."

To build on the established entrepreneur-centric principles of 'Economic Gardening' created in Colorado some 20 years ago, funding from the Florida Legislature created the Florida Economic Gardening Institute (FEGI) at UCF late last year.

FEGI's Technical Assistance Program, GrowFL ([www.GrowFL.com](http://www.GrowFL.com)) is already reaping benefits, giving "second-stage" growth companies the tools they need to succeed and grow. These are companies that have grown beyond the entrepreneurial stage to become successful, but which could use some additional assistance to reach the next stage in the business growth cycle.

Including statewide organizations Florida Economic Development Council, Enterprise Florida, Workforce Florida and



the Florida High Tech Corridor Council, the partnership draws on the nationally recognized assets of the Edward Lowe Foundation, which has brought together a team of trained analysts to provide initial services to chosen companies while training Florida teams to continue their work.

It is estimated that 5,000 Florida companies meet the criteria for the program – privately held, resident firms employing 10-50 workers, generating \$1 million to \$25 million revenue, and having revenue and employment growth in three of their last five years. Qualified companies must be engaged in manufacturing; finance and insurance services; wholesale trade; information industries; professional, scientific and technical services; management services; or administrative and support services.

"Many of the companies that qualify are past graduates of incubator programs around the state," says O'Neal. "Providing access to these tools and resources is a continued benefit for any incubator program."

The program is on track to have 1,000 2nd stage company participants. As of July 31, a total of 784 2nd stage company encounters had occurred through 80 GrowFL program events, including technical assistance projects, CEO forums, CEO

roundtables, and networking events.

As of the end of September, 2010, Technical Assistance has been completed or was being provided to 150 companies. Technical assistance provides access to specialized expertise in core strategy, market research/competitive intelligence, internet marketing, search engine optimization, and geographical information systems.

In addition to enrolling 150 technical assistance companies from 25 counties in the first eleven months, the program had conducted a 47 CEO Peer-to-Peer Roundtable meetings in six communities across the state, as well as hosted 10 CEO Forums throughout the state providing educational opportunities for 2nd stage company CEO's.

CEO's participating in the GrowFL program have reported the creation of 327 new jobs since November 2009, according to information gathered from a survey of 77 responding companies participating in either the Technical Assistance Program our CEO Roundtables or both ( response rate of 54 percent). The Florida Economic Gardening Institute staff is currently conducting a follow-up survey on employment and revenue growth to include in it's year end report.

FEGI is conducting screening interviews to ramp up the effort quickly and get tools in the hands of companies most likely to create new jobs in Florida, and encourages companies to research and apply for the program at [www.GrowFL.com](http://www.GrowFL.com).

## Leesburg's Hometown Health TV Wins Major National Award for Local Health and Medical Programming

*Hometown Health TV, LLC* of Leesburg earned a major national award for outstanding achievement in Marketing and Communications from the Association of Marketing & Communication Professionals recently.

Marc Robertz-Schwartz, president and executive producer of "Hometown Health," said the network earned the Association's 2010 Gold Marcom Award for its September, 2010 Back-to-School episode.

Hometown Health also earned an Honorable Mention, Robertz-Schwartz said,

for its investigative report entitled, "The Whole Tooth about the Lack of Fluoride in Lake County's Water System."

This marks Hometown Health TV, LLC's third Gold Marcom and first Honorable Mention since its launch in 2009. The Association of Marketing & Communication Professionals selected the Hometown Health TV entry from more than 5,000 submissions from U.S. and international producers, Robertz-Schwartz added.

Hometown Health TV, LLC is



headquartered at the UCF Business Incubator in Leesburg. The firm develops health, fitness and nutritional video programming for closed circuit broadcast in area health care facilities, doctors' offices, and clinics. Visit [www.hometownhealthtv.com](http://www.hometownhealthtv.com) for more information.

# 50 Florida Companies To Be Honored

Awards Event Recognizes Companies That Positively Impact Florida's Future



**FLORIDA**  
**COMPANIES TO WATCH™**  
CELEBRATING SECOND-STAGE ENTREPRENEURS

Fifty companies from 18 Florida counties have earned a place in Florida's inaugural class of "Companies to Watch." The accolade, presented by GrowFL, the Florida Economic Gardening Institute at the University of Central Florida and ACG Florida, in association with the Edward Lowe Foundation and funding support from The Governor's Office of Tourism, Trade and Economic Development, recognizes the state's privately held businesses that employ up to 99 employees and have between \$750,000 to \$50 million in annual revenue or capital.

"Firms like these named 'Companies



to Watch' continue to be the catalyst that is fueling Florida's emergence from a turbulent national economy," said Randy Berridge, President of the Florida High Tech Corridor Council. "Congratulations to this exemplary group of Florida businesses that continue to invest in their communities and create new jobs in all corners of our state."

The combined impact of the fifty chosen companies is \$423 million in total annual revenue; 1,972 full-time equivalent employees and 510 new net jobs created compared to 2009. From 2006 through 2010, these

companies generated \$1.4 billion in revenue and added 1,153 employees (both in Florida and out of state), reflecting a 162 percent increase in revenue and 141 percent increase in jobs for the five-year period. That translates into a 32 percent annual revenue growth and 28 percent annual growth in employees.

With major sponsorship support from the Florida High Tech Corridor Council, the Florida Business Incubation Association, Fowler White Boggs, P.A. and the University of Central Florida, the "Florida Companies to Watch" awards program is an initiative developed by the Edward Lowe Foundation. Additional sponsors include Gulf Power Company, Nperspective, Osceola County Economic Development Department and the University of South Florida.

The fifty "Florida Companies to Watch" will be honored at the awards celebration on February 17 at the Rosen Shingle Creek Resort in Orlando. Now accepting nominations for 2012 online at [www.florida.companiestowatch.org](http://www.florida.companiestowatch.org) or by calling Lynn Aitken at 407-823-6384.

## 2011 WINNERS

Company	County
A.G. Findings & Mfg. Co. Inc.	Broward
Aerostar Environmental Services, Inc.	Duval
Airon Corporation	Brevard
Alinean, Inc.*	Orange
Analytics Partners	Duval
Ark Naturals Products for Pets	Collier
atLarge, Inc.	Sarasota
Avalox Technologies Corporation	Escambia
B3 Solutions, LLC	Duval
Bari Furniture	Seminole
Bit-Wizards	Okaloosa
Blue Streak Couriers	Duval
Carter-Health	Orange
Compass Solar Energy	Escambia
DGG Taser and Tactical Supply Inc	Duval
E3 Spark Plugs	St. Johns
eBridge Solutions	Hillsborough

Company	County
Engineered Lining Systems	Duval
Engineering & Computer Simulations (ECS) *	Orange
Enporion	Hillsborough
FreightCenter	Pasco
GiftRAP Corporation	Martin
H2 Performance Consulting Corporation	Escambia
Haynes Corporation	Collier
Hixardt Technologies Inc	Escambia
Impact Lighting Inc.	Orange
IMS ExpertServices	Escambia
Industrial Lighting Products, Inc.	Seminole
Innovative Data Solutions, Inc.	Orange
JVI Appraisal Division, LLC	Seminole
Keystone Water Company	Highlands
Lakeside Medical Centers	Pinellas
Media Vista Corporation	Collier
Millennium Luxury Coaches	Seminole

Company	County
NRI	Palm Beach
OmniPoint	Hillsborough
OptiGrate Corp **	Orange
Pharmaworks	Pasco
Phoenix Ink Corporation	Sarasota
PlusOne Solutions, Inc.	Orange
Power Grid Engineering, LLC	Seminole
Pro Poly of America, Inc.	Marion
ReStockIt.com	Broward
SCB Marketing	Brevard
Securboracion Inc.	Brevard
THAT! Company	Lake
The DiSTI Corporation	Orange
The Kimball Companies	Orange
The Launch Pad	Pasco
VaxDesign Corporation	Orange

\* UCFBIP Graduate

\*\* UCFBIP Current Client

# ECS Recognized for Innovation in Central Florida Community

In September 2010, *Engineering & Computer Simulations (ECS)* was awarded a proclamation by Orange County Mayor Richard Crotty, that was presented to president Waymon Armstrong during the Board of Commissioners meeting, in recognition of the company's innovations in computer-based gaming, virtual world technology and in recognition of Armstrong's leadership and participation in the community.

"I am humbled as I accept this proclamation award, and I am so grateful to Orange County Mayor Rich Crotty and the Orange County Commissioners for their work in creating an atmosphere where business and entrepreneurship can flourish – and as we all know, this translates to job creation. I am also grateful for the leadership of George Rodon, John Lewis, Dr. John Hitt, LTG Tom Baptiste and the many partners that mean success to Orlando and Orange County.", said Armstrong.

Headquartered in Orlando, Engineering and Computer Simulations (ECS) is a leading provider of educational games and simulation, interactive performance assessment tools, mobile learning environments and enterprise-wide information management systems. The company launched in 1997 as a client of the UCF Business Incubation Program and has grown tremendously since.



Waymon Armstrong and his family pose with former Orange County Mayor Crotty and other Orange County Commissioners as he receives his proclamation award.

Earlier this year, Armstrong was named the U.S. Small Business Administration's National Small Business Person of the Year.

ECS has provided virtual world based services and technical support to a number of government agencies, including, most notably, the Department of Defense. In particular, ECS offers products and services designed to enhance traditional methods of learning by offering clients modifiable, immersive virtual worlds that can provide environments for integrating new technology, tools and information.

ECS was founded by Waymon Armstrong, who also serves on the Orlando, Inc. Board of Directors and was a featured speaker at its 2009 B.I.G. Summit (Business Innovation & Growth). Armstrong also serves on the Metro Orlando Military Affairs Advisory Committee, Digital Media Alliance of Florida,

Valencia Community College's Digital Media Technology Advisory Committee, Otronicon Advisory Board and the Executive Committee Sunshine Chapter of AUSA.

Before starting ECS, Armstrong directed computer-modeling activities at a multi-million dollar Program management and Engineering firm, and served as a project manager for large-scale crisis response teams. He has over twenty five years experience in engineering and technology related fields including twenty years in management.

ECS was named on the prestigious *Inc. 500/5000* in 2009 and 2010. Also in 2009, ECS made the *Deloitte Fast 500*, *Washington Technology Fast 50*, as well as several other awards. ECS was recently ranked number 12 on the *OBJ Book of Lists* for the largest modeling, simulation and training companies. In March 2010, the Florida Small Business Administration selected ECS President and CEO Waymon Armstrong as Florida's Small Business Person of the Year and in late May, the Small Business Administration selected Armstrong for its top award, the National Small Business Person of the Year. Most recently ECS was selected as a Florida Company to Watch and will be recognized on February 17.

For more information visit <http://www.ecsorl.com>.

## A \$100,000 Competition for Promising Energy Ventures

MegaWatt Ventures is an annual clean energy business plan competition, scheduled for September 2nd at Disney's Coronado Springs Resort.

Sponsored by the U.S. Department of Energy, this event gives students and technology entrepreneurs a chance to launch new ventures that are focused on innovative energy products. **The deadline to apply is March 11, 2011.**

Megawatt Ventures will consider any innovative energy technology, and has a catalog of energy-related intellectual property from Florida universities that you can use for the competition.

Ten teams will be selected to compete based on the quality of their proposed technology, the team, and potential market of their idea.



Ten selected teams will receive \$10K to build their product in six months. The grand prize winner will receive \$100K to launch their new company and be invited to attend the National Renewable Energy Labs Industry Growth Forum in October.

By entering the MegaWatt Ventures competition, participants will have access to a broad array of resources and educational programs to help grow their energy product concepts into high growth businesses. Additionally, experienced business mentors,

venture capitalists, technical experts, and energy-industry veterans and entrepreneurs will be dedicated to assist in commercializing the innovations into high-growth businesses.

### Eligibility Requirements:

- Teams must have at least one engineering student from a Florida university
- Selected teams must incorporate their business in Florida
- Small technology businesses can apply, but must be under \$1M in revenues
- All prize monies must be used to develop proposed energy products

For more information and participation requirements, visit [www.megawattventures.com](http://www.megawattventures.com) or call 407-882-0594.



# UCFBIP Staff Update



**Rafael Caamano**

The University of Central Florida Business Incubation Program has appointed **Rafael Caamano** site manager at the

UCF Business Incubator in Kissimmee.

Gordon Hogan, director of the UCF Business Incubation Program, said Caamano joined the UCF Business Incubation Program three years ago.

Caamano has more than three years of experience in business incubation management as program coordinator at the UCF Business Incubator in Winter Springs,

“Rafael Caamano is one of the new generation of economic development specialists whose experience is focused on new jobs and new opportunities.”

**Dr. Tom O’Neal**

Hogan said. He also served as interim point of contact at the Business Incubator in Sanford.

Caamano holds a Bachelor’s Degree in Business Management from Polytechnic University of Puerto Rico, an Incubator Management Certification from the National Business Incubation Association (NBIA), and will receive his M.B.A. in the spring.

Dr. Tom O’Neal, founder and executive director of the UCF Business Incubation Program said Caamano has made a valuable addition to the program’s executive staff.

“Rafael Caamano is one of the new generation of economic development specialists whose experience is focused on new jobs and new opportunities,” Dr. O’Neal said.

UCF, Osceola County and Kissimmee city officials recently opened the UCF Business Incubator in the City Centre Business Building on East Monument Avenue in Kissimmee. The 8,000 square foot facility has offices and administrative space to accommodate 20 startup enterprises selected to join the UCF Business Incubation program, Hogan said.



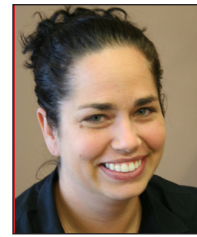
**Peggy Allen**

**Peggy Allen** is the new Program Assistant for the UCF Business Incubator in Sanford. She is very excited to be a part of the UCF team and

loves working in the historic downtown area of Sanford. Allen is looking forward to assisting the Sanford Incubator clients reach their dreams and goals. She equates it to being a mother, watching her children grow and flourish.

Allen served as the Director of Membership & Finance for the Oviedo-Winter Springs Regional Chamber of Commerce for the past three years. There she developed many friendships with a variety of business owners and learned all about their businesses. She listened to them and learned of their challenges and the need for support, education and assistance. She understood that many of them were coming out of the corporate world and entering into private business for the first time. Many of them didn’t know the process or all the demands that an entrepreneur experiences and how to find help. Allen realized the importance of networking and marketing for the small business entrepreneur and found ways to help them accomplish this difficult challenge. She implemented Lunch and Learns, conducted new member orientations, leads/referral groups and committees, as well as attending other outside network groups. She did business spotlights and education segments at network groups, focusing her attention on the how to’s of face-to-face networking, breaking the ice and the art of engaging conversations. Allen was also fortunate enough to graduate from the final class of the Seminole County’s Citizens Academy.

Prior to working for the chamber, Allen was a licensed title insurance agent and worked in the industry for 17 years. Over the years, her dedication to superior client service and her professional business talents enabled her to advance from a closing specialist, to branch manager, to regional manager. She was awarded the Million Dollar Club award for the revenue her office generated in sales. She was a member of the Professional Women’s Who’s Who in 1998.



**Jessica Filter**

In October, **Jessica Filter** joined the UCFBIP team as Program Assistant for the UCF Business Incubator – St Cloud.

Her responsibilities are to assist clients, service providers and all organizations that enter the UCF Business Incubator – St Cloud. This includes scheduling training seminars, meetings and networking events held at the facility.

Filter has resided in the St. Cloud area for more than 30 years. Prior to joining the team, she worked with Robert

“I look forward to playing a part in the path of addressing the needs of these entrepreneurs and helping them to become successful.”

**Jessica Filter**

Half International and Davis Property Management as a compliance specialist. She is active in the community and serves as an OASIS School Volunteer as well as with the local Pop Warner Football league.

Filter looks forward to working with a variety of businesses in diverse industries and watching them grow their companies. I look forward to playing a part in the path of addressing the needs of these entrepreneurs and helping them to become successful.

## DID YOU KNOW?

The University of Central Florida now ranks among the nation’s top research institutions, according to the Carnegie Foundation for the Advancement of Teaching. It designated UCF as a university with “very high research activity.” UCF joins universities such as Harvard, the Massachusetts Institute of Technology, Johns Hopkins and Stanford in that top tier, which does not include specific rankings for each university.





# Incubator Client Profiles



## UCFBI - Winter Springs

### Greensleeves - An Integrated Approach to Energy Systems for the Commercial Building Market



Energy consumption in commercial buildings is a very expensive component of the cost for maintaining a building. Experts say that energy is approximately 27% of the life-cycle cost of a building while construction cost is only 11%. Knowing this, the founders of **Greensleeves, LLC** decided to create a company that would focus on using alternative energy to reduce energy costs.

Since July 2007, Greensleeves has been

providing a new technology into the Northern American commercial construction market that can reduce the amount of energy used by commercial buildings by 35-50% with little or no increase in construction cost. This new energy system substitutes locally harvested, renewable energy (replacing conventional fossil fuels), uses multiple energy sources, is delivered as a complete system, is fundamentally more efficient than a central air system, and is optimized for cost/performance. All of these features help make this system more economically efficient than other technologies.

In just this last year, Greensleeves has filed multiple provisional patents, exceeded its year to date channel recruiting goal, signed a deal to provide NASA with a geothermal bore field and broken escrow on a second round of financing. In addition, LJB Inc has made a significant investment in Greensleeves and agreed to sell 1/3 of Greensleeves projected revenue over the course of the next three years. GMB Architecture + Engineering has also signed a partnership with Greensleeves to obtain engineering services on favorable

terms.

This year, Greensleeves plans on selling 3-5 pilot buildings that will have their version on solution technologies. Currently, ten design-build contractors are actively selling their solution which has produced 12 feasibility studies, three of which are paid schematic design engagements. The company plans to include 6 more contractors this fall. The company is working to become the top recognized brand and cost leader in the market, thereby creating world-class career opportunities, and increased market reach and value.

In May of 2010 Greensleeves joined the University of Central Florida Business Incubation Program – Winter Springs where Esther Vargas-Davis and Gordon Hogan provided advice and assistance. The program has allowed them to participate in seminars on patents, R&D tax credits, and strategic interviewing that have been beneficial to the company's success. It has also allowed them to establish valuable networking connections, such as one with Frank Watts of the Venture Lab. Website: [www.greensleevesllc.com](http://www.greensleevesllc.com)

## UCFBI - Orlando

### A Passion for Brewing Becomes a Successful Business Venture

**Orange Blossom Pilsner**, "Florida's Honey Beer", began as one man's passion for the art of brewing. Tom Moench began experimenting with brewing as a hobby and it quickly--slowly-- turned into a business venture. When Moench first started out he used every resource available to him by researching techniques, sampling different beers from around the world and experimenting with a myriad of different ingredients including shiitake mushrooms, ginseng, all sorts of fresh fruit, coconut, oak, spices and more. "I came to feel more like an artist than a brewer," he said. He soon came to the conclusion that honey was his favorite ---a great--ingredient to work with and developed a beer that even "the most timid beer drinker" loved. The stage was

soon set for his Orange Blossom Pilsner to be marketed to the public.

Since its creation, Orange Blossom Pilsner has received a Bronze medal at the Great American Beer Festival which is said to be the most prestigious beer competition on the planet. It has also



accrued fans across the US pushing OBP's distribution into South Florida. OBP is available in Florida, Georgia, Alabama, North Carolina, South Carolina and Tennessee. Even still, Moench is looking to expand and refine his business even more. His current goal is to "offer the mainstream beer drinker fun and exciting beers and to wean them off of bland watery beer, all the while making a technically superior product."

Although Moench has already led his brewing business to much success, he is now enlisting the help of UCF's Business

Incubation Program to further the company's growth. He currently brews his beer through a contract in South Carolina, but feels that brewing in Orlando and becoming truly local will have many great benefits.

"The Incubator is the perfect path to that for me," says Moench. "I have this incredible product with fans across the US and my company needs a lot of fine tuning to reach its potential." With the incubator's help, he hopes to turn Orange Blossom Pilsner into, "Florida's Beer." For more information visit [www.uniquebeers.com](http://www.uniquebeers.com).

Tom Moench







# Incubator Client Profiles



## UCFBI - Research Park

### Big Solutions to Small Problems

**NanoSpective**  
Big Solutions to Small Problems

Specializing in nanoscale analysis (the art of), **NanoSpective** uses state-of-the-art scientific instruments and cutting-edge technology from state universities supported by the Florida High Tech Corridor Council, to perform nanoscale evaluation of products made from semiconductor, metal, ceramic, composite and polymer materials. The company's team of scientists offer complete solutions for intellectual property issues, failure analysis, quality control, and materials research.

Established by a team of four UCF graduates with advanced degrees in Materials Science, Mechanical and Electrical Engineering and Chemistry, the company was formed in November 2002, and joined the UCF Business Incubation Program in April 2003. The original founders include: Brenda Prenitzer, Ph.D. CEO; Brian Kempshall, Ph.D., CTO; Stephen Schwarz, Ph.D., COO and Jennifer McKinley, M.S., CFO.

The company was entirely bootstrap financed and impressively continues to operate debt free today. Their early success was attributed to having clients that were familiar with the quality of their work, resulting in positive cash flow during the earliest stages of business.



(From left to right) Brian Kempshall, Ph.D., CTO; Jennifer McKinley, M.S., CFO; Brenda Prenitzer, Ph.D. CEO and Stephen Schwarz, Ph.D., COO

Recognizing the value of interaction with professors and students in the research environment, NanoSpective has established technical collaborations and university partnerships with the following: the industrial affiliates program at the University of Central Florida's Materials Characterization Center (MCF), a user facility of the Advanced Materials Processing and Analysis Center (AMPAC). NanoSpective's scientists also provide operational training and applications support to students who work at the MCF. NanoSpective also has a collaborative arrangement with the University of Florida

and the use of the instrumentation at the Major Analytical Instrumentation Center (MAIC) as well as the University of South Florida's Nanomaterials and Nanomanufacturing Research Center (NNRC).

The bulk of NanoSpective's business is directed towards providing analytical support that has led to the protection of intellectual property rights over the past eight years. Protecting the patent rights of inventors helps to ensure that the drive for innovation will thrive. NanoSpective finds it instrumental in bringing newer, faster, safer, lighter high performance technology and products to market.

Some areas that NanoSpective provides support for companies include: research and development, quality control, failure analysis and intellectual property protection. NanoSpective has provided scientific evidence, as well as expert testimony for cases on the corporate, civil, federal, and international levels.

According to Dr. Prenitzer, "Our experiences and business relationships through the UCFBIP, have allowed us to grow and develop the important skills needed to continue to operate a successful business, allowing us navigate successfully through these difficult economic times." Website: [www.nanospective.com](http://www.nanospective.com).

## UCFBI - Sanford

### AceApplications Aims for a Bright Future

**AceApplications, LLC** is an information technology consulting service provider, based in Seminole County, offering software and web development, cloud computing solutions, IT staffing and technology sales for businesses, government agencies and non-profit organizations.

With over 40 years of combined experience in industries such as financial services, commercial real estate, Department of Defense contracting, higher educational institutions and others, AceApplications' team of highly skilled technology professionals develop customized solutions based on clients needs. Whether it's marketing products or services

on-line, automating back-office processes, updating technology infrastructure, or developing mission critical software, the company works to solve problems and increase operational efficiency through development of reliable technology solutions, building a foundation of trust with customers.



Courtney Powell

Founder and president, Courtney Powell established the company in February 2001 as a web development practice, but through the years, it evolved into a premier technology solutions provider. Powell's goals for growing the company include quadrupling clients in the education sector over the next year, while expanding its products and services to include more industries, thereby evolving as one of Central Florida's top businesses.



As a way to achieve this goal, the *Orlando Business Journal* selected Powell as one of Orlando's "Top 40 Business Leaders Under 40" in July 2010. Additionally, they were awarded the "Emerging Business of the Year" in 2009, by the African American Chamber of Commerce.

According to Powell "Being a part of the UCF Business Incubation Program has provided many key support resources for AceApplications, which has allowed us to focus on running and growing our business. We have the flexibility to conduct business in the wider Orlando area, while having access to a network of top notch professionals and resources, which continues to further advance our goals." Website: [www.aceapplications.com](http://www.aceapplications.com)



## Incubator Client Profiles



### UCFBF - Winter Springs

**Maximizing Student Performance Through Innovative Approaches - We Pick Up Where School Leaves Off!**



**ROBIE LEARNING**  
center

The *Robie Learning Center* aims to provide high school students with the materials and high-quality, direct instruction that will prepare students for national standardized tests. The RLC was founded on August 12, 2009 by Ryan Beasley and Daniel Robie.

Robie spent twelve years teaching in the Seminole County Public Schools system, where he is currently teaching Latin, Classical, Literature, and Critical Thinking and Study Skills at Winter Springs High School. Beasley

started providing tutoring services in 2006 to students in the Seminole County area in 2006 and took a few Latin courses taught by Robie. Together, the two formed a vision for a business that would use both of their expertise to empower students to complete high school and pursue the best college future possible.

This past summer, they provided their tutoring services to over 200 students from over a dozen schools in the Central Florida area. They provided classes in the Winter Springs/Casselberry area, Longwood, and Orlando/Winter Park classes. In addition, they have renewed their contract with the Chinese School of the Chinese-American Association of Central Florida and will provide home-based classes (where the tutors come to the students). The RLC is the first to provide this service giving them a unique edge on their competition.

In only a year, RLC has experienced tremendous growth. They are teaching twice as many classes and students than last year as

well as employed double the amount of tutors and teachers. Referrals have been a huge part of their growth and success within the last year. But the amount of success in such a short timeframe would not have been possible if the Business Incubation Program had not provided them with the tools they needed to succeed.

As a client of the UCF Business Incubation Program, they participated in periodic business meetings and received the experience and advice from Gordon, Esther and Rafael that helped their company become what it is today. The seminars provided to them from the Incubator and the SBDC has allowed them to take advantage of opportunities that would help for development within the management team. The Incubation Program has essentially helped them in not just expanding their company, but taught them the skills they needed to become the best business owners. Website: [www.robielearningcenter.wikispaces.com](http://www.robielearningcenter.wikispaces.com)

## UCFBIP FACTS

Companies currently serving :: 100

Companies Graduated :: 51 (46 Still in region)

Companies assisted in total :: 160

Jobs created :: 1600

Average salary :: \$60,000

Investment raised :: \$190M

Generated annual revenue :: \$500M

Patents held by UCFBIP clients :: 286

Copyrights held by UCFBIP clients :: 75

Trademarks held by UCFBIP clients :: 47

Trade secrets held by UCFBIP clients :: 64

>> **NBIA estimates that North American incubator** client and graduate companies have created about half a million jobs since 1980. That is enough jobs to employ every person living in Denver, Colo.

>> **Every 50 jobs created by an incubator client** generate approximately 25 more jobs in the same community.

>> **NBIA estimates that in 2005 alone, North** American incubators assisted more than 27,000 start-up companies that provided full-time employment for more than 100,000 workers and generated annual revenue of more than \$17 billion.

>> **Research has shown that for every \$1 of** estimated public operating subsidy provided the incubator, clients and graduates of NBIA member incubators generate approximately \$30 in local tax revenue alone.

>> **NBIA members have reported that 84 percent** of incubator graduates stay in their communities and continue to provide a return to their investors.

>> **Publicly supported incubators create jobs at** a cost of about \$1,100 each, whereas other publicly supported job creation mechanisms cost more than \$10,000 per job created.

Source: <http://www.incubator.ucf.edu>



# Incubator Client Profiles



## UCFBI - Winter Springs

### Providing Customers with Cutting-Edge Solutions for Mobile Marketing



Traditional media is in a state of upheaval. The time for a more effective media is upon us, and **iMediaReach®** is here to help companies map out a winning mobile strategy. The number of text messages is up 450% in two years. The typical U.S. mobile subscriber between the ages of 35 and 44 will now send or receive MORE text messages, on average, than make phone calls. iMediaReach® empowers companies to merge mobile with traditional media, break through and engage with those consumers who have opted in and asked to have an ongoing relationship via mobile marketing. Now is the time to efficiently deliver news on products and services, provide mobile offers and plant targeted coupons to drive sales!

Located at the UCF Business Incubator - Winter Springs, iMediaReach® provides complete SMS mobile marketing services and text message campaigns for Orlando, Tampa, Jacksonville, Miami, across the state of Florida, and Nationwide. The company specializes in reaching and engaging audiences with Consumer Messaging, Event Messaging and Alert Messaging services and aims to become the premier provider of nationwide mobile marketing solutions.

Led by Leslie Bonner, iMediaReach® was founded with the simple goal of providing customers with cutting edge solutions in the

Mobile Marketing space. According to Bonner, "In a Nestle® Waters campaign conducted on our platform, surveys revealed that 38% of respondents purchased an Arrowhead product as a direct result of this type of innovative mobile marketing program. KISS-FM Cleveland brought in more than \$1 million in incremental revenue in eight months, attributing the 24 percent increase in a flat market to text messaging using the same platform and technology we offer to you!"



Leslie Bonner

With over 50 years combined experience in telecommunications, the husband and wife executive team at iMediaReach® is well equipped to guide mobile marketing efforts for companies with measurable success.

As president, Leslie Bonner brings 28 years of business telecommunications leadership experience with AT&T, BellSouth Corporation, BellSouth Cellular Corporation, and Cingular Wireless. During that time, Leslie led award winning sales and customer service departments. She also served as legislative liaison and media spokesperson for BellSouth Corporation. Bonner leverages her broad corporate experience as co-founder and president of iMediaReach®. She is a Summa Cum Laude graduate from Rollins College with a degree in Organizational Behavior with a minor in Communications. She received her Master of Human Resource Development and Administration from Barry University. Currently she is working on her doctorate of Leadership and Education with an HR specialization at Barry University.

Gary Bonner brings 22 years of wireless communications leadership experience from AT&T Mobility, Cingular Wireless and BellSouth Cellular Corporation. While there, he led award winning advertising, marketing,

sales, operations & finance departments. Bonner has overseen market introduction of hundreds of wireless products and services ranging from the first portable cell-phones and SMS, to today's full feature 3G smart phones, including Blackberry®, Palm® and the iPhone®. He orchestrated the market branding for introduction of Cingular Wireless and the new AT&T brands and served on carrier teams responsible for hallmark mobile marketing

"The UCF incubation program has been an integral part of our successful first year by providing guidance on our business plan, networking opportunities, market insights, and offering top notch facilities at a nominal cost. We feel very fortunate to be a part of the program!"

**Leslie Bonner,**  
**Co-founder iMediaReach**

campaigns including American Idol®, NCAA®, NASCAR®, and many more.

Bonner leverages his broad wireless carrier experience as co-founder and Chief Marketing Officer for iMediaReach®. As CMO of iMediaReach®, Gary's primary focus is leading the iMediaReach® creative team to achieve and exceed the goals and objectives of clients, using cutting edge tools and techniques.

Bonner is a graduate of the University of Florida, earning a Bachelor of Science in Business Administration. He is a graduate from the Crummer School of Business at Rollins College, earning an MBA with honors. Bonner is frequently a guest presenter on wireless marketing to multiple colleges.

For more information, visit [www.imediareach.com](http://www.imediareach.com)



### INCUBATION PROGRAM GRADUATE

## H.N. Burns Engineering Corporation Develops and Manufacturers Laser Radar Systems for Military Use

**HNB** H. N. Burns Engineering Corporation

#### LASER RADAR SYSTEMS

**H.N. Burns Engineering Corporation** was founded in 1983 as an engineering consulting company. In 1994, the company departed from their original business plan and began conducting focus research for the Department of Defense under the Small Business Innovation Research Program (SBIR) and specializing in electro optical engineering for military and commercial applications.

One of the company's products is called Imaging Laser Radar which produces high definition 3-dimensional maps from the air that is widely used by airborne surveyors. By placing it on a helicopter or a small airplane, the surveyor can fly over things such as railroad tracks and power lines to create a high definition 3-dimensional map. The Army was able to use these Imaging Laser Radars to map all the dams and the levees the day after Hurricane Katrina hit New Orleans in 2005.

Other products are used by the military in Afghanistan and Iraq. According to Buck Burns, president of H.N. Burns Engineering Corporation, about half of the helicopters that have been lost in Iraq and Afghanistan have been in situations where nobody was attacking them. They have been lost while helicopter pilots were simply trying to land in a desert environment and the brownout, the cloud of sand and dust that rises as the helicopter gets closer to the ground, would make it difficult to see and often times resulted in pilots losing their situational awareness and crashing. "It's a really big problem and we've lost a lot of soldiers and hundreds of millions of dollars in helicopters because of this," said Burns. "It's a national priority to solve this problem."

They developed, built, and tested this system on Blackhawk helicopters last summer to facilitate pilots with landing in these situations. The sensor of the 3D-LZ is placed at the nose of the helicopter where it captures a picture of the area below and creates a 3-dimensional image that is saved on a computer. Using this image, the pilot can use this as a guide and land safely in desert environments despite not having a clear view of the area.

In 2002, before joining the University of



Central Florida's Business Incubation Program, HN Burns Engineering was contracted to make 14,000 of their laser radar systems and were only given 90 days to build the first 2500 of them. At the time, the regional office was located on Research Parkway near UCF. In search of a place to develop this many radar systems within a short amount of time, Burns visited one of the buildings nearby which coincidentally was one of the UCFBIP's incubator sites.

Soon after, H.N. Burns Engineering Corporation became one of the program's clients and since then the program has played a vital role in the growth of the company. The program covered everything from government account-

ing, to protecting trade secrets, and included an entrepreneurship course, all of which Burns says were crucial to accomplish the successes he has had with the company.

H.N. Burns Engineering Corporation now has 6 full time employees and in the last year their total sales reached 4 million dollars. About half of their business is with the military and the other half is with commercial airborne surveying companies. The SBIR provided the company with their first of several SBIR grants in 1994 from the Air Force. Their research also earned them Department of Defense (grants and contracts) that were non-SBIR. In 2001 Burns Engineering received the National Tibbetts Award for excellence in the SBIR program from the US Small Business Administration. More recently, the company has been recognized and awarded the Grover Bell Award for their research on a Brownout Landing System, 3D-LZ (3-dimensional landing zone) by the American Helicopter Society.

Website: [www.hnbec.com](http://www.hnbec.com)



**Stands For Opportunity**

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