



Incredible Tools for Business Innovation and Growth and at No Cost to You!

Has your business grown to a point where you need to think about better defining your strategy, developing your management team, identifying new markets and understanding your competition? Through Florida's statewide program, GrowFL, your company can get the outside help it needs... all at no charge to you.

Based on proven business assistance strategies referred to as "Economic Gardening," GrowFL provides entrepreneurial companies with the tools to increase revenue and sustain growth.

Who Should Attend?

Companies meeting the following eligibility requirements listed below:

- ✓ Businesses must have 10 to 50 employees
- ✓ Generate \$1 million to \$25 million in annual revenue.
- ✓ Maintained the principal place of business in the State of Florida for at least the previous two years
- ✓ Increased both the number of full-time equivalent employees and gross revenue during three of the last five years.
- ✓ Operating in a qualified target industry:
 - Manufacturing Facilities (NAICS 31-33), Finance & Insurance Services (NAICS 52), Wholesale Trade (NAICS 42), Information Industries (NAICS 51), Professional, Scientific & Technical Services (NAICS 54), Management Services (NAICS 55), Administrative & Support Services (NAICS 56)

The Tools

The Economic Gardening team utilizes sophisticated market research tools to target ways to grow your business – either by geographically locating potential customers, compiling extensive reports on the activities of your competitors, or accessing extensive databases for qualified sales leads. Through GrowFL, these resources are at your disposal to help provide your company with the tools it needs to grow.

Services Provided by GrowFL Include:

- ✓ Core business strategy review
- ✓ Market research
- ✓ Competitive intelligence gathering
- ✓ Internet strategy
- ✓ Social media strategy
- ✓ Search engine optimization
- ✓ Referrals (accounting legal, process design, information technology, staffing agencies, etc.)

Leading The Conversation

Fran Korosec is the Director of Client Services for The Florida Economic Gardening Institute (GrowFL) at the University of Central Florida. Fran oversees all aspects of the GrowFL program, including administration and outreach, technical assistance, CEO forums and roundtables.



Nekeya Nunn-Stephens is the CEO of The Labor Pros, a company which reconnects management and employees for effective business relations through client training management, educating employees, and facilitating open lines of communication between all parties.



Date: Tuesday, May 3, 2011

Time: 8:30 am - 9:45 am

Location:

Office of Research and Commercialization (in Research Park, away from UCF traffic, free parking available)
5th Floor Conference Room
12201 Research Parkway, Suite #501
Orlando, FL 32826

FREE Continental Breakfast will be provided on behalf of GrowFL.

To RSVP Contact:

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For more information on the GrowFL program, contact Fran Korosec at (407) 882-0210 or fran@growfl.com.