



Get to know the team!

Dorian Zwierewicz

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Regional Director

Florida SBDC at Florida Gulf Coast University

visit us online at: WWW.FSBDCSWFL.ORG

Follow us: @FGCUSBDC   

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.



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.



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.



GROWTH ACCELERATION

Whether you're looking for a traditional bank loan, government-backed 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.



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.



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 Listening and Monitoring Report*
- *Social Media Objectives and KPI Document*
- *Social Media Roadmap*
- *Content Development Plan*
- *Social Media Dashboard/Analytic Monitoring & Planning*



DOROTHY BROWNING

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

DBROWNING@FGCU.EDU

Let me help you with:

- *Lean Start-Up Models*
- *DISC Profile Assessments*



JULIO ESTREMERA

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*
- *State certification business specific*
- *Legal structures*



MARC FARRON

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*
- *Business Automation Processes*
- *Technology Migrations*
- *IT Equipment Purchases*



ELIZABETH GOLDBACH

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:

- *Start Up Registration and Structure*
- *Lean Canvas & Lean Canvas (Español)*
- *Business Planning*
- *Disaster Related Assistance*
- *Capital Access*
- *One Liner- Framework*

A black and white portrait of Patti Guerzo, a woman with shoulder-length, wavy hair, smiling. She is wearing a dark top with a polka-dot pattern and a pearl necklace. The background is white.

PATTI GUERZO

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*
- *Search Engine Optimization Plans*
- *Google Business Listing Leverage*



TIM HALL

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*



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.

DHEFFNER@FGCU.EDU

Let me help you with:

- *Operational Strategies*
- *Sales Strategies*
- *Growing Your Business*



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:

- *Obtaining Registrations (Federal / State / Local)*
- *Cybersecurity Compliance*
- *Bid/Proposal Development*
- *Cost analysis*
- *Networking*
- *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*
- *Financial Statement Evaluation and Development*
- *QuickBooks Training*
- *Tax and Financial Management and Planning*



SUZANNE SPECHT

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 your business success.

[SSPECHT@FGCU.EDU](mailto:sspecht@fgcu.edu)

Let me help you with:

- *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*
- *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*
- *Website Analysis & Wireframes*
- *Marketing Calendars*
- *Campaign Timelines*
- *Google Business Navigation*



HOW THE FSBDG 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

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