

The Competitive Edge



A Small Business Guide to Strategic Growth

Disaster Preparation Are You Ready?

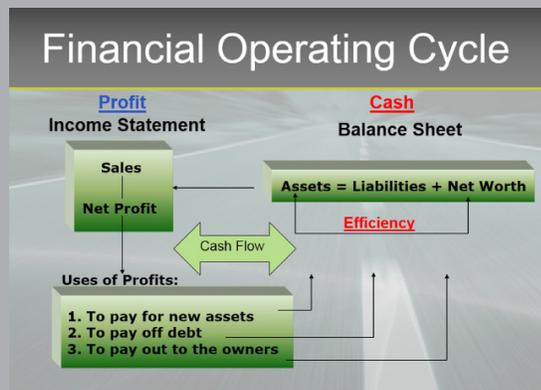


Featured Client



Vince Cloe
inVINCEables Paintball Park

Tips to increase Profit



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Helping Businesses Grow & Succeed



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Disaster Preparedness

Take the necessary steps to mitigate your risks.

A disaster can strike at any time; fire, flood, hurricane, tornado, cyberattack... Are you prepared? Take a moment to develop a comprehensive disaster plan to mitigate your risk (and losses).

Your Emergency Disaster Plan (EDP) should outline policies and procedures necessary to keep you and your employees (if relevant) safe, and a contingency plan to keep the business running in the event of facility damage, power outage, etc. It should address communication efforts to employees, customers, and vendors, to name a few.

- **Identify situations that warrant execution of EDP**
- **Identify responsible person for each task**
- **Detail evacuation procedures, including routes and exits**
- **Equipment for personnel, i.e., laptops, printers, etc.**

It is necessary to determine procedures and individual crisis management responsibilities. Identify which personnel are required to be on-site in the days surrounding a hurricane, as well as which personnel are essential to business function, whether required on-site or not. Be sure to communicate areas of accountability and responsibility for key personnel and how to perform their emergency-response duties effectively.

Also, communicate (review) your hurricane plan with your all personnel; ensure each understands their roles, responsibilities and expectations for every employee.

(Information from: <https://www.interstaterestoration.com/workplace-hurricane-preparedness>)

As Hurricane Season progresses it is important to pay attention to the forecasts and make plans accordingly.

St. Lucie County - Emergency Management

<http://stlucieco.gov/departments-services/a-z/public-safety/disaster-preparedness>

Okeechobee County - Emergency Management

<http://www.co.okeechobee.fl.us/departments/emergency-management>

Indian River County - Emergency Management

<http://www.irces.com/em/>

Martin County - Emergency Management

<https://www.martin.fl.us/EM>

Increase Profits

Small business owners typically manage every aspect of their business from inventory and service to payroll and maintenance and in doing so, they often don't have time invest in understanding the complete process of profitability and accountability.

The biggest complaint we receive from our clients is that they don't know why they aren't making more money, and in some cases where the money goes. These issues typically come up when the following occurs: slow to log transactions; combined bank accounts (business and personal); poor pricing, and/or not reinvesting in company.

At the Florida SBDC at IRSC, we help clients understand the following in order to efficiently manage their business:

- 1. Understand the Business Model**
 - * **Where and how do I make my money?**
- 2. How do I earn my revenues?**
 - * **Initial, recurring and the timing**
- 3. What is my cost structure?**
 - * **Understanding of Direct & Variable Costs to the product line level**
 - * **Profit contribution for each product**
 - * **What is my breakeven?**

To learn more about effectively managing your business finances, please call us at 772-336-6285 or email fsbdc@irsc.edu.

Alternative Lending

The Florida SBDC at IRSC interacts with hundreds of businesses over the course of the year and is often asked about flexible financing opportunities for small businesses.

Recently our team met with a representative from both Advantage Capital and Neighborhood Lending Partners (NLP), both of which offer flexible lending programs to small and medium sized businesses.

Advantage Capital focuses on loans between \$1 and \$5 million, primarily in "economically depressed" areas, and in the agribusiness sector with investments between \$2 and \$15 million. NLP focuses on assisting small businesses that do not qualify for traditional small business bank loans, with financing \$50,000 to \$500,000.

To learn more about these programs, speak to your consultant or email fsbdc@irsc.edu.



Client Highlight

MEET VINCE CLOE

“Without the help of the SBDC, it would have taken me a lot longer to get up and running again,” stated Cloe. “I am beyond thankful for their assistance, their patience and their professionalism. The team at SBDC at IRSC made this entire ordeal easier to manage.”



InVINCibles Paintball Park of St. Lucie County

Founded in 2004, InVINCibles Paintball Park is a premier extreme sports park in Port St. Lucie that promotes and teaches leadership and teamwork skills. This 35-acre extreme sports park has three obstacle-filled fields: speedball, rec-ball, and woodsball where players can engage in paintball or airsoft competitions.

Vince Cloe, founder and owner of InVINCibles and Aqua Irrigation, engaged periodically with the Florida SBDC consultants since 2014 so he knew where to turn after Hurricane Irma raged through his park wreaking destruction and flooding his storage containers.

“The hurricane came in with a vengeance and tore apart our netting, flooded our onsite storage containers and ruined everything from air compressors, paintballs, equipment, etc. It was truly a disaster. We were losing money every day,” said Cloe. “Then I recalled hearing that the Florida SBDC was providing loan assistance, so I ran right over to the IRSC Pruitt Campus and met with the team there.”

As the Pruitt Campus was set-up as a Business Recovery Center where Cloe had the opportunity to meet with the SBA for a long-term loan in addition to the Bridge Loan.

“I hate paperwork and dealing with banks (regarding loans), so I avoid that,” said Cloe. “But the folks at SBDC sat with me and walked me through the entire process. They made it a painless experience, as did the SBA. I was so impressed with my experience with the SBDC and SBA that I called business owners who I know suffered losses and told them about it.”

Cloe was able to quickly repair and replace equipment and supplies thanks to the speedy turnaround by the FSBDC.

Stay Tuned...

Be on the look out for more information on our newest program: Turbo-Charge Any Team, a turn-key system that will fine-tune team alignment and increase effectiveness.

Also, join us on July 19th at 5:30 pm for our Pioneer Pitch panel. The event is located at Blackburn Educational Building - 3002 Avenue D in Fort Pierce.

Visit www.irscbiz.com for updates on events, seminars and trainings or email fsbdc@irsc.edu

The Florida SBDC at the Indian River State College is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodations for persons with disabilities and/or limited English proficiency will be made if requested at least two weeks in advance. To request accommodation or language assistance, please contact - 772-336-6285 or fsbdc@irsc.edu.