



Access Florida Finance Corporation
Minority Business Newsletter
January 2008

MOTIVATIONAL THOUGHT:

Don't let go of your dreams. If you have determination and belief in your dreams, you will succeed in spite of your desire to let go.

Catherine Pulsifer

The Florida Economic Development Alliance

*By Eugene Franklin, President, Florida Black Chamber of Commerce (FBCC)
Florida Director, National Black Chamber of Commerce*

We would like to introduce the Florida Economic Development Alliance (FEDA). FEDA is established as a department of FBCC to act as a financial arm and governing body to pursue, acquire and provide opportunities and other necessary avenues to access capital for small and disadvantaged businesses. It shall work together with banks, financial institutions and investors. FEDA will be governed by both public and private entities that are committed to advancing the FBCC's missions, goals and initiatives as it regards to funding sources to assist the development of minority commerce, culture, communities, education and preservation with an emphasis on Florida's state urban and rural enterprise zones.

FEDA will solicit membership from the business community at large, with an emphasis on banking, financial institutions, real estate developers, financiers and managers, chambers of commerce, civic group leaders, and government specialists to assist local Enterprise Zones Leaders achieve their development objectives.

FEDA is a critical piece of the FBCC's economic development strategy and should be the lead agent in assisting the FBCC in the creation of jobs and business growth.

For more information contact: <http://www.floridabcc.com>

Mythbusters: Top Five Business Myths

Myth #1: A brilliant idea will make you rich.

Reality: A brilliant idea is neither necessary nor sufficient for a successful business, although all else being equal it can't hurt.

Myth #2: If you build it they will come.

There have been examples of businesses that just built a product, cast it upon the ether(net), and achieved success. (Google is the canonical example.) But for every Google there are ten examples of companies that had killer products that didn't sell for one reason or another.

Myth #3: Someone will steal your idea if you don't protect it.

Reality: No one cares about your idea until you actually succeed and by then it's too late.

Myth #4: Financial models are bogus.

The reason for doing financial models is to do a reality check and convince yourself that making a return on investment is even *a plausible possibility*.

Myth #5: I need \$5 million to start my business

Reality: Unless you're building hardware (in which case you should definitely rethink what you're doing) you most likely don't need any startup capital at all.

Upcoming Events

UNIVERSITY OF CENTRAL FLORIDA - ORLANDO, FLORIDA
SMALL BUSINESS DEVELOPMENT CENTER
315 East Robinson Street, Suite 100, Orlando, FL 32801
407.420.4850, f/407.420.4862

Small Businesses Startup Series

When: January 10, 17 and 24, 2008

Overview of the entire marketing financing and business writing process.

Fee: \$30 each session (discount available if taking the entire series)

Time: 6 - 9 p.m.

THE GREATER TALLAHASSEE CHAMBER OF COMMERCE
100 N. Duval St., Tallahassee, FL 32302
Phone: (850) 224-8116 Fax: (850) 561-3860
Email: info@talchamber.com

Business After Hours - January 10

The area's premier networking event, Thursday, January 10, 5:30 p.m. Children's Home Society 1801 Miccosukee Commons Drive. Cost is \$10 pre-registration (by January 8) or \$15 at the door.

If you know of any upcoming events in your area, we would love to hear about them. Send information for our consideration to info@AccessFloridaFinance.com.

HAPPY NEW YEAR!!!!

We want to hear from you

We want to know what you think.

You can help us serve you better by sharing your thoughts with us. Please let us know about your business needs and what you would like to see featured in this newsletter so that we may better assist you.



Send your comments and suggestions to info@AccessFloridaFinance.com.

Disclaimer

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