: `cf]XU/ ¿ $' - /g˙Ga U``˙6i g]bYgg˙Ci h`cc_ 8]dg˙Ug˙7\U``Yb[Yg˙A ci bh˙Zcf˙Ck bYfg

9l d`cfY˙fYW\bh˙XYjY˙cda Ybhg˙]b˙7c``]Yf˙7ci bhmž˙Zfca ˙ga U`` Vi g]bYgg˙W\U``Yb[Yg˙hc˙hci f]ga ˙Zi bX]b[˙]b˙h]Uh]Uhj Ygž˙UbX YWcbca]W]a dUW\hg"

7c``]Yf˙7ci bhmž˙: `cf]XUžˈI G5 ˈ!⊣b˙h\Yj]VfUbh˙fYU`a ˙cZˈ: `cf]XU ˙g ga U``Vi g]bYgg˙UbXg˙WUdYž˙cdh]ga]ga ˙hcc_˙U˙g`][\h˙X]d˙Ugh˙a cbh\" H\Y˙cdh]ga]ga ˙]bXYl ˙Zcf˙ga U``Vi g]bYgg˙ck bYfg˙XYWfYUgYX ˙Vm˙$"& dc]bhg˙hc˙gYhh`Y˙Uh˙-,"*˙]b˙⊣bYž˙↑gh˙U˙k \]g_Yf˙UVcjY˙h\Y˙)%!mYUf UjYfU[ Y˙cZˈ-,"˙5WWcfX]b[ ˙hc˙: `cf]XU˙HfYbXž˙h\]g˙XYW]bY˙]g `Uf[ Y˙m˙Uhhf]Vi hYX˙hc˙[ fck ]b[ ˙WcbWYfbg˙cjYf˙Yl WYgg]bj Ybhcf]Ygž k \]W\˙k Y[ \YX˙\YUj]`mcb˙Vi g]bYgg˙a]bXg˙h\fci [\ci h˙h\Y˙ghUhfY"

K \Uhg˙cb˙h\Y˙a]bXg˙cZˈh\YgY˙YbhfYdfYbYi fg3˙K Y``žˈUl Yg˙\UjY Ya Yf[ YX˙Ug˙U˙df]a Y˙WcbWYfbžˈfYdcfhYX˙]b˙WfYUg]b[ ˙Vm˙U˙dc]bh Zfca ˙h\Y˙dfYj]ci g˙a cbh\"˙Ga U``Vi g]bYgg˙ck bYfg˙UfY˙U`k Umg `cc_]b[˙Zcf˙k Umg˙hc˙bUj][UhY˙h\Y˙W\cddmk UhYfg˙cZˈ[cjYfbUbW UbX˙[i UfUbhYYgžˈbUhi fU``m˙YUX]b[˙hc˙Ub˙U]f˙cZˈWUi h]cb˙Ua cb[

h\Ya "

9Wcbca]W<][\ `][\hg

Cb U a cfY dcg]h]j Y bchYž h\Y 9j Yf[`UXYg : ci bXUh]cb Ubbci bWWX
gca Y]a dfYgg]j Y Z[i fYg h\Uh gi Vhfcd]WJU` dUfUX]gY [YbYfUhYg
Ub Ubbi U`YWbca ]W]a dUWh cZ U ghU[ [ Yf]b[ ˇ ' %") V]` `]cbž
ci hdUW]b[Ubmch\Yf`k Yh UbX gmghYa]b h\Y I "G" Cj Yf h\Y bYI h
\U`Z WYbhi fmž h\Y Ygh]a UhYX j U`i Y cZ YWcgmghYa gYfj]WWg h\]g
]Wcb]WfY[ ]cb dfcj]XYg g dfc˄YWhYX hc gi fdUgg ˇ %hf]``]cb" Bck ž
h\Uh g U bi a VYf h\Uh gdYU_g j c`i a Yg˙

Ib h\Y \YUfh cZ Wca a i b]hm g i ddcfhž h\Y : `cf]XU 5D9L 5WWW`YfUhcf
fYWWbh`m fYWW`j YX h\Y 9Wbca]W a dUWh 5k UfX Zfca h\Y BUh]cbU`
5D9L 5WWW`YfUhcf 5` `]UbW" H\]g fYWc[b]h]cb ghYa g Zfca h\Y
dfc[fUa g fYa U f_UV`Y ZYUh cZ U]X]b[ : `cf]XU Vi g]bYggYg]b
gYWW f]b[Ub]a dfYgg]j Y ˇ) - * "%a]` `]cb]b [cj Yfba Ybh WcbhfUWhg
h\fci [\ci h 'h &$&(ž a Uf_]b[h\Y \][\Yghi UWW]Yj Ya Ybh]b]hg bYUf`m
($!mYUf \]ghcfm˙ `cf]XU ˃bhYfbUh]cbU` I b]j Yfg]hm g WWWggZ` `m
UXa]b]ghYfg h\]g Wfi W]U` dfc[fUa U]a YX Uh Uf YUh]b[[cj Yfba Ybh
WcbhfUWh!fYUXm Wca dUb]Ygž Wcbb YWh]b[`cWU` Vi g]bYggYg hc j]hU`
fYgci fWYg"

5g h\Y 5D9L 5WWW`YfUhcf YI dUbXg ]hg fYUWXž ]h cZZYfg hU ` cfYX
gi ddcfh hc Vi g]bYggYg]b A]Ua]!8UXY UbX A cbfcY 7ci bh]Ygž
YbWci fU[ ]b[h\Ya hc V]X cb [cj Yfba Ybh WcbhfUWhg" K]h cj Yf - *
5D9L 5WWW`YfUhcfg XchhYX UWfcgg h\Y I "G"ž YUWX cbY d`Umg U
d]j chU` fc`Y]b Yb\UbW]b[5a Yf]WU g]bXi ghf]U` VUgYž h\Y`d]b[hc
Zcfh]Zm fcVi ghgi dd`m WXU]bg"

H\Y GhUhY cZ Ga U``6i g]bYggYg

5WWcfX]b[hc U fYWbh fYdcfh Zfca h\Y : `cf]XU G68 7 BYhk cf_ž
ga U``Vi g]bYggYg k]X g[ ]b]ZWUbh]bZ i bWW]b h\Y ghUhY" : `cf]XU
VcUghg Ufci bX &"'a]` `]cb ga U``Vi g]bYggY ž Ya d`cm]b[˙ "%
a]` `]cb]bX]j]Xi U`g a U_]b[i d (' "&ı cZ h\Y df]j UhY!gWWhcf
k cf_Zcff W" H\YgY Vi g]bYggYg \Uj Y VYYb]bhY[fU`]b WfYUh]b[
h\fYY ci h cZ Yj Yfm Zci f cVg UbX Wcbhf]Vi hYX hc U k \cdd]b[%&

a]``]cb`bYk`df]j`UhY`gYWhcf`cVg`g]bWY`8YWa`VYf`&$%$"`Ga`U``
Vi`g]bYggYg`Xc`U`[ccX`XYU``Zcf`ci`f`YWcbca`mž`bchYX`A]WUY`
A`m\fYž`79C`UbX`BYhk`cf_`GhUhY`8]fYWhcf`Zcf`h\Y`:`cf]XU`G687"

H\Y`W\U``Yb[`Yg`ZUW]b[`h\YgY`ga`U``Vi`g]bYgg`ck`bYfgž`\ck`Yj`Yfž`
UfY`a`Ub]Zc`X"`9ggi`Yg``]_Y`UWWYgg`hc`WUd]hU``UbX`WmVYfgYW`f]hm`UfY`
Uh`h\Y`Zcf`YZfcbh`c`Z`h\Y`f`ghfi[[`Yg"`H\Y`gYWcbX`Ubbi`U`GhUhY`cZ`
Ga`U``6i`g]bYgg`FYdcfh`dfcj]XYg`YggYbh]U``]bg][`hg`k`\]Y`
]bZcfa`]b[`Zi`hi`fY`dc`]Wm`UbX`XYW]g]cb!a`U_]b[``YgdYW]U`m`i`gYZi``
Ug`:`cf]XU`gYY_g`hc`fYa`U]b`Wca`dYh]h]jY"

@cc_]b[`5\YUX

5g`h\Y`UbXgWUdY`g\]Zhg`UbX``Y[`]g`Uh]cb`Yjc`j`Ygž`cWU`
[`cjYfba`Ybhg`UfY`a`U_]b[`a`cj`Yg`h\Uh`Wci`X`UZZYWh`ga`U``
Vi`g]bYggYg"`:`cf]bghUbWYž`CfUb[`Y`7ci`bhm`g`Wcbg]XYf]b[`
fYdYU`]b[`[fck`h\`Wcbhfc`g`Ua`]Xgh`dchYbh]U``Uk`gi]hg`Zfca``WUhh`Y`
fUbW\Yfg`fY`UhYX`hc`bYk``UbX!i`gY`Y[`]g`Uh]cb"`A`YUbk`h]`Yž`]b`
;`U]bYgj]`YžVi`g]bYgg`ck`bYfg`UfY`fYUd]b[`h\Y`VYbYZ]hg`cZ`h\Y`
8`ck`bhck`b`5a`VUggUXcf`Dfc[`fUa`žk`h]W\`U]a`g`hc`Yb\UbWY`
Wca`a`i`b]hm`gUZYhm`UbX`WYUb`]bYgg`g]bWY`]hg`]bWY`dh]cb`]b`
8YWYa`VYf`&$&("

5``h\]g`]g`g`\UddYb]b[`k`h]`Y`h\Y`k`]XYf`k`cf`X`_bck`g`:`cf]XU`]g`
`U[`[`]b[`]b`h\Y`5=gYWhcf`U`ghi`Xm`fYj`YU``YX`h\Uh`cb`m`%%"`ı``cZ`
Vi`g]bYggYg`]bWcfdcfUhY`5žfUb`_]b[`]g`l`th\`]b`h\Y`bUh]cbž`UbX`cb`m`
&"`ı``cZ\][`\`gW\cc``ghi`XYbhg`UfY`Ybfc``]b[`]b`Wca`di`hYf`gWYYbWY`
Wci`fgYg"`:`cf]XU`g`dcg]h]cb`]b`5=`fY`UhYX`XY[`fYYg`]g`Yei`U``m`
i`b]a`dfYgg]j`Yž`UbX]b[`Uh`)`h\`Zcf`fYg]XYbhg`U[`YX`&$`hc`&("`
H\YfY`g`U``ch`cZ`WUhW\`]b[`i`d`hc`Xc˚

=`b`hYfa`g`cZ`hci`f]ga``Zi`bX]b[`ž`7c``]Yf`7ci`bhm`g`\cd]b[`hc`fU]gY`h\Y`
hci`f]gh`VYX`hUl`Vm`%ı``hc`gi`ddcfh`h\Y`DUfUX]gY`7cUgh`Gdcfhg`
7ca`d`Yl`UbX`ch\Yf`hci`f]ga`!XYf]j`Yb`bYYXg"`:`cf]XU`g`Vi`g]bYgg`
WWcgmghYa``fYa`U]bg`fcVi`gh`UbX`Yb[`U[`YXžmYh`]h`WYUf`m`ZUWWg`
W\U``Yb[`Yg`h\Uh`fYei`]fY`b`a`V`Y`ghfUhY[`]Yg`UbX`Wca`a`i`b]hm`
gi`ddcfh`hc`bUj`][`UhY"

As the sun sets on yet another busy day in the Sunshine State, the resilience of Florida's small businesses shines bright, continually rising to meet the demands of a dynamic market. Here's to hoping for brighter days ahead.

Details	
Ort	Collier County, Florida, USA
Quellen	• www.floridatrend.com • business.fiu.edu • floridasbdc.org

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