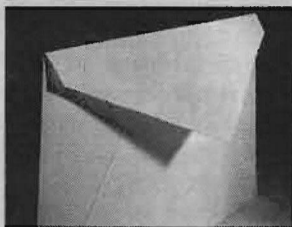


Small Business Strategies

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Top Tip

"If you have a cloth-based mouse pad, switch to vinyl."

— SAVVY SHOPPER.....48

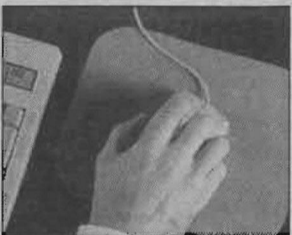


Bookmark

Specialty Shop Retailing

How to run your own store

Author: Carol L. Schroeder
 Publisher: John Wiley & Sons
 Price: \$29.95



Web Site

Visit the **Idea Cafe**:
<http://www.ideacafe.com>



Deal of the Week

Gooding's Supermarkets has sold its vacant 41-acre tract in Lake Mary to Rinehart Ridge Inc., which plans to build a 500,000-square-foot business park..... 52

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New strategies turn around business park

By ALEX FINKELSTEIN Staff Writer

ORLANDO — Something clearly was wrong.

Business park operators Floyd Whiddon Jr. and Paul Sabga knew they had the right product, an outstanding location and certainly the know-how.

But three sales totaling 73 acres valued at \$5.5 million in 11 years isn't the sort of track record that merits breaking out the Dom Perignon.

In the first 15 years of its existence, Airport International Park of Orlando had developed only 1.75 million square feet of combined industrial and commercial space.

Sabga, the 26-year-old vice president/general manager, didn't need crayoned pictures to spell out the problem.

"The whole aspect" of the park's brokerage offering, sales, design, development and construction "needed a new direction," he says. "We needed to create activity, a lot of activity, in a hurry."

On Jan. 1, 1996, Sabga and Whiddon, the park's president, kicked off the new strategy.

Here's how they did it:

- They immediately changed the name from Airport Industrial Park.

"From the very beginning, we felt the name was too restrictive and did not adequately represent all that we have to offer," says Whiddon.

- They started a close working relationship with the local brokerage community instead of trying to do it all in house.

- For the first time, they offered outside brokers cash prizes, gift certificates, new luxury cars and trips to name destination resorts.

- They published commission schedules, spelling out how and when the fees would be paid to brokers after a sale.

- They published design standards to help brokers sell the park's attributes to prospects.



Photo by Ben Tanner

Paul Sabga (left), vice president/general manager; and Floyd Whiddon Jr., president, in front of AIPO's 6-foot high aluminum logo, just one of many aspects of the firm's newest strategy

- They upgraded AIPO's curb appeal with architecturally designed entry signage, improved signage throughout the park and lush landscaping.

- They created the park's acronym, AIPO, on landscaped berms in 6-foot-high alu-

minum letters over entrances at both the Boggy Creek Road and Orange Avenue intersections with Tradeport Drive.

- They planted 180 Live Oak trees along Tradeport Drive.

Please see AIPO, page 48

SMALL BIZ Snapshot



Special to Orlando Business Journal
 Steve Goldman

MAITLAND — When Steve Goldman graduated from Winter Park High School 28 years ago, he had two golden career avenues on which to travel — physics or music.

Stetson University had offered Goldman, a pianist, a full music scholarship. Georgia Tech beckoned with a physics tuition offer.

Goldman chose the Bulldogs of Georgia Tech. Today he heads Maitland-based Distributed Processing Technology, one of the world's most innovative hardware, software and computer chip design manufacturers.

But he never forgot his second career choice. Five years ago, after a hiatus of 25 years, he decided to carve out daily time to work on classical music compositions.

"I enjoy it immensely, but it couldn't feed me at the moment," Goldman says. His music, nevertheless, is giving him undreamed-of satisfaction — and recognition.

Competing against entries from 23 countries, Goldman this year received the 1997 Composers Guild Composition Award for Quicksilver's Salvatude.

He has just returned from Hungary, where the Philharmonic Orchestras of two cities, Gyor and Miskolc, played his piece to standing ovations.

He says, "It was the high point of my musical career to date."

— Alex Finkelstein

Cleaning will extend your computer's life

Computers, like cars, break down. But also like cars, they don't have to. Just as regular oil changes and tune-ups will help keep your car in satisfactory working condition, office workstations can benefit from preventative maintenance.

With computers, that means ridding your computers of dust. Although each speck may not amount to much, when dust is left to accumulate, it potentially can wreak havoc on your system. Keeping your system — the cpu, the monitor, the keyboard and the mouse — dust-free can go a long way in extending the life of your computer system.

All told, dust can cause the most damage



Savvy Business Shopper

Mie-Yun Lee

Please see MAINTENANCE, page 48