

SMALL BUSINESS NOTES | D3

Do mid-size firms get enough attention? Share your thoughts.

SUCCESS STORY | D3

Home health care company gets ahead by focusing on relationships and service.



Sunday Business

Sunday, October 8, 2011



Spotlighting the people, places and organizations in Southwest Florida that stand out from their peers.

In March, we looked at the most powerful business women in Southwest Florida. Now we are putting together a short list of the most powerful businessmen in Southwest Florida, and we want your help to identify these people.

Consider their involvement on business and community boards, whether they've been able to grow their own business and their track records in areas such as fundraising and economic development.

Send nominations to business@news-press.com with the words "Standing Out" in the subject line. Be sure to give your reasons why this person should be considered.

Standing Out spotlights people, places or businesses

Florida business mindset in doldrums

Some expect revenue growth, surveys find

BY LAURA RUANE
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Florida business leaders haven't entirely lost their case of the blues.

That's according to two recent surveys — one from Fort Myers-based ad agency Quenzel & Associates, another from American Express, — which aimed to find out what was on business owners' minds.

Their questions aren't identical. The locally originated survey has somewhat more-positive responses.

Some of the major takeaways: Quenzel & Associates:

- Southwest Florida-based business leaders are more hopeful for the 2012 economy (37 percent) than respondents overall from across the nation (30 percent).

- Respondents overall are even more optimistic for their industry's 2012 outlook (43 percent).

- On revenue growth, 34 percent of respondents anticipate

growth for 2012; 34 percent project a flat year, and 6 percent expect a decline.

Survey details: Annual online survey, targeting more than 1,000 business owners and senior managers in three main sectors: travel/tourism, retail/consumer products, and state/civil construction/home services and medical or other professional services. About half the businesses were based in Florida. Nearly 300 responded, of which 18 to 25 percent were Quenzel clients.

Company co-owner Earl Quenzel says: "It's another set of

data points to make sure we're not just talking to ourselves" when consulting with clients on business plans and marketing.

American Express OPEN Small Business Monitor

- Of the Florida respondents, 76 percent plan to grow their businesses over the next six months, down significantly from last fall (87 percent).

- Florida business owners are less likely to have a positive outlook for their business prospects over the next six months (52

See SURVEY D2

