



Success Story

2008

ABOUT US

Service Area

- ✓ Hillsborough
- ✓ Pinellas
- ✓ Polk
- ✓ Pasco
- ✓ Manatee
- ✓ Hardee
- ✓ Sarasota
- ✓ Desoto
- ✓ Highlands
- ✓ Hernando

Sub-centers

- ✓ Florida Procurement Technical Assistance Center (PTAC)
- ✓ South Florida Community College Highlands Campus
- ✓ Hillsborough County Small Business Information Center
- ✓ Central Florida Development Council Small Business Development Center
- ✓ Manatee Community College Small Business Development Center
- ✓ St. Petersburg Business Assistance Center
- ✓ USF St. Petersburg College of Business

Services

- ✓ Free one-on-one business counseling
- ✓ Free entrepreneurial training workshops
- ✓ Low cost entrepreneurial training seminars
- ✓ The Business Resource Center
- ✓ Custom corporate training

Contact Us

1101 Channelside Drive, Suite 210, Tampa, FL 33602
 (813) 905-5800
 Fax (813) 905-5801
 www.sbdc.usf.edu

Ice It by Bebe Z, Inc.

House District 56
 Senate District 10
 U.S. Congressional District 12



Bebe Ziegler's designs are striking. Her signature brand, Ice It by Bebe Z, is known for embellishing high-end fabrics with a complex crystal puzzle, creating an illuminating effect that almost seems three-dimensional. As a former model and business owner in the salon and spa industry, Bebe has always been in the forefront of the fashion industry and is no stranger to making people look and feel their best.

Ice It by Bebe Z began six years ago in the back bedroom of Bebe's Tampa, FL home when she created a crystallized Buccaneers tank top for herself. When Bebe realized how popular the shirts were among sports female fans, the concept behind Ice It by Bebe Z was born. The mission is to create unique lines of apparel tailored to individuals with a passion for fashion, as well as life. Ice It's current licensee portfolio includes organizations such as the National Hockey League, Collegiate Licensing Company, MGM Consumer Products' PiNKITUDE line, and Discovery Communications' successful TV shows Miami Ink and LA Ink.

Bebe, and her fiancé Patrick Daly, originally contacted the University of South Florida's Small Business Development Center's at the end of June 2008 regarding the Florida Minority Supplier Development Certification, and followed up with Daniel James Scott in July to review financing options for their growth plan – especially for their private label designs. The conversations quickly grew into a series of strategic planning sessions on how and where the company could grow under the watchful eye of its owners, including additional SBDC consultants Art Mahoney and Mario Iezzoni.

Their hard work began paying off in spades, with media coverage from multiple regional and national publications and featured spots at Las Vegas' MAGIC Marketplace in August and in the Tampa Bay Fashion Week Runway Show in September. Enough steam has been built for the company that Patrick has been able to make co-managing Ice It his full time job, allowing a stability for major fundraising in the near future.

"Our concept is now becoming a reality, and the guidance we've received from the SBDC has been instrumental in building the foundation for our success. Their constructive criticism has provided us with not only applicable business strategy, but also the confidence we needed to take our company to the next level, thank you!"

"We owe a world of gratitude to Daniel and the rest of the staff at the SBDC, it's been nothing but a pleasure dealing with everyone there."

Brenda Ziegler, Business Owner