

Florida Trend

The Issues, People and Ideas that Define Florida Business

Florida Small Business
Growing a Business in Florida

Business Florida
Doing Business in Florida

Subscribe and get
2 FREE GIFTS

Site Search

GO

Site Map | Contact Us

[Around The State](#) |
 [Industries](#) |
 [Law & Government](#) |
 [Data](#) |
 [People](#) |
 [Lifestyle & Travel](#) |
 [Dining & Spirits](#) |
 [Viewpoints](#) |
 [Classifieds](#) |
 [Home](#)

» Home » Spinning Off Jobs

Published 3/11/2010 in Florida Trend

[Email this article](#) |
 [Printable format](#) |
 [Share This](#)

ENTREPRENEURSHIP Spinning Off Jobs

By Charlotte Chase

The recession might not seem like a logical time to launch a business, but partners in two entrepreneurial projects linking economic development and higher-education acumen think it's a fine time. "This is the time for entrepreneurial ideas to flourish," says John F. Azzaretto, vice provost at the University of West Florida, which is working on populating its new incubator. At Florida State University, officials are stepping up commercial enterprises based on university research.

UWF, EDC Team Up To Create Jobs

» The Economic Development Council of Okaloosa County



FSU Steps Up Tech Transfer

» Florida State University signed its first license agreement recently in a stepped-up effort to accelerate local business startups based on university technology. As a result, Lester Hutt, scientist-turned-consultant-turned-entrepreneur, is helping art connoisseurs splurge their wallets with enlarged molecular images of their favorite beers, wines and cocktails — images microscopically created by national High Magnetic Field Laboratory research associate Michael W. Davidson.



Lester Hutt

» Hutt sees local tech-transfer startups, such as his new business, BevShots MicroArt, as a way to channel national sales dollars which might otherwise go elsewhere and provide jobs for talented college graduates. More startups are in the pipeline, says FSU.

» FSU initially hired Hutt — who once worked with Apple on its iPod development team — to help sort viable research and write the tech transfer business plans. Part of the deal: "I could pick one to start myself."

» Davidson's artwork has appeared in more than 2,000 periodicals and books. Photomicrographs of ordinary things, he says, "help bring microscopy to folks who

Also in this Package

- NW Fla. Port Update
- Northwest Fla. Business Players - Jan. 2010
- Northwest Fla. Parhandle Business Briefs - Jan. 2010

Current Issue

January 2010



Click the cover for the latest

- » See results
- » Post polls

Most Read Articles

- » Fla. Newsmakers of 2009
- » Monday's Top Stories
- » Post-Winery Growers Turn to Peaches
- » Tuesday's Top Stories
- » Who Said That?

Regional News

» **INTERACTIVE MAP**
Use our searchable map of Florida to search for regional news.

TALK AND SURF THE WEB AT THE SAME TIME ON 3G.

AT&T VERIZON

Find out more

www.yourcompany.issuu.com/atlantat
SEE A BETTER 3G EXPERIENCE



Print Subscriptions

- Registered Users:
- » Log In
 - » Edit User Profile
 - » Log Out

RSS Feeds **RSS**
[Bookstore](#)
[Article Reprints](#)

Advertise

- » Media Kit - Web
- » Media Kit - Print
- » Editorial Calendar
- » Contact Sales Team



Special Sections

Business Florida

Published by Florida Trend in partnership with Enterprise Florida and the Florida Economic Development Council, Business Florida has the information you need to evaluate Florida's outstanding advantages.



- » Florida Small Business
- » Business Florida
- » Corporate Travel
- » Florida Legal Elite

- » The Great Florida Restaurant Guide
- » Logistics and Supply Chain Management
- » Florida's Next Comment To