

William T. Jackson
Director

Daniel James Scott
Associate Director



Spring 2010



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MEET THE AMBASSADOR

THE HISTORY

Kevin Harrington, Chairman of As Seen On TV, Inc., is widely acknowledged as the pioneer and principal architect of the "infomercial" industry.

In 1984, Kevin produced one of the industry's first 30 minute infomercials. Since then, he has been involved with over 500 product launches that resulted in sales of over four billion dollars worldwide, and 20 products that reached individual sales of over \$100 million.

Kevin founded Quantum International, Ltd. in 1988, which merged into National Media Corporation in 1991. Under his leadership as President, National Media reached \$500 million in annual sales, distributing in over 100 countries and 20 languages.

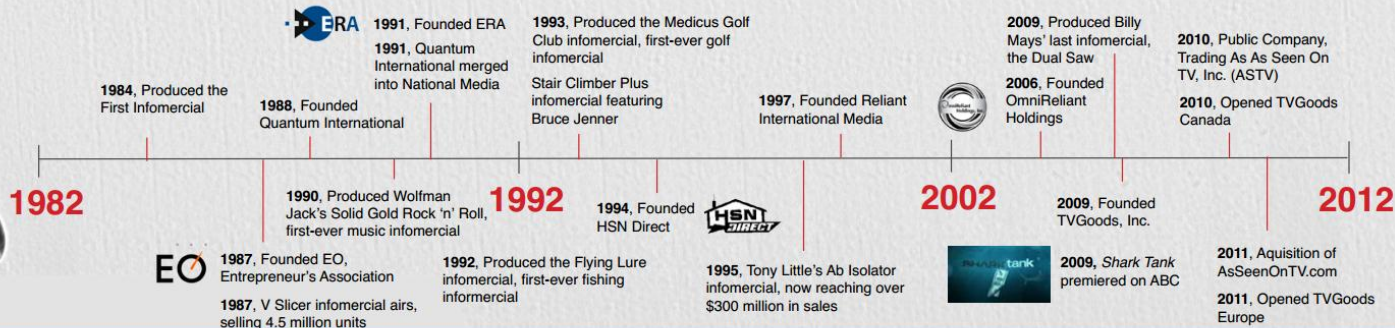
Kevin was also CEO of several other entrepreneurial start-ups, including Reliant International Media in 1997, and a joint venture with HSN, Inc. in 1994 called HSN Direct. Kevin also co-founded OmniReliant Holdings Inc. in 2006. Reliant International Media was sold in 2007. Kevin opened the doors to TVGoods, Inc. in 2009.

In 2011, Kevin's company TVGoods, Inc. acquired the web property AsSeenOnTV.com. AsSeenOnTV.com represents a highly trafficked catalog of direct response products with over two million customers, 700,000 email registrants and over 1 million unique visitors each month. Kevin is now Chairman of As Seen On TV, Inc.

Throughout his career, Kevin helped to establish two of the most important and recognized global networking associations: the Entrepreneur's Organization, or EO (formally known as the

Young Entrepreneurs' Organization) and the Electronic Retailing Association, or ERA. Today, the EO has 113 chapters in 38 countries and more than 924,000 members. The ERA represents the \$125 billion electronic retailing industry and is comprised of over 450 member companies and subsidiaries that use the power of electronic retailing to sell directly to consumers via television, radio, Internet and wireless media in over 100 countries worldwide.

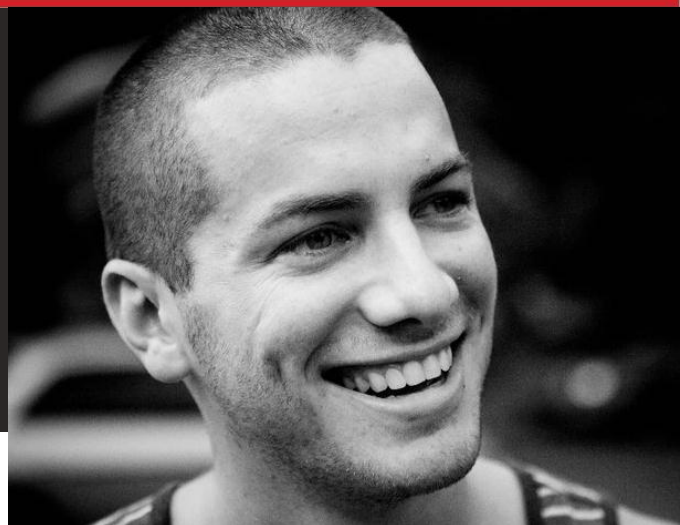
Due to his extensive resume, Kevin was selected as an investor "Shark" on the ABC television series *Shark Tank*. The show gives budding entrepreneurs the chance to pitch their products to a panel of acclaimed judges in hopes of turning their ideas into a successful business reality. He recently released a book entitled *Act Now: How I Turn Ideas into Million-Dollar Products* that chronicles his life and experiences in the DRTV industry.



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Brands and Businesses [Show all](#)



HILLER



swings
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Fall 2010



Sustainable Entrepreneurship
& Innovation Alliance

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Vol. 24, No. 1
Fall 2012

JBE



Journal of Business & Entrepreneurship

A publication of the Association for Small Business and Entrepreneurship (ASBE)

Proclamation

CITY OF ST. PETERSBURG

WHEREAS, entrepreneurs and entrepreneurial ventures are the driving force of the necessary creativity, innovation and employment growth that are leading the City's economic development and sustainability; and

WHEREAS, the City of St. Petersburg is supportive of entrepreneurship and intends to promote such efforts; and

WHEREAS, the University of South Florida St. Petersburg's Sustainable Entrepreneurship & Innovation Alliance provides education, training and support programs to entrepreneurs; and

WHEREAS, those existing and future entrepreneurs, are similarly encouraged and promoted by the City's economic development and business assistance programs; and

WHEREAS, through the activities of University of South Florida St. Petersburg's Sustainable Entrepreneurship & Innovation Alliance and the City of St. Petersburg, the economic environment of St. Petersburg is flourishing;

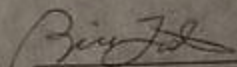
NOW, THEREFORE, I, **Bill Foster**, Mayor of the City of St. Petersburg do hereby proclaim the month of November, 2010,

Entrepreneurship Month

in St. Petersburg and encourage all our individuals to recognize the importance of entrepreneurs in our community.



IN WITNESS WHEREOF, I
have hereunto set my hand and
caused the official Seal of the
City of St. Petersburg, County
of Pinellas and State of Florida
to be affixed this 4th day of
November, 2010.


Bill Foster
Mayor



Spring 2011



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IN
ENTREPRENEURSHIP

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◦ *innovation & job news**USF St. Pete Ramps Up Study of Creativity*

TUESDAY, FEBRUARY 08, 2011

RELATED TAGS

[HIGHER EDUCATION](#),
[INNOVATION](#), [TALENT](#)[ST. PETERSBURG](#)

USF St. Pete is adding two faculty-in-residence members, one of whom will present a course on creativity.

The Sustainable Entrepreneurship & Innovation Alliance at USF St. Petersburg welcomes Nathan Schwagler and John Morrow to the campus as Creative-in-Residence and Entrepreneur-in-Residence, respectively. Morrow will guide students and local businesses, Schwagler will offer a course that focuses on creativity. It begins in May 2011. The course will be offered two more times during the academic year.

Schwagler's course rests on findings from *The Creative Studies Project* that states that creativity is teachable, learnable and sticks. Schwagler says that if he does an effective job of teaching, students will leave with the ability to effectively collaborate with others to identify and take advantage of opportunities for innovation as well as "sell" their ideas visually, verbally and in writing.

"The world needs global citizens capable of unleashing a fury of creative solutions upon the incredibly complex and unprecedented challenges that we face," says Schwagler.

Schwagler, whose interest in creativity was sparked while studying psychology at SUNY Buffalo State, believes that creativity is vital to succeeding in the global marketplace.

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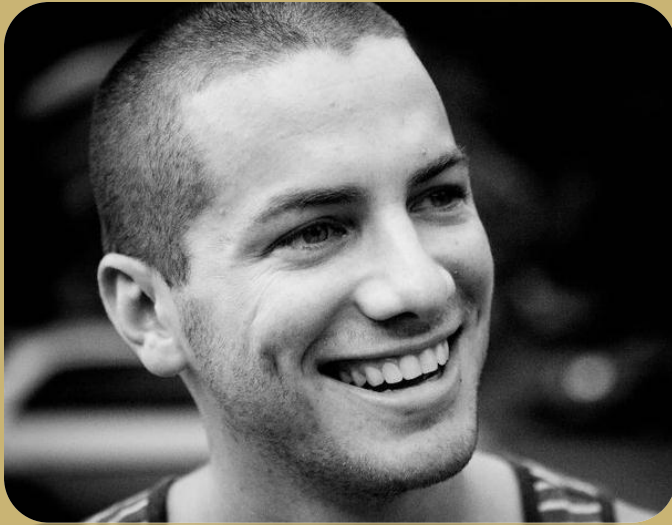
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Fall 2011



Our 1st Major!



Our 1st Minor!



A mentor-driven, three-month, seed-stage investment program in Tampa Bay, Florida.



Marvin Scaff

Acclaimed Technologist
& Entrepreneur

John Morrow

Serial Technology
Entrepreneur

Brent Britton

Veteran Silicon Valley
Technology Attorney

Daniel James Scott

Serial Founder &
Technologist

Bill Jackson, PhD

Entrepreneurship &
Innovation Professor





**BEST
OF THE
BAY** 2011

People, Places & Politics 2011

BEST IDEA INCUBATOR

Sustainable Entrepreneurship & Innovation Alliance, USF St. Petersburg

by CL STAFF

Spring 2012



St. Petersburg Times
Tampa Bay Times

***“USF St. Petersburg entrepreneur program
is already producing winners”***

Southeast Entrepreneurship Conference

SEEC



2012

March 23-24, 2012

University of Tampa



Fall 2012

Tampa Bay 6/20

Tampa Bay 6/20

Phase I

Pledge

Ecosystem

Media

What can you do today?



“Building entrepreneurial community takes at least a half dozen entrepreneurs that are committed to provide leadership over 20 years.”

– Brad Feld, Foundry Group

The Tampa Bay 6/20 initiative was named, in part, for Brad Feld's quote (above), in part, for the six entrepreneurs who decided to take the first steps toward a 20 year plan (by entrepreneurs, for entrepreneurs) to build a thriving Tampa Bay entrepreneurial ecosystem, and, in part, for the plan's release date of June 20, 2012.

The first six entrepreneurs - [John Morrow](#) (leading this charge as Tampa Bay's Entrepreneur-In-Residence), [Daniel James Scott](#), [Bill Jackson](#), [Marvin Scaff](#), [Brent Britton](#), and [Rebecca White](#) - have between them started more than a dozen businesses, all are affiliated with local universities, and all already have assumed leadership roles in the Tampa Bay entrepreneurial community.

So please, [review Phase 1](#) of the initiative (the first step), and join us by taking the pledge – we'll add you to the site as well!

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In addition, a number of community organizations are helping achieve our goal of a thriving entrepreneurial ecosystem here in Tampa Bay, including:

- [BarCamp Tampa Bay](#)
- [CoWork Tampa](#)
- [Creative Tampa Bay](#)
- [Entrepreneur Social Club](#)
- [Entrepreneurship Center at the University of Tampa](#)
- [Florida Small Business Development Center at Pinellas County Economic Development](#)
- [Gazelle Lab](#)
- [Greater Tampa Chamber of Commerce](#)
- [Keep Saint Petersburg Local](#)
- [LocalShops1](#)
- [Pasco Economic Development Council](#)
- [St. Petersburg Chamber](#)
- [StartupDigest Tampa Bay](#)
- [Startup Weekend Tampa](#)
- [Sustainable Entrepreneurship & Innovation Alliance at USFSP College of Business](#)
- [Tampa Bay International Business Council](#)
- [Tampa Bay Partnership](#)
- [Tampa Bay Technology Forum](#)
- [Tampa Bay Wave](#)
- [USF CONNECT](#)

[View Phase 1...](#)

NO
DUMPING
EMPTY
TIES
TO BAY



Industry Achievement Awards
Collaboration Award Finalist
Tampa Bay Partnership
Collaboration Tech Hub
2012



Arthur & Gallagher & Company
2012



Industry Achievement Awards
Collaboration Award Finalist
Tampa Bay Partnership
Front Row Tampa Bay
2012



Industry Achievement Awards
Collaboration Award Finalist
Gazelle Lab Demo Day
2012



Emerging Technology Company
of the Year
2012



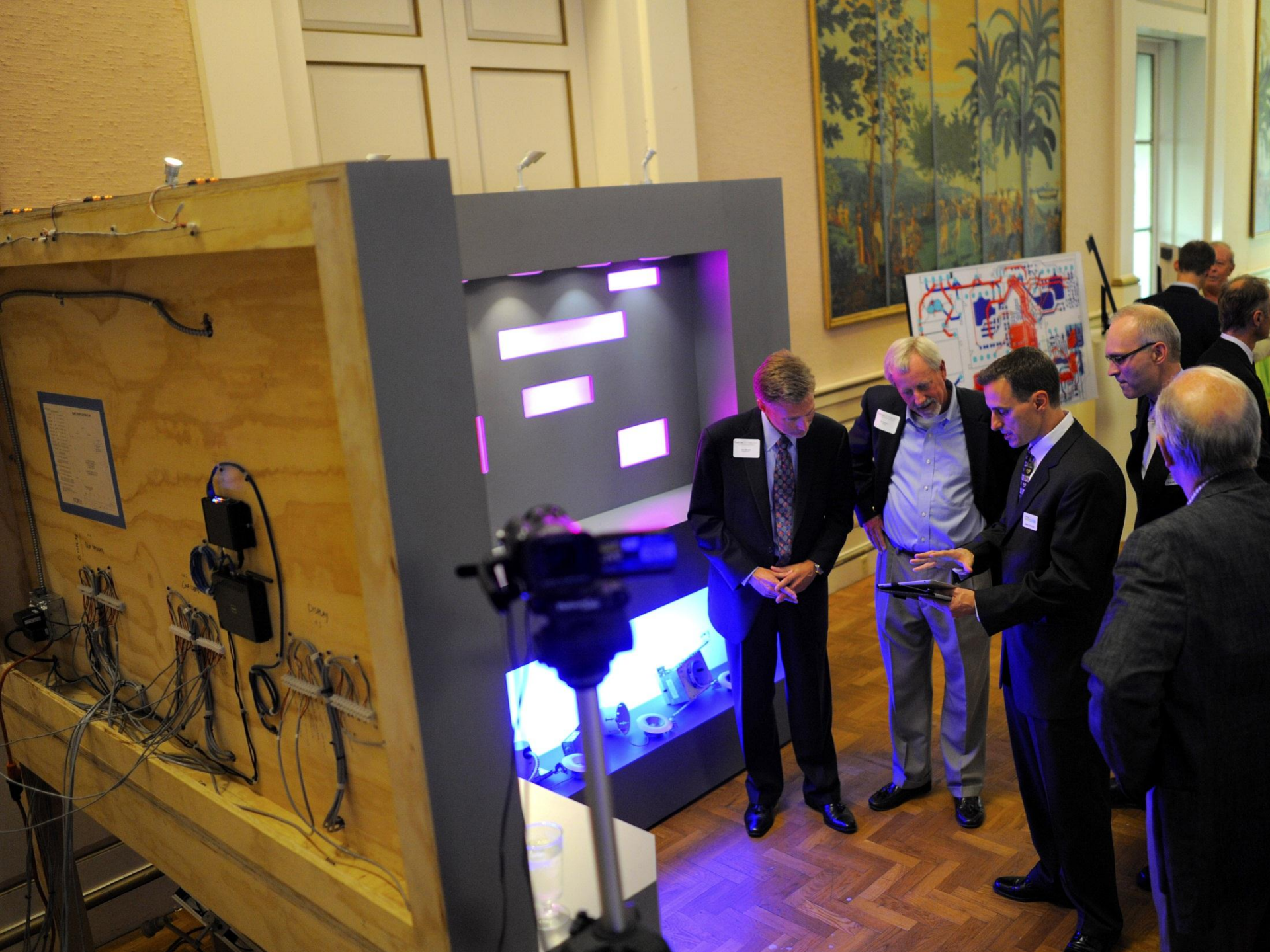
Emerging Technology Company
of the Year
2012



Emerging Technology Company
of the Year
2012
Clarity Services



Spring 2013





Entrepreneurship Ambassadors



Michael Lockett
Associate Professor,
Marketing



Varol Onur Kayhan
Assistant Professor,
Information Systems
Management



Frank A. Biafora
Dean, College of Arts and
Sciences



Mark Jerome Walters
Director, Digital
Journalism and Design

William T. Jackson
Director

Daniel James Scott
Associate Director



Thank you!

