



Around Orlando

News, talk and speculation

Office buildings want Signature

There's a new/old company in town looking for 20,000 square feet to 30,000 square feet of immediate and contiguous office space in metro Orlando. The company: Signature Flight Support, formed by the August merger of Orlando-based Page Avjet Airport Services Inc. and Butler Aviation International Inc. of Texas.

Signature Flight would like to find space in downtown Orlando, "but it's not a definite for downtown," says Nan McCormick of CB Commercial, Signature's exclusive leasing representative. About 90 Page and former Butler employees would be relocated from Page's existing headquarters office at Orlando International Airport to the new offices...

... Greenstone's New Yorker. It was only a matter of time before Greenstone Roberts Advertising in New York sent down a corporate manager to head up the Orlando office of the \$85 million ad agency. The time has come.

Kathy Ryan, a 10-year veteran of the New York-based firm, has moved into the executive vice president and general manager spot here, and will oversee the entire Orlando operation.

Ryan says she is here "to head up the new operation that has resulted from three recent acquisitions and the relocation of the Palm Bay office."

Greenstone Roberts has been gobbling up other Orlando agencies so fast that there hasn't been much time for the gobbler to learn the philosophies and procedures of the gobbler. Industry insiders say there has been some dissent in the Orlando office, and that Ryan's

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Kathy Ryan

Bills target defense transition

By PAT BEALL
Staff Writer

Florida's Defense Reinvestment Task Force is weeks away from its first formal draft recommendations. But the task force's last hearing, held at the University of Central Florida, has prompted renewed talk of two legislative initiatives that could ease local defense contractors into diversification.

At the top of the legislative remedies is a

proposal that would create a state-guaranteed loan fund to spur commercial lending by Florida banks. The proposal would target existing businesses in manufacturing or technology that lack expansion capital.

The other piece of legislation is the Graham-Bacchus bill, first introduced in Congress last April. U.S. Rep. Jim Bacchus and U.S. Sen. Bob Graham plan to reintroduce the legislation, designed to funnel defense dollars into high-tech public service projects such as environmental clean-up, super-

computers and space exploration.

"Several members of the Florida congressional delegation have agreed to co-sponsor the bill," says Bacchus. The Democrat predicts that in 1993, when the so-called fire falls come down and allow defense dollars to be applied to domestic spending, the bill will stand a better chance of making it through the legislative gauntlet.

"First of all, the money will be available," says Bacchus. "But reapportionment

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Photo by Melissa Sokker

Stephen Goldman is CEO of Distributed Processing Technology.

TECHNOLOGY TOPS SILVER 50

Two technology companies, Credit Card Software Technology Group Inc. and Distributed Processing Technology, tied for the top spot in the Silver 50, the second



50 of Central Florida's largest private companies.

The Silver 50 companies are featured in a special section beginning on page 13.

Big Japanese contractor has Orlando project

By ALEX FINKELSTEIN
Staff Writer

Takenaka Corp., Japan's oldest building contractor, is designing a multimillion-dollar metro Orlando commercial real estate project on its own.

The project would be Takenaka's first Florida undertaking. If the planned project becomes a reality — and it leads to further projects — the \$16 billion, 382-year-old Takenaka would consider opening its first Florida office in Orlando. The office would be locally staffed.

"It looks like the project might be resort-related at the moment, but you never know how these things finish up when the owner makes the final decision," says John E. Burk, architect and marketing director at the Atlanta office of Takenaka International (USA) Ltd.

Burk would not identify the project's owner, the location or the estimated construction value of the job.

"We generally like to have the project's owner decide when to make such an announcement," Burk says. "There is no problem of funding this project, only in deciding if



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Creditors object to Bryan settlement

By ALEX FINKELSTEIN
Staff Writer

Four of Paul F. Bryan's 94 creditors have filed objections to a proposed settlement of the prominent Orlando investor's year-long Chapter 7 bankruptcy case.

Bryan listed assets of \$2.28 million and liabilities of \$75.6 million — the largest Chapter 7 filing in Florida's history.

U.S. Bankruptcy Judge C. Timothy Corcoran III has set a Dec. 16 hearing to hear

the objections and weigh the settlement. The creditors want the settlement revised or scrapped.

Three of the four creditors sharply criticized the actions of the creditors' court-appointed trustee, James C. Orr, a Titusville accountant.

Martins out of Chapter 7
in two cases — Page 3

The four creditors who just made the Oct. 1 deadline for filing objections are:

■ First Union National Bank of Florida as successor to Southeast Bank, which is owed \$4 million.

■ Former Orlando Magic minority shareholder, shopping center developer and citrus executive James P. Caruso, as trustee for Center Lake Properties of Orlando, which is owed \$3.6 million.

■ United American Bank of Central
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DPT takes byte out of Silver 50

By MELISSA STOKER
Staff Writer

A local manufacturer of peripheral controllers for personal computers is taking a megabyte out of that industry's revenue.

Distributed Processing Technology, based in Maitland, has increased its revenue to \$20.2 million in 1991, from \$13.6 million in 1990—a 48.5 percent increase despite tough economic times.

DPT also jumped from No. 21 last year, tied for No. 1 this year on *Orlando Business Journal's* Silver 50, a list of the second 50 of the 100 largest private companies based in Orange, Osceola or Seminole counties. The Journal's Silver 50, published last week, ranks the top 50.

DPT's projected revenue for 1992 is \$30 million to \$33 million, another at least 48.5 percent increase, says Steve Goldman, DPT's president.

Those kinds of gains are nothing out of the ordinary, Goldman says.

"We increase like that about every year," he says.

And, he says, DPT's revenue will continue to climb, maybe even faster than it has.



Distributed Processing Technology

- 1991 revenue: \$20.2 million
- 1990 revenue: \$13.6 million
- Percent change: 48.5
- 1991 ranking: 21
- No. of employees: 202
- Year established: 1987
- CEO: Stephen H. Goldman

"We're growing very fast," Goldman says.

Although a Milpitas, Calif.-based company called Adaptec Inc. manufactures some of the same products as DPT and had \$150 in revenues for the fiscal year ending March 31, only 60 percent of that revenue comes from the sale of the kind of products DPT also manufactures. Adaptec is considerably bigger than DPT, says Jerry Steach, public relations specialist for Adaptec.

"They don't compete directly with us in all operations," Steach says.

Adaptec is growing fast as well. Analysts project Adaptec's revenue for the fiscal year ending March 1993 will be \$307 million.

Goldman says his company will reach that figure some day.

"I actually think it is attainable," says Goldman's more immediate goal, however, is to reach \$100 million within a few years.

"Two (years) is possible — very possible," he says.

DPT designs and manufactures peripheral controllers, which are installed into computer hard drives and control data flow between personal computers and peripherals. Peripheral controllers are put in almost every computer that is sold, Goldman says.

DPT is the only company that manufactures a product called a caching disk controller, which DPT invented. Peripheral controllers can be converted into caching controllers, which are more intelligent and process data much quicker, Goldman says.

"It's got a brain in it. ... It's almost like a computer itself," says Goldman, 41, who has a bachelor's degree in physics from the University of Florida.

Goldman compares a peripheral controller to a large central warehouse, storing data instead of goods. The caching controller, then, is a smaller, more localized warehouse of data. More popular goods, or data, are stored in the local warehouses, whereas less popular items are stored in the central location. It might take two days for goods to be shipped from the central warehouse, while the smaller, local one can offer same-day turnaround. Similarly, data can be retrieved quicker from the caching controller.

Caching controllers are needed by people who share data from a file server. Caching controllers also are needed for powerful applications, such as designing computer chips, plants, buildings, bridges and planes, Goldman says.

DPT has two types of customers: companies that make computers, called original

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Computer

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equipment manufacturers, or OEMs; and integrators, which buy through DPT distributors. Integrators buy various computers and DPT products, put them together and sell them.

OEMs make up 40 percent of DPT's business, and integrators, 60 percent, Goldman says.

DPT's OEM customers include AT&T, Intel, Wyse, Siemens, NEC, Dell, DEC and Zenith. DPT has other OEM customers overseas — in Japan, Italy and the Netherlands. The OEMs use DPT's peripheral controllers in all their computers, Goldman says.

Integrators are smaller companies like Tech Data, Merisel and Pioneer.

DPT ships about 10,000 controllers a month, Goldman says.

The company adds about 50 OEM clients and 1,000 integrator clients each year, says

Goldman. Most people in the Orlando area don't know of DPT because the company doesn't market to Orlando, he says, but the company is known worldwide and has a distributor in every major country.

Goldman attributes DPT's growth over the years to two things: gaining and keeping clients, and moving from the high-tech end of products to the low-tech end, for which there's more of a market. The company loses few customers, he says.

"We're adding new customers and we're not losing them," he says. "We're moving from a niche player to more of a mainstream player."

DPT started out manufacturing only the highly specialized caching controllers but, Goldman says, it would have been difficult to have revenues higher than \$10 million or \$15 million had DPT limited itself to manufacturing only these high-tech controllers.

Therefore, the company branched into other less specialized peripheral controllers. It's easier to move from the high-tech end of the business to the low-tech end

because being on the high-tech end helps a company build a reputation, he says. Other companies that started at the low-tech end have more trouble moving into high-tech.

Goldman says quality is of utmost importance in his business. "We can't afford to make a mistake," he says. "If there's one thing on a whole board (peripheral controller) that's wrong, it won't work.... It's got to be pretty much perfect, so quality is a real focus here."

Goldman started DPT in 1977 as a spinoff of his father's Longwood company, S.I. Goldman Co., a \$27.4 million mechanical and electrical contractor. S.I. Goldman appeared on the Golden 50 list at No. 38.

Beginning in 1977, Goldman did research and development for DPT while continuing to help his father at S.I. Goldman. Ten years later, DPT became a separate company and has risen quickly. In July, the company hired Al Montross, the former president of InaComp U.S.A., a \$500 million computer dealer based in Troy, Mich., as vice president of sales and marketing.

DPT's headquarters are in four adjacent buildings in Maitland. The main building contains research and development, sales and marketing, and accounting. There's also a production building; a building for engineering testing, repairs and storage; and a warehouse.

The four buildings aren't enough, though. Goldman says DPT is running out of space. The company plans to relocate its headquarters — as early as 1993 or 1994 — so all operations can be in one building. The company will remain headquartered in Central Florida — it will look to move somewhere between Maitland and Heathrow, Goldman says.

Other plans include an initial public offering sometime next year and expanding into South America, a "large potential growth area," according to Goldman.

In addition to DPT's headquarters in Maitland, the company has sales offices in Washington, D.C., London and Munich, Germany. Most of DPT's 202 employees are in Maitland; each sales office employs one or two people, Goldman says.

DPT adds Dell to client menu

By MELISSA STOKER

Staff Writer

Distributed Processing Technology recently won its biggest client this year, and the addition will mean \$5 million to \$10 million more in annual revenue, says President Steve Goldman.

Dell, a computer manufacturer based in Austin, Texas, hired DPT in September. The \$1 billion company will use DPT's peripheral controllers in its high-tech personal computers. Peripheral controllers control the flow of data between personal computers and peripherals.

Since the deal doesn't involve a contract, which Goldman says is typical in the industry, it's hard for DPT to predict exactly how much business the company will conduct with Dell. DPT won't know that until after DPT determines how many controller-aided computers Dell is able to sell, Goldman says.

But, he says, "if their (Dell's) forecasts are correct, they will be one of our biggest customers," ranking up with AT&T, NEC and Intel.

Preliminary estimates indicate DPT will sell about 1,000 controllers a month to Dell.

Although Goldman says designing and making peripheral controls is "very time-consuming" — and he wishes he could spend more time with his two children — it's gratifying knowing his company is making a difference, he says.

"We are the leaders in technology. If we weren't here, things would be a lot different in the computer industry."



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