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Ten to Know in Tampa Bay

ADVERTISING, INTERNET, LAW

By **Bill Holland, LocalBusiness.com**

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EXCLUSIVE TAMPA, Fla., April 21 (LocalBusiness.com) -- The key word in the New Economy is "new."

Like any new territory, some sit inside the fort and fight the Indians and some can be your trail guide.

The trail guides make up LocalBusiness.com's list of Tampa's Ten to Know. They know the landscape and they know the players.

And they can hook you up.

- **Marty Traber**, Foley & Lardner's Florida e-commerce chief. Board member for several start-ups, legal eagle for even more. Will handle the paperwork for possibly the largest Internet IPO in state history, mega-portal 1GlobalCity.com's \$100-million-plus offering slated for the summer. Consigliere of the New Economy mob. Voice: (813) 225-4126; email: mtraber@foleylaw.com.
- **Tom Wallace**, president and COO, brainbuzz.com. If you want to start a new company in Tampa and build it to the millions, talk to the guy who's done it twice. Sold Waldec to Intelligent Electronics for a couple of million, Waldec Group went to IKON for even more millions. Building IT recruiting and community site brainbuzz.com as you read. Twice nominated for state's Entrepreneur of the Year. Ask him about risk adversity among 75-year olds. Voice: (813) 287-1887, email: inbox@brainbuzz.com.
- **Bill Lougheed**, technology guru at Ernst & Young. Accountant/novelist on never-ending hunt for the latest new thing. More "gee-whiz" than "cooler-than-thou," Lougheed's ideal play is to fix you up with everything you need while on the trail from big idea to public offering. E&Y will do the books and provide advice, naturally. Voice: (813) 225-4814, email: william.lougheed@ey.com.
- **John, John and Mike**, partners at Hyde Park Capital. Triumvirate running Tampa's newest VC firm. John Hill and John McDonald bring fat rolodexes and big brains from stints as managing directors at Raymond James. Mike Siewruk brings experience at building and selling multi-million-dollar software companies. Word on the street is that they start out investing \$100 million in May and are looking on both sides of the bay. Voice: (813) 383-0202. email: hill, mcdonald, or siewruk@hydeparkcapital.com.
- **Anne Giles**, Internet marketing consultant, self-employed. Mistress to the wired salon. Comes complete with her own URL: www.annegiles.com. Check out the "meet Anne" link. Writes for brainbuzz.com and TampaBayWired.com when not introducing players to players. Her connection efforts took TBWired's networking socials from glorified Amway meetings to the place to meet and greet the Wired cognoscenti. Voice: 813-899-2136, email: anne@annegiles.com.



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- **Ron Cook**, Internet lawyer, Cook & Koch. Equifax expatriate did the legal work on a \$100 million international software deal last year. Intellectual property specialist. Gets them while they're young, tries to find start-ups under Foley & Lardner's radar. Despite present market jeers: dot-coms welcomed. Voice: (813) 272-1259, email: ron.cook@cooklaw.com
- **Suzie and Liz**, partners, RFB Communications Group. Suzie Boland and ex-AP writer Liz Roop became the public relations agency of choice for start-ups and almost start-ups after bolting old-line Tampa agency, PCI Communications. First-to-market with service for dot-coms, catching Tampa's PR agencies napping. After brief court spat with PCI over non-compete clauses, everybody's promised to make nice. Voice: (813) 259-0345, email: sboland or lroop@rfbcommunications.com.
- **Scott Miller**, Tampa end of VC firm Lovett Miller and Company. Granddaddy among venture firms, Miller (Lovett's the Jacksonville office) has \$70 million and 30 years worth of contacts. Closed last month on deal in the single digit millions with Lakeland's Highland Engineering. Hasn't placed much money locally but that may change. Sees lots of business plans - accepts them electronically at www.lovettmiller.com. Voice: (813) 222-1477, email: scott@lovettmiller.com
- **Lauren Shiner**, marketing consultant, Shiner Marketing. Former Peace Corps volunteer who founded the Internet Business Association. In one year, the IBA has grown from 30 people eating rubber chicken on top of the Ramada in Westshore to 160 eating salmon at Rocky Point. First community-wide effort at connecting New Economy players. Shiner and the association now have fingers in the New Economy's business ethics, politics, education and state legislative efforts. Voice: (813) 963-1251, email: lashiner@gte.net
- **Mark Barry**, e-business development, Microsoft. Executive from world's richest company looking for small, innovative dot-coms on which to lavish software, advice and maybe cash. Presently in Atlanta, setting up Tampa lovenest this summer. Developing harem for Next Generation Windows. Voice: (770) 392-7517, email: markbar@microsoft.com.

OK, so Barry's not local and not that well connected - yet. But he's Empire Microsoft's man and he's coming to town. Do the math.

Nose out of joint because you aren't on the list? Write Bill Holland and let him know how wrong he is.

Bill Holland covers Tampa Bay for LocalBusiness.com. E-mail him with story ideas or comments.

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