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Hometown high school graduate launches successful business consulting firm

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"In need of a bright idea? Look no further than hometown boy turned business dynamo, Jason Breitfeller.



Breitfeller is president of BreitIdeas, Inc., a company that the Satellite High School graduate who went on to receive a Bachelor of Science degree from Oglethorpe University in Atlanta, founded to help small businesses in the technical arena to be better stewards of the business management function.

The quick witted and easy going father of two boys laughs that his basic idea was to try to help others make a better profit.

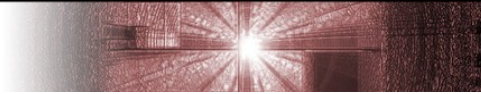
Breitfeller moved to Florida from Long Island as a child in 1986 with his parents, Diane and John Breitfeller, the CFO for the Melbourne Northrop Grumman facility.

After graduating from college, where he met his wife Kate on his first day, Breitfeller moved back to Viera for a position at Northrop Grumman. While at Northrop Grumman, he received his Masters of Business Administration from Webster University and soon went to work for L-3 Communications as their Finance Manager.

At L-3, Breitfeller obtained his Project Management Professional (PMP) certification through the Project Management Institute (PMI) and became a program manager, business development manager, and eventually was made responsible for their Research and Development group focused on developing products for the Department of Homeland Security.

A certified Lead Auditor for ISO9000, he has worked in the Aerospace and Defense industry in various roles for the last 10 years in both government and commercial activities.

"While I was at L-3, I met many small business owners who were technical geniuses but could



not figure out how to manage a checkbook," Breitfeller said. "We were always afraid to award them contracts because we did not trust that they would effectively spend the contract dollars."

The enterprising business expert took his two areas of expertise - business management and program management, and decided to start the consulting company a little more than a year and a half ago.

According to the BreitIdeas web site, services include bringing the company's clients strategic business expertise coupled with functional and operational experience to lay the groundwork for successful sourcing solutions and partnerships.

"This 'rent a CFO' concept seemed to have a lot of promise but I started to realize that the people management was just as lacking so I decided to go and pursue a PhD in Leadership and Development," he said. "Pretty quickly, our focus became more general management."

Today, BreitIdeas Inc. offers four main areas of consulting: Strategic Planning, Project Management Consulting, Small Business Consulting, and Proposal Preparation activities for mostly government contractors.

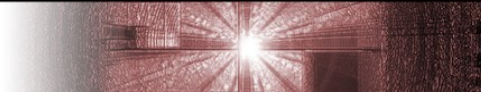
A creative, enthusiastic business owner with a cross-functional background managing development engineering and manufacturing programs across the complete product lifecycle, Breitfeller also has the added experience of managing a financial organization.

While non-disclosure agreements keep him from being able to name his clients, most are in the technology and manufacturing industry. Through his work at the SBDC and the NCSBI, he also consults with retail and services companies.

BreitIdeas currently employs two associate consultants and Breitfeller has found a wealth of talent by utilizing retired professionals and experts.

This busy young executive has quickly been recognized by county leaders for his ability to efficiently develop strategies and organize people and resources to achieve identified goals and objectives.

Two notable people who noticed his business acumen are John Byron and Vicky Peake.



Byron, who has been a staple of the government contracting and project management consulting arenas in Brevard for decades, decided to join Breitfeller's firm as a consultant recently, lending even more credibility to the BreitIdeas founder's impressive business resume.

"John Byron is a really cool guy," said the humble Breitfeller. "I am very fortunate that he picked me to join with. Every time I talk to the man, I take away some amazing piece of wisdom."

Peake, executive director of the Florida Small Business Development Center at the Brevard Community College Melbourne Campus, also quickly noticed the up-and-coming executive for his motivation to give back to others.

"He is very generous with his expertise and time," she said.

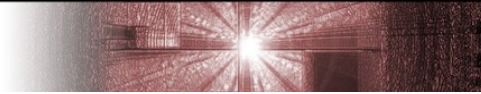
Breitfeller volunteers often at the SBDC helping micro-business clients with the initial issues and concerns that plaguing most entrepreneurs. He is also active in the TRDA Incubator Program, the Young Professional Advisory Committee of the Economic Development Commission and the Young Professionals of Brevard.

Breitfeller, father of "rabid NASCAR fans" six-year-old Nick and four-year-old Jack, also works as an adjunct professor at Webster University teaching graduate courses in Strategy and Management and an Instructional Specialist for Florida Tech's National Center for Small Business Information while he is finishing his PhD.

"I am currently pursuing my PhD in Leadership and Development from Barry University," Breitfeller said. "That is probably the most fun of any of my activities."

His talents have landed him as a regular for writing executive summaries for popular management books and he enjoys giving presentations to various groups on Strategy and Business Management, including the local Project Management Institute (PMI) Space Coast chapter, for which he is Vice President of Membership.

He somehow finds time to serve on the Cocoa Beach Area Chamber of Commerce Better Business Development Council, and the United Way's Emerging Leaders group.



Breitfeller has been honored for his achievements with the Certificate of Excellence from Northrop Grumman, a Certificate of Appreciation from the NATO Airborne Early Warning & Control Programme Management Agency, and was nominated this year for the coveted "4 under 40" award handed out by LEAD Brevard each year.

"I have no idea if I will make even the first cut, but it was an honor to have someone think highly enough of me to put in the nomination form," he said.

Apart from his professional associations and active family life, he also carves time out for his personal loves: golf and cars.

A self described "Porsche guy," he owns a 1974 914 Porsche and a 1983 944 Porsche. The former captain of the Satellite High Varsity Golf Team also tries to squeeze in a few rounds whenever his busy schedule will allow.

"We are all avid golfers, including the boys, so you can usually find us at the new executive course at Duran whenever we have free time," he laughed.

For more information, please visit www.breitideas.biz