

Tampa Bay Business Journal - April 9, 2010

http://tampabay.bizjournals.com/tampabay/blog/2010/04/print_preview_pasco_as_a_nanotech_vortex.html**TAMPA BAY**
Business Journal

Blog: Biz Currents

Print Preview: Pasco As A Nanotech Vortex

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Greetings from the newsroom!

Here's an inside look at just a few of the breaking business news stories in the April 9 print edition of the *Tampa Bay Business Journal*:

- I visited the headquarters of Dais Analytic Corp. in Odessa with all the usual degrees of skepticism my training affords. But it was clear that what CEO Tim Tangredi and CTO Scott Ehrenberg have going there provides substance to the notion that nanotechnology can yield applied results – and that their proprietary polymer film that filters out bad stuff in water – has substantive potential.

Sure, they've burned through \$34 million in R&D to get to this point, but they have some pretty tangible stuff to show for it – sales, patents, and intellectual property. They also have buy-in from Pasco County government and economic development officials about the potential of this 20 person company that could soon be a 220 person company and beyond.

Doing export business to China isn't easy.

Dais was put through lengthy due diligence on behalf of the Chinese before the deal was signed in the news we break this week. Dais may have an advantage developing more "public sector" work in China.

Web Direct Brands in Tampa has been working on both import and export business with China, specifically home brewing kits that might appeal to Chinese apartment dwellers. That consumer business isn't easy.

"It's important to balance import and export business but the problem is that the average buying power of Chinese citizen is so much less than here," said Anthony Gaeto, CEO. He's also vice president of the Chinese Chamber of Commerce

While the payoff from doing business there can be huge, there are inherent challenges in making the business profitable. Part of it is wading through business operations there that communicate well and take responsibility if things go wrong, he said.

"My job is to go through and find the quality companies in China," he said. Key to that is going there to see a company's operations and to develop real relationships, he said.

- Staff writer Janet Leiser's story on the latest attempt to collect debts from general contractor Brian Marshall follows on a series of reporting she's done on his former firm, Fireline Restoration. As readers will see, BB&T is done waiting, and is working to seize high-asset possessions like Marshall's Bentley, Ferrari and other items.

- In this month's special report on commercial real estate, we have a list of the 10 top highest paying taxpayers in the County. It took a little digging but Janet Leiser nailed it down. There may be some surprises on there.

Categories: [Commercial Real Estate](#), [Economic Snapshot](#)

Companies: [Dais Analytic Corp.](#), [Web Direct Brands](#), [Chinese Chamber of Commerce](#), [BB&T](#)

People: [Anthony Gaeto](#), [Brian Marshall](#), [Tim Tangredi](#), [Scott Ehrenberg](#)

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