

# Suncoast Business Forum

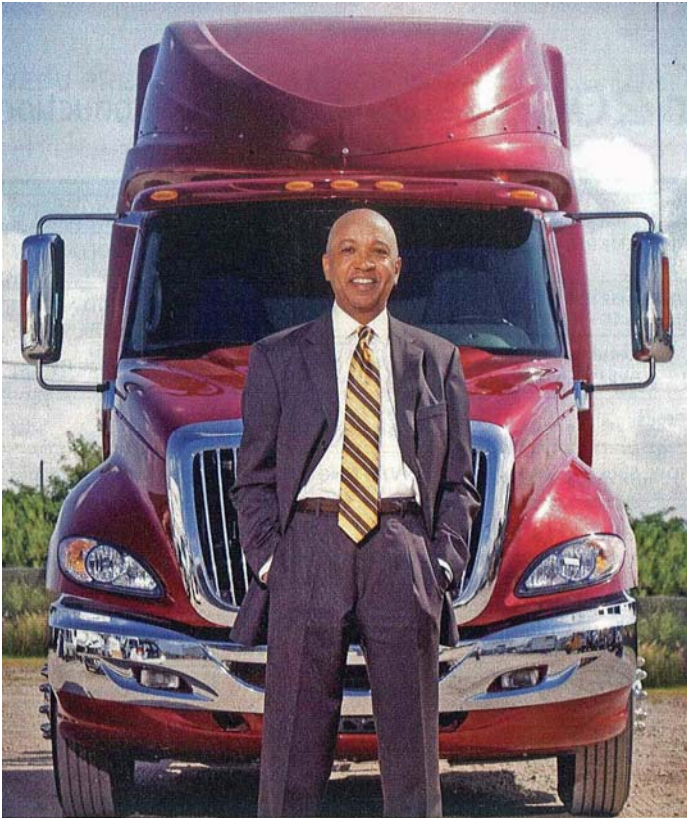
with Geoff Simon

**ON AIR**  
WEDU Productions

## Suncoast Business Forum

Thursday, October 29th at 8:30 p.m.

*"Quality Products, Fair Price and Excellent Customer Service"...*it's what everybody wants. At **Sun State International Trucks** it's the golden rule. When President and CEO **Oscar Horton** bought the medium and heavy truck dealership in west central Florida in the year 2000 it was losing money. Over the past 10 years revenues have tripled to \$100 million dollars, profits are up sharply, and Sun State is recognized as one of the premier industrial companies in the state of Florida. Horton is an innovative and driven business leader, who believes in empowering his employees. "A major factor in our success," says Horton, "is the involvement of our employees in every facet of the business." Sun State's management and employees know that benchmarking success and adapting to a changing marketplace will position them for success over the long run.



## Watch Oscar Horton on TV!

Oscar will be on WEDU PBS channel 3

**Thursday, October 29<sup>th</sup> at 8:30pm.**

Host Geoff Simon meets our area's best businessmen and women and interviews them about the triumphs and inspirations that shaped them into the successes they are today.

This is a half hour program.

**Set Your TiVo and/or DVR to Record!**