



Bailey Zobel Pilcher Managing Partner Merrell Bailey to Serve as Judge for Annual UCF Joust Business Plan Competition

Orlando, FL – March 20, 2013 – Bailey Zobel Pilcher, a boutique law firm focused on the practice areas of probate, wills, trust and planning, announced today that managing partner Merrell Bailey will be one of the judges at the annual UCF Joust Business Plan Competition Semi-Finals to be held on Friday, March 22 at 2:00 pm in the Fairwinds Alumni Center. The judging panel is made up of prominent members of the Central Florida business community, ranging from experienced entrepreneurs, to investors and corporate executives.

Sponsored by the UCF Center for Entrepreneurship & Innovation, the Joust is an annual event in which UCF students from an array of educational disciplines develop and present business proposals, then compete against one another in the hopes of being judged as having the most promising plan. The first place winner will receive \$10,000 and is invited to be a resident of the award-winning UCF Incubator program free for one year, valued at \$5,000.

The semi-finalists will present their plans to the judging panels and compete to make it to the final round. Each competitor will be evaluated on a number of key criteria ranging from how well they articulate the product positioning and target market segment, to financial feasibility and overall value proposition of the opportunity, as well as presentation skills.

“I earned five of my six college degrees from the College of Business Administration at the University of Central Florida and I am honored and humbled to be included as a judge in such an important event as the annual Joust,” Bailey said. “I look forward to hearing about each business opportunity and seeing the excitement of these students as they present their plans. Knowing the quality of the program that Cameron Ford is running as the founding director of UCF’s Center for Entrepreneurship, I am confident that the entire panel of judges will be blown away by these students’ innovative ideas as well as their pure passion for entrepreneurship,” Bailey said.

About the Center for Entrepreneurship

The Center for Entrepreneurship and Innovation (CEI) is UCF’s hub for educating and empowering the entrepreneurial spirit. The center is an initiative developed by the College of Business Administration. It is designed to be a focal point for those in all disciplines and professions seeking to create value with innovative business ventures. The CEI offers a range of opportunities to cultivate entrepreneurial thinking within every member of the UCF community including courses, competitions, clubs, connections and coaches.

About Bailey Zobel Pilcher

Bailey Zobel Pilcher is a boutique law firm founded by longtime local attorneys Merrell Bailey, Hallie Zobel and David Pilcher. Located in the heart of Central Florida, the firm— widely known as “*Your Caring Law Firm*,”—offers probate, wills, trusts and planning services to clients throughout the region.

With deep roots in the community, Bailey Zobel Pilcher prides itself on its ability to deliver a rare combination of sophisticated legal advice that draws upon sound business, tax and accounting knowledge, while providing a caring, attentive environment for clients to make some of the most important decisions of their lives. For more information, visit www.YourCaringLawFirm.com.