

# Mark Hess

Apopka, Florida



ER Precision Optical Corp.

## *Learn about Florida Entrepreneur Mark Hess:*

**\*\*Interview conducted with Jason Hess - Vice President\*\***

Tell us about your business and the value it brings to your customers.

We provide precision optics and components that help our War Fighters  
in protecting our country.

Talk about the ah-ha moment that led you to your entrepreneurial  
journey or the evolution that led to the idea of your company. Or what  
brought you to the company?

I had an opportunity to join the company over 20 years ago with just five  
employees. After years of idol revenue and different management, Mark  
Hess (owner) took over in 2007/2008 and we've been growing ever

since with his capital and my experience and relationships in the industry.

Describe some major challenges you've found in growing your business.

Issues with outsourcing with delivery and quality so we brought some things in house and increased our capabilities over the years.

Tell us the challenges you foresee in the next three years.

Military budget is always a possible challenge for us being a DLA (Defense Logistics Agency) supplier.

Explain the culture of your organization. What's it like working at your company?

Very diverse small family owned business. Everyone wears multiple hats and takes multiple responsibilities whether good or bad.

Explain your company's competitive edge over other companies in your market.

We're a Small HubZone certified business so we help the local community with job placement and see some set aside contract opportunities.

If you relocated to Florida or expanded – explain the top three reasons

why:

We moved to Apopka from Orlando in Jan.2020 with the purchase our new facility. Owning the real estate has multiple benefits compared to being a tenant. Allows us to be more competitive in pricing, more growth and able to expand capabilities.

Explain the benefits of Florida to your future growth plans:

Benefits are being close to the large Prime Military contractors like Lockheed Martin, DRS, SpaceX, L3Harris, etc.

What does it mean to you to be selected as a GrowFL Florida Companies to Watch Honoree?

It's an honor, especially with all the great companies out there in Florida.

Is there anyone you'd like to thank?

All of our employees and customer base

What is your advice for aspiring entrepreneurs?

Never stop. If you have a vision, keep pushing.

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