

greater **Fort Lauderdale** Broward **Economic Development alliance**



**The Alliance E-Newsletter
April 29, 2010**

Top Stories

Swindell Named President and CEO of Greater Fort Lauderdale/Broward Economic Development Alliance

Peggy Nordeen, Chairman of the Board of the Alliance and CEO of Starmark International, has announced that Bob Swindell has been named President and CEO of the Alliance. The announcement was made following a Board of Directors meeting held on April 15. Swindell had been serving as Interim President and CEO since November, 2009. Prior to serving as Interim President, Swindell had been Senior Vice President - Business Development for the Alliance since 2003.

"Bob's experience and success in growing jobs for Greater Fort Lauderdale/Broward County makes him an outstanding choice to be President and CEO," said Nordeen. "In his seven years at the Alliance he was instrumental in bringing more than 10,500 direct jobs to our county, retaining more than 10,000 jobs and generating more than \$700 million in capital investment. He effectively worked with both county and city officials to achieve these results together. In addition, he spearheaded a number of initiatives that has made our county a very strong contender as a premier location for companies considering a relocation or expansion."

"I am honored to be named to this position, especially at a time when the creation of jobs and capital investment is so critical to Greater Fort Lauderdale/Broward County," said Swindell. "We have much work to do, but we have strong leadership, a great board of directors, a sound partnership with our local governments and elected officials in Broward County, and numerous volunteers who are ready and willing to do what is needed to continue to make Broward County the location of choice for companies considering a relocation or expansion."

Swindell is a lifelong Broward resident. His background includes a history of community service and business leadership. He has been a business owner, Angel Investor, and senior manager in a professional career that spans more than 25 years. In addition to his business experience, he has an extensive record of successful non-profit involvement and organizational leadership.

Florida Governors Martinez, Chiles and Bush have chosen him to lead statewide boards and he has been a community leader in Broward County, serving on a number of boards of directors. He currently serves on several Executive Boards including NAIOP (Commercial Real Estate Development Association), SFTA (South Florida Technology Alliance) and he is Chairman of the Enterprise Development Corporation. In October of 2005 Bob was appointed by the Broward County Commission to serve as one of the County's representatives on the Florida Atlantic Research & Development Park Authority, and he recently served as the Board

Chairman for 2 years.

Bob has also been appointed by the cities of Fort Lauderdale, Plantation and Oakland Park to advisory boards. He is a 1986 alumnus of Leadership Broward - Class V.

Miami-Fort Lauderdale Third Least-Costly Place to do Business

The Miami-Fort Lauderdale metropolitan area ranks as the third least-costly place to do business among 22 U.S. cities or metropolitan areas with populations exceeding 2 million, according to a newly released study by KPMG LLP.

The KPMG 2010 Competitive Alternatives study measured 26 significant cost components, including labor, taxes, real estate and utilities, as they apply to 17 industries over a 10-year planning horizon, as well as data on a variety of other non-cost competitive factors. The study enables companies to perform a "quick scan" of jurisdictions to determine which can offer a cost-competitive business environment.

According to the study, the region has a population of 5,414,772 with major traditional industries being agri-food products/services, commercial/business services and tourism. Modern and/or emerging industries include business convention services, insurance/financial services and transportation services. Miami International Airport and Fort Lauderdale/Hollywood International Airport were cited as important parts of the transportation infrastructure of the region.

Compared to a U.S. index rating of 100, Miami-Fort Lauderdale has a cost of 93.8 for corporate and IT services, 92.2 for research and development and 97.8 for manufacturing. The region benefits from low labor and transportation costs, the study said.

To see the entire study, please [click here](#).

Broward County Highlights Business Opportunities in Latin America

The Broward County Office of Economic and Small Business Development (OESBD) hosted an educational seminar on March 24, titled "Doing Business in Latin America." The event focused on four countries: Colombia, Costa Rica, Panama and Peru.

The purpose of the seminar was to educate Broward's business community not only on the basics of doing business overseas, but also on key products in demand in the four targeted countries, and to provide specific tips on doing business in each of the countries. Broward County is continuously working to explore and educate the community on new business opportunities around the globe.

"During Broward County missions to Latin America, relationships with economic development professionals are established in order to open doors for more trade between our regions," stated Broward County Commissioner Diana Wasserman-Rubin.

Attendees of the conference listened to speakers from the U.S. Department of Commerce, Enterprise Florida, the Peruvian Consulate in Miami, Greater Fort Lauderdale Sister Cities International and the Colombian American Chamber of Commerce. Norman Taylor, director of the Office of Economic and Small Business Development, discussed how important Latin America is to South Florida's business community. "Eight of South Florida's ten top trading partners come from Latin America," Taylor stated.

The program was well attended by companies from all over South Florida. The information provided at the seminar is available on the Office of Economic and Small Business Development website at www.broward.org/econdev. Additional seminars on various

international business topics are scheduled over the next three months. For more information, contact Samantha Zerbe, global business development specialist at szerbe@broward.org or 954-357-6109.

Port Everglades Wins Best U.S. Homeport Award

Broward County's Port Everglades has been selected the Best U.S. Homeport by *Porthole Cruise* magazine, a world-leading cruise travel magazine. "Port Everglades is setting the standard for cruise ports with its new cruise terminal built for Oasis-class ships and the Port's ability to accommodate a large number of guests on busy cruise ship days," said Bill Panoff, publisher and editor-in-chief of *Porthole Cruise* magazine. "The Port's cruise fleet remains one of the finest with the ongoing arrival of newly constructed ships making their debut here, year after year. A "homeport" is a seaport from which a cruise ship loads passengers and where it begins and ends its itinerary. Most ports around the world are "ports-of-call," which means that cruise ships visit for a short time. Port Everglades is the cruise ship capital of the world with more than 3.4 million passengers expected during 2010 and more homeported cruise ships than any cruise port worldwide.

Nominations Open for 2010 Governor's Business Diversification Awards

Nominations are open for the 2010 Governor's Business Diversification Awards competition. The program honors companies with measurable accomplishments that have enhanced Florida's economic diversification efforts. Those achievements must have been made during 2009 in at least one of the state's target industries for high-wage job creation and economic diversification: Aviation/Aerospace; Clean Energy; Financial/Professional Services; Homeland Security/Defense; Information Technology; Life Sciences; Manufacturing; and Trade/Export Services.

The entry deadline is June 25, 2010, at 5 p.m. ET. To view or download the application on Enterprise Florida's website, please [click here](#).

Nominations can be made by local and regional economic development organizations and professional or industry associations. Self-nominations also are accepted. Three awards will be given in each of these categories:

- Governor's Green-to-Gold Award - for a company, organization or institution that, through product or process, best exemplifies "green" leadership
- Governor's Business Expansion Award - for a company that expanded its Florida operations in 2009, investing capital and creating jobs for Floridians
- Governor's Newcomer Award - for a new-to-Florida company that began operating in the state in 2009
- Governor's Export Excellence Award - for a Florida company with a significant increase in documented export sales in 2009
- Governor's Entrepreneurship Award - for a company less than five years old that sets the standard for entrepreneurship and creativity
- Governor's Innovation Award - for a company, organization or institution that, through product or process, best exemplifies innovative leadership

The winners will be announced in September and presented with their awards that month during Florida's Industry Appreciation Week.

Education & Workforce Development

Cypress Bay High School Recognized In AP Report To The Nation

Cypress Bay High School was recognized in the 6th Annual AP (Advanced Placement) Report to the Nation, published by the College Board. The report highlights schools with the largest numbers of African-American and/or Hispanic students from the Class of 2009 scoring a 3 or above on specific AP exams.

Cypress Bay High was recognized seven times, the most of any school mentioned in the publication. The school had the largest number of Hispanic students scoring a 3 or higher in Calculus BC, Government and Politics: United States, Macroeconomics, Microeconomics, Psychology, Statistics and United States History.

Overall, students at Cypress Bay High took more AP tests than students at any other Broward County Public School in 2009. 2,159 AP exams were administered to 1,187 AP students (all grade levels) at the school.

Overall, the state of Florida ranked fifth in the nation with the greatest percent of seniors scoring a 3 or higher on AP exams (21.3%), behind only Maryland (24.8%), New York (23.8%), Virginia (22.9%) and Massachusetts (22.1%).

William Dandy Middle School Receives National Recognition

Cassandra D. Robinson, principal at William Dandy Middle School, and her staff are the recipient of the 2008 National Excellence in Urban Education Award sponsored by (NCUST) National Center for Urban School Transformation of San Diego State University.

To compete for this prestigious award, the school had to demonstrate a three-year trend of making Annual Yearly Progress (AYP) in specific sub-groups and outline academic strategies for sustaining an "A" in an urban/inner city school. Broward County Public School administrators recently accepted the award at the 2010 NCUST Conference in San Diego.

Business Briefs and Alliance Member News

(Alliance members in bold)

The **Broward County** Film Commission has announced that Fox Television Studios has selected Pembroke Park and Broward County to be the shooting base for *The Glades*, the studio's new one-hour drama series to air on A&E. The series will shoot all over South Florida, including Broward County and Miami/Dade County, where the studio's hit series *Burn Notice* (USA) also films.

The **Broward County Office of Economic and Small Business Development (OESBD)** received a \$48,000 two-year grant, funded by Workforce Florida, Inc. for a pilot training program to facilitate global trade for marine industry companies. The pilot grant was implemented by Broward County in conjunction with Enterprise Florida, Inc. (EFI) and the University of North Florida (UNF). The Marine Industry Association of South Florida is a local partner working with OESBD on this project. The purpose of the grant is to support the growth of the Marine Industry in Broward County and South Florida, serving companies from Broward and Miami-Dade counties. OESBD assists the participating companies by preparing them to grow their operations in foreign markets while helping to improve global business success rates. OESBD provided training in export, marketing, finance, compliance and logistics tailored to the County's marine sector. During the first six months of services under the Marine Industry Pilot grant, 53 marine company participants have benefited from the training - 40 of which are Broward County companies. Ongoing webinars are still being held. Contact Samantha Zerbe at 954-357-6155 (voice) or 954-357-5664 (TTY) for more information.

The outstanding environmental accomplishments of **JM Family Enterprises, Inc.**, have earned the company the 2009 Emerald Award in the Recycling/Large Business category from Broward County. **Broward Health/North Broward Hospital District** won the Emerald Award in the large business category for Pollution Prevention: Hazardous Waste Reduction. The **Broward County Board of County Commissioners** presented the awards to these companies and other winners on April 13. Please [click here](#) to see all the winners.

Rick Sasso, President/CEO of **MSC Cruises** hosted an Alliance member appreciation luncheon on Saturday, April 17 aboard the MSC Poesia. Approximately 80 Alliance members and guests participated in the event, enjoying wonderful refreshments, food and camaraderie.

Two leading healthcare construction firms have joined forces to launch Moss Miller Healthcare, a unique company designed to meet the growing demand for hospitals, clinics and research institutions across the state of Florida. Moss Miller Healthcare is a fusion of healthcare specialist teams from **Moss & Associates** and **Miller Construction Company**, both recognized innovators in healthcare construction.

SourceRight Solutions, a division of **SFN Group, Inc.** has been named one of the top Managed Service Program (MSP) providers in *HRO Today's* "Baker's Dozen" ranking.

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

Canadian Environmental Conference & Tradeshow (CANECT 2010)

May 3-4, 2010

Toronto/Ontario, Canada

Event Type: International Trade and Investment

Industry Sector: Clean Energy

2010 BIO International Convention

May 3-6, 2010

Chicago, IL

Event Type: Convention/Trade Show

Industry Sector: Life Sciences

Medical Technology, Training and Treatment Conference

May 6-8, 2010

Orlando, FL

Event Type: Convention/Trade Show

Industry Sector: Life Sciences

Hospitalar 2010

May 25-28, 2010

Sao Paulo, Brazil

Event Type: International Trade and Investment

Industry Sector: Life Sciences

Hemispheric Congress of Latin Chambers

May 26-29, 2010

Miami, FL

Event Type: International Trade and Investment

Industry Sector: Various

RepCan 2010

June 14-15, 2010

Toronto, Canada

Event Type: International Trade and Investment

Industry Sector: Various

Enterprise Florida (EFI) conducts or participates in an extensive schedule of export marketing missions and exhibitions worldwide. These trade events are open to all businesses registered in Florida. For more information and to see more event listings, please visit <http://eflorida.com/Events.aspx>.

EuroTrade Forum – Manufacturing Extension Partnership

May 2-5, 2010

Orlando Marriott World Center, 8701 World Center Drive, Orlando, FL 32824

For more information and to register, please [click here](#).

Smart Growth Partnership Presents "Climate Change and its Affect on South Florida"

Speakers: Broward County Commissioner Kristen Jacobs and Lynette Cardoch, Ph.D. , Principal Scientist at MWH.

May 6, 2010 8:00 a.m. - 10:00 a.m.

Fort Lauderdale Marriott North, 6650 N. Andrews Avenue, Fort Lauderdale

For more information and to register, please [click here](#).

U.S. Commercial Service Presents "Export Now - European Business Opportunity Forum"

May 6, 2010 8:00 a.m. - 5:00 p.m.

Hyatt Regency Miami, 400 S.E. 2nd Avenue, Miami

For more information and to register, please [click here](#).

South Florida Business Journal and HSBC International Breakfast

May 6, 2010 9:00 a.m. - 11:00 a.m.

The Ritz-Carlton, 1 North Fort Lauderdale Beach Boulevard, Fort Lauderdale

For more information and to register, please [click here](#).

What's In It For South Florida - The China-Latin America Connection

May 11, 2010 8:00 a.m. - 10:00 a.m.

Greater Miami Chamber, 1601 Biscayne Boulevard, Ballroom Level, Miami

For more information and to register, please [click here](#).

Broward Education Foundation 15th Annual Scholarship Celebration

May 14, 2010 6:30 p.m. – Midnight

Harbor Beach Marriott, New Ocean View Room, 3030 Holiday Drive, Fort Lauderdale

For more information and to register, please [click here](#).

FEDC 2010 Florida Economic Development Conference

May 16-18, 2010

Intercontinental Hotel, 4860 W. Kennedy Blvd., Tampa, FL

For more information and to register, please [click here](#).

EDC's 9th Annual Life Science Conference

May 26, 2010 8:00 a.m. - 5:00 p.m.

Nova Southeastern University, Carl DeSantis Building, 3301 College Avenue, Fort Lauderdale

For more information or to register, please [click here](#).

Alliance Calendar of Events

Partner Council Meeting (by invitation only)

Thursday, May 13th 8:30 a.m. – 10:00 a.m.

Location: City of Lauderhill City Hall, 5581 W. Oakland Park Blvd.,

Multi-Purpose Rooms 153-154, Lauderhill

For more information, please contact Helen Kulp at 954-627-0131 or at

hkulp@browardalliance.org.

Entrepreneur Council Meeting (by invitation only)

Wednesday, June 9th 8:30 a.m. – 10:00 a.m.

Location: Ramada Hollywood Beach Resort, 101 North Ocean Drive, Hollywood

For more information, please contact Kathleen Weekes at 954-627-0132 or at [kweekes@browardalliance.org/](mailto:kweekes@browardalliance.org)

Corporate Council Meeting (by invitation only)

Wednesday, June 16th 8:30 a.m. – 10 a.m.

Location: TBA

For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@browardalliance.org.

Governor Council Meeting (by invitation only)

Tuesday, June 22nd 8:00 a.m. – 9:30 a.m.

Location: Hyatt Regency Pier Sixty Six, 2301 S.E. 17th Street, Fort Lauderdale

For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@browardalliance.org.

Leadership Council Meeting (by invitation only)

Wednesday, June 23rd 8:00 a.m. – 9:30 a.m.

Location: AutoNation, 200 S.W. 1st Avenue, 15th Floor, Fort Lauderdale

For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@browardalliance.org.

Calendar subject to change without notice. Please visit www.browardalliance.org for the most current calendar of events and meetings and for more information regarding The Alliance.

Follow The Alliance on these websites: [Facebook](#), [Twitter](#), [YouTube](#)

Also join our [LinkedIn group](#) (for members only).

greater Fort Lauderdale/Broward Economic Development Alliance

Broward County's Official Economic Development Partnership

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